



PHARMACY EXCELLENCE AWARDS 2025

IN ASSOCIATION WITH
THE PHARMACY BENEVOLENT FUND



**PHARMACY
BENEVOLENT
FUND**

Partnership Package Overview



Overview

The Pharmacy Excellence Awards is presented to you by Ashville Media Group in association with the Pharmacy Benevolent Fund, these awards recognises and celebrates the pinnacle of achievement within the pharmacy sector. This esteemed event honors exceptional contributions, innovative practices, and outstanding dedication to patient care and community health. By acknowledging the remarkable efforts of pharmacists and pharmacy teams, we aim to inspire continued excellence and advancement in the profession.

Event Details:

Date: 29th November 2025

Host: Anton Savage

Location: Radisson Blu Royal Hotel, Dublin

Estimated Attendees: 500 Plus



Who are

THE PHARMACY BENEVOLENT FUND

We are dedicated to improving the lives of those associated with pharmacy by providing assistance in times of need. Whether it's retirement, illness, or unforeseen circumstances, we are here to uplift and empower individuals within the pharmacy community. Join us on this journey of care, compassion, and community impact.



Where compassion meets support

[KNOW MORE](#)

Support

WHY YOU SHOULD SPONSOR THE PHARMACY EXCELLENCE AWARDS

1. **Targeted Exposure:** Showcase your products directly to pharmacists and pharmacy teams who make purchasing decisions, ensuring your brand is top-of-mind within the industry.
2. **Industry Alignment:** Position your company as a key supporter of pharmacy excellence, demonstrating your commitment to advancing healthcare standards and practices.
3. **Direct Engagement:** Utilize networking opportunities to connect with influential pharmacy professionals, gaining insights and building relationships that can drive business growth.
4. **Corporate Responsibility:** Support the Pharmacy Benevolent Fund, highlighting your company's dedication to the welfare of pharmacy professionals and enhancing your corporate social responsibility profile.

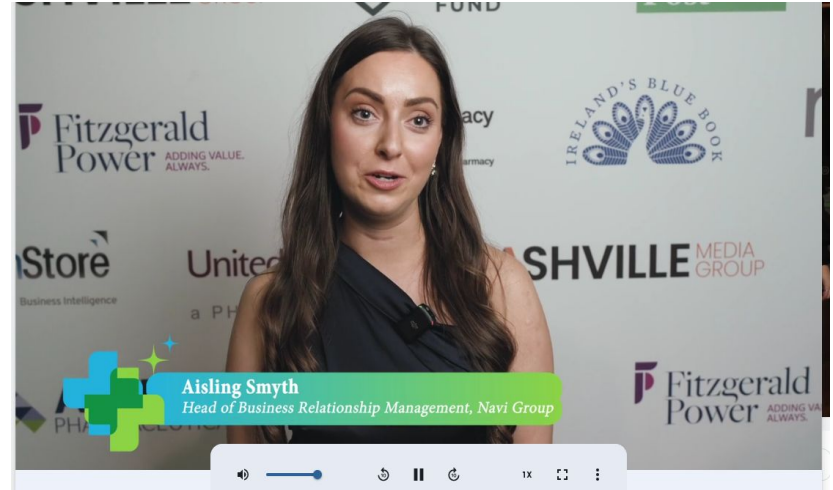


2024 Awards

2024 Winners ([click here](#))



2024 HIGHLIGHT REEL ([click here](#))



2024 Media Coverage

The 2024 awards received a record **238K** views in our Kantar Media independent report of our PR campaign, reinforcing its significance in the industry.

Print:

Rathcoole & Saggart News
Tallaght News
Lucan News
The Business Post

The Echo (Dublin)
The Echo (Tallaght)
Clondalkin News

Online:

Web News coverage : [Businesspost.ie](https://www.businesspost.ie)
Our event's website saw 3.1K page views, while LinkedIn posts garnered 32K impressions.



Categories

- Commitment to Sustainability, Health & Wellbeing
- Diversity & Inclusion Award
- Excellence in Community pharmacy
- Excellence in Locum pharmacy
- Female Health Initiative of the Year
- Hospital Pharmacy Team of the Year
- Independent Pharmacy of the Year
- Lifetime Achievement
- Manager of the Year
- OTC brand of the Year
- Overall Pharmacist of the Year



- Patient nominated award
- Pharmacist contribution to the community
- Pharmacist led team award
- Pharmacy Staff Member of the Year
- Practice Based Research awards
- Professional excellence award
- Special Recognition Award
- Young Pharmacists of the Year
- Pharmacy Technician of the Year

Headline Partner Benefits

Sponsorship cost : €25,000 plus vat

- Naming Rights - **YOUR NAME** Pharmacy Excellence Awards - all communications and reference of the event to include your brand
 - Event Logo integration with your corporate brand
 - Sponsorship of Welcome Reception, inclusive of primary branding
 - Social Media branding across all channels, including profile photo, background images and all post to reference your brand
 - A branded table of 10 at the Awards Dinner in a prime location with two seats at the top Table
 - Photo call / Event to launch the Headline Partnership. Company branding to appear on all print & promotional materials in the lead up to the event including all media partner adverts, and Ashville Publications
 - Primary branding throughout the event on stage and video elements of Awards presentation, all of which identifying you as headline sponsor
- Full page branding in awards brochure (outside back cover) for
 - Full page editorial message in awards brochure
 - Hashtag to include your brand #YournamePharmacyExcellence
 - Presentation of Award to the overall winner and special recognition awards
 - Branding on the Award Trophy
 - Exclusive Ezine to announce partnership includes company message and links
 - Thank-you from Awards host for headline sponsorship
 - Opportunity to include advertising on the production loop
 - Opportunity to place promo insert in event brochure
 - Opportunity to supply Goodie Bag/attendee gift – item provided by Sponsor

Platinum Partner Benefits **Sponsorship cost : €7,950 plus vat**

- Branded table of ten in prime position at awards dinner
 - One person at the top table.
 - DPS in the InBusiness magazine 1000 word interview
 - Full page advert in event brochure aligned to your category.
 - Opportunity to present recipient of chosen category with award on stage
 - Branding on production loop during the award evening.
 - Photo opportunity for senior representative and winner.
 - Branding throughout the event on stage, banners, and video elements of awards presentation, all of which identifying you as category sponsor.
- Company name on awards piece.
 - Opportunity to do a Video “piece to camera” for post event Social media posting.
 - Logo on backdrop for all photos at the event.
 - Menus & pop ups branded with your company name and logo.
 - Recognition from awards host for sponsorship.
 - Social Media promotion of winner of your category, includes your company Twitter handle, including LinkedIn, Facebook and Instagram
 - Branding on the chosen category page in the brochure.
 - Cameraman available to photograph your group for use in your post-event marketing.

Gold Partner Benefits

- Branded table of ten at the awards
- Opportunity to present recipient of chosen category with award on stage
- Company name on awards piece.
- Branding throughout the event on stage, banners, and video elements of awards presentation, all of which identifying you as category sponsor.
- Company logo in event brochure aligned to your category.
- Branding on production loop during the award evening.
- Photo opportunity for senior representative and winner.

Sponsorship cost : €6,950 plus vat

- Opportunity to do a Video “piece to camera” for post event Social media posting.
- Logo on backdrop for all photos at the event.
- Menus & pop ups branded with your company name and logo.
- Recognition from awards host for sponsorship.
- Social Media promotion of winner of your category, includes your company Twitter handle, including LinkedIn, Facebook and Instagram
- Branding on the chosen category page in the brochure.
- Cameraman available to photograph your group for use in your post-event marketing.

Post Event Deliverables

Our Events Team will send you a full Sponsors Report including the following information :

- PR Activity
- Kantar Media Coverage detail
- Social Media Coverage report
- Examples of Branding delivered
- Piece to Camera
- Award presentation images
- Lists of Press/Web and Broadcast Media
- Testimonials
- Examples of Posts and Sponsor Relevant Images



Jill Thornton - Head of Events

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2025

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Thank You

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