



# The Annual **CN AWARDS**

**Sponsorship Opportunities 2023**

Recognising excellence & achievement in clinical, medical & health nutrition

# The Annual CN Awards

Successfully launched in 2010, the annual CN Awards encompasses 11 award categories, recognising the achievements of those whose work has made a significant difference within the nutrition industry – whether as an individual, group or organisation.

The annual CN Awards represent an outstanding promotional opportunity for companies active within the industry. Indeed, those opting to sponsor a category benefit from comprehensive coverage in CN Magazine, CN e-news, across our Social Media platforms and via: [nutrition2me.com](https://www.nutrition2me.com) from November 2022 until November 2023.

## The CN Award categories

### Social Media Personality of the Year

A nutrition professional running their own blog, holding a Twitter chat, or operating a LinkedIn or Facebook group providing credible, evidence-based nutrition information – a personality that really stands out from the rest.

### Nutrition Resource of the Year

A public body/charity/industry resource that readers have utilised and found extremely valuable throughout their practice – e.g. website, educational tool, practical tool.

### Student of the Year

A student that has excelled during their studies, has attained a specific notable achievement, or gone beyond what is expected of them as part of their course or placement (during 2022/23) – a student that stands out from the rest.

### Community Nutrition Professional of the Year

A community nutrition professional who has gone above and beyond what is expected of them in their day-to-day role – this could include: taking on additional duties, running a specific project/research or charitable work.

### Clinical Nutrition Professional of the Year

A clinical nutrition professional who has gone above and beyond what is expected of them in their day-to-day role – this could include: taking on additional duties, running a specific project/research or charitable work.

### Paediatric Nutrition Professional of the Year

A paediatric nutrition professional who has gone above and beyond what is expected of them in their day-to-day role – this could include: taking on additional duties, running a specific project/research or charitable work.

### New Product of the Year

Nominations will be sought from companies who have launched a new product during 2022/23 – nominations are also welcome for relaunched and reformulated products. Nominated products can include a clinical product (e.g. oral nutritional supplement, parenteral nutrition product) or a food product with a specific health claim.

*“The Nutricia Homeward team are delighted to once again sponsor The Geoff Simmonett ‘Commitment to Patient Care’ Award. Recognising a colleague as a true patient advocate, continually improving patients experience and empowering patients and their carers is a fantastic way to appreciate someone who regularly goes above and beyond, continually raising the bar and setting high standards for others to follow. If you know someone worthy of this recognition, please make sure you complete the nomination form, so others can be inspired and learn from their successes. We look forward to celebrating the continued success of the CN Awards.”*

**Nicola Wayne – Senior Brand Manager Nutricia Homeward**

EXCLUSIVE  
SPONSORSHIP  
OF A CATEGORY

**£3,495**

### The Geoff Simmonett 'Commitment to Patient Care' Award

First awarded to Geoff Simmonett, who sadly passed away in 2010, for his huge contribution and dedication to the work of 'Patients on Intravenous and Nasogastric Nutrition Therapy' (PINNT), this Award recognises the work of an individual who has shown exceptional determination, dedication and compassion during patient-focused nutrition support.

### CN Writer of the Year

The CN Team will be considering all articles that have been included within CN (during 2022/23) that have captured the essence and purpose of CN – to provide the reader with an educative, informative, practical and topical read.

### Outstanding Achievement Award

This prestigious Award will be given to an individual or professional group/body who has made an outstanding contribution to clinical, medical or health nutrition throughout their time within the arena.

**NEW**  
AWARD FOR  
**2023**

### Sustainability Initiative Award

Making healthcare more sustainable and reducing its impact on the environment is now more important than ever, and this new Award aims to recognise a professional or group for their work in this area. Examples of this may include, but are not limited to, digitalising healthcare, locally sourcing goods and produce, implementing wellbeing initiatives to improve staff retention, or streamlining services. This Award is open to nominations from practicing healthcare professionals, the NHS or private healthcare providers, and educational and research institutions.

## How to get involved

Sponsorship of each category is priced at **£3,495**. Each sponsoring company will benefit from the following branded coverage from November 2022 (or point of booking) until November 2023 across CN Magazine and all associated products:\*

- Coverage within a dedicated CN Awards section of every issue of CN Magazine from booking until November 2023
- Continual coverage online within the dedicated CN Awards section of nutrition2me.com, which is subject to over **87,000** unique visits per annum\*\*
- Promotion via CN's Social Media platforms – over **11,000** 'followers'
- Continual coverage within CN e-news – the twice monthly e-newsletter of CN Magazine, sent to over **5,600** UK nutrition and dietetic professionals
- A dedicated CN e-shot announcing your sponsorship of your chosen category, sent to over **5,600** UK nutrition and dietetic professionals
- Use of the CN Awards branding for your own promotion around your sponsorship
- Two company/organisation representatives invited to personally present the Award to the winner at a gathering in London

\* IMPORTANT – The earlier you book the more coverage you will get! \*\*Stats calculated from Google Analytics, period covering July 2021 to June 2022.

## CN Awards are promoted across all CN platforms

- **Complete Nutrition (CN) Magazine:** Circulated to in excess of 10,500 individual requesting nutrition health professionals, inc. over 9,000 UK dietitians
- **nutrition2me.com:** Over 87,000 unique visits per annum\*\*
- **CN e-news and CN e-shots:** Subscribed to by over 5,600 UK nutrition and dietetic professionals
- **CN's Social Media platforms:** Over 11,000 'followers'

**For further information regarding CN Awards, please contact Angela on:**

**t: 01920 449 128 e: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**



## **Your voice in clinical, medical & health nutrition**

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