
Partnership Opportunities

Our partnership packages provide organisations with year-round opportunities to promote their services to Yorkshire Care Alliance members through digital marketing, newsletters, educational content and webinars.

The packages also provide a valuable opportunity to upskill staff through the Yorkshire Care Alliances close relationship with Yorkshire Futures.

Community Partner

£480 per year

An affordable way to raise your profile within the Yorkshire care sector.

Included Benefits

- Company logo displayed on the Yorkshire Care Alliance Partners webpage.
- Company profile and website link on our Partners page.
- One dedicated social media welcome/thank you post.
- Recognition in one Yorkshire Care Alliance monthly newsletter per year (circulation approximately 170 member organisations).
- Digital Yorkshire Care Alliance Partner badge for use on your website and marketing materials.
- One complimentary place on a selected Yorkshire Futures training course or workshop.

Supporting Partner

£995 per year

Designed for organisations wanting regular visibility throughout the year.

Included Benefits

Everything in Community, plus the Supporting benefits below:

- Enhanced company profile on the Yorkshire Care Alliance website.
- Three dedicated promotional social media posts per year.
- Two featured articles or promotions within the monthly newsletter per year.
- Opportunity to promote one exclusive member offer during the partnership year.
- Two complimentary places on Yorkshire Futures training courses per year.
- 10% discount on additional Yorkshire Futures training bookings.
- Inclusion in relevant member communications, at the Alliance's discretion.

Strategic Partner

£2,500 per year

Ideal for organisations looking to establish themselves as a recognised strategic partner within the sector.

Included Benefits

All the Supporting benefits, plus the Strategic benefits below:

- Premium placement on the Yorkshire Care Alliance Partners webpage.
- Featured homepage spotlight for one month each year, with a direct website link.
- Six dedicated social media campaigns per year.
- Quarterly features within the Yorkshire Care Alliance member newsletter (four per year).
- Up to two thought leadership articles or sector insight pieces per year.
- One educational webinar hosted in partnership with Yorkshire Care Alliance per year.
- One educational or promotional video shared with members per year.
- Five complimentary places on Yorkshire Futures training courses per year.
- 15% discount on additional Yorkshire Futures training bookings.
- Priority promotion of relevant news, product launches and service updates.
- Opportunity to provide exclusive member resources, guides or downloadable content.

Principal Partner (Exclusive)

£7,250 per year

Our flagship partnership package offers exclusive year-round visibility and engagement across all Yorkshire Care Alliance digital communications.

Limited to one Principal Partner

Premium Visibility

- Exclusive Principal Partner status.
- Premium logo placement across the Yorkshire Care Alliance website.
- Homepage spotlight with enhanced company profile and direct website link throughout the partnership period.
- Principal Partner recognition within every monthly member newsletter.
- Featured as Principal Partner across all Yorkshire Care Alliance webinars and digital events.
- Featured branding on selected Yorkshire Futures promotional materials, at the Alliance's discretion.

Digital Marketing

- Eight dedicated promotional social media posts per year (content supplied by sponsor).
- Featured promotional video hosted on the Yorkshire Care Alliance website and promoted through newsletters and social media.
- Up to four educational or sector insight videos per year.

- Quarterly thought leadership articles shared with members (four per year).
- Priority promotion of business announcements, campaigns and new service launches.

Direct Member Engagement

- Up to four co-hosted educational webinars per year.
- Opportunity to present best practice, innovation and sector updates to members.
- Direct inclusion in member email communications, in addition to the newsletter.
- Exclusive member offers, resources and educational content.
- Priority participation in collaborative campaigns and initiatives.

Additional Exclusive Benefits

- A quarterly partnership activity report summarising all the promotional activity delivered.
- Ten complimentary places across Yorkshire Futures training courses per year.
- 20% discount on all additional Yorkshire Futures training bookings throughout the partnership period.
- First refusal on renewal of the exclusive Principal Partnership.
- Permission to use the title “Exclusive Principal Partner of Yorkshire Care Alliance” throughout the partnership period.
- A dedicated Yorkshire Care Alliance contact to coordinate promotional opportunities and maximise partnership value.