

Pharma Education Collaboration

Sponsorship and
Partnership Packages
2025



Greater Manchester Cancer
Academy

About Us

Greater Manchester Cancer Alliance is one of 20 Cancer Alliances across NHS England, working to transform cancer care across our region Greater Manchester.

Greater Manchester Cancer Academy is the education provider for Greater Manchester Cancer Alliance. Part of the Workforce and Education programme, it was founded to develop a sustainable lifelong learning model to support our current and future workforce – equipping them with the skills and tools necessary provide the best patient care, instill an empowerment culture of taking control of your own learning.

The Academy offers a range of education that span all care settings and professional groupings, all driven by workforce need. Each year we create a 'blueprint' that shows the areas of education we will be developing.



The Greater Manchester Cancer Academy Reach 23-25

6,000+

academy users



23

accredited events



Over 50%

of Cancer Alliances licensing the ePortfolio



1st

donation and grants project



500

pre-reg learners engaged in Cancer EDI simulation (And growing!)



14

skills labs



30

webinars



1,521

delegates across 23 events



27

eLearning modules



740

delegates across 30 webinars



130,000

CPD hours accumulated



Education Sponsorship Packages

Education Event Sponsorship

Engagement Sponsor

The Engagement Sponsorship Package offers an excellent opportunity for organisations to support the advancement of education while gaining meaningful visibility and exposure to healthcare professionals, researchers, and key stakeholders. This package is designed to support engagement opportunities and interaction throughout the event.

Key Features

- ✓ **Exhibition Space** – A dedicated space within the event venue to showcase your organisation, interact with attendees, and share your latest innovations and services.
- ✓ **Brand Visibility** – Your organisation's logo will be featured on event materials, including the Greater Manchester Cancer Academy website and digital communications.
- ✓ **Networking Opportunities** – Connect with leading healthcare professionals, researchers, and decision-makers to foster meaningful relationships.
- ✓ **Acknowledgment in Event Communications** – Recognition as an Engagement Sponsor in pre-event promotions, social media announcements, and post-event materials.
- ✓ **Complimentary Registration** – Includes one (1) representative pass, granting access to event sessions and networking areas.

Price:
£750

Impact Sponsor

The Impact Sponsorship Package builds on the benefits of the 'engagement' package, offering a high value opportunity for organisations to champion cancer education. This package is ideal for sponsors looking to make a strong, lasting impact by helping the cancer workforce access the education they need, while significantly enhancing their brand presence.

Designed to elevate your presence amongst the cancer system, the Impact package offers prominent exposure and deeper engagement with key stakeholders across healthcare, research, and policy.

Key Features

- ✓ **Exhibition Space** - A dedicated space within the event venue to showcase your organisation, interact with attendees, and share your latest innovations and services.
- ✓ **Brand Visibility** - Your organisation's logo will be featured on event materials, including the Greater Manchester Cancer Academy website and digital communications.
- ✓ **Networking Opportunities** - Engage with leading healthcare professionals, researchers, and decision-makers to foster meaningful relationships.
- ✓ **Acknowledgment in Event Communications** - Recognition as a Impact Sponsor in pre-event promotions, social media announcements, and post-event materials.
- ✓ **Pre-Event Promotion** - A 200-word company bio featured in an email sent to delegates before the event, offering early exposure and brand awareness.
- ✓ **Complimentary Registrations** – Includes two (2) representative passes, granting full access to event sessions and networking areas.

Price:
£1,400

Speaking Opportunity

As part of our exclusive sponsor package, we are offering a valuable 15-minute speaking opportunity designed to showcase your expertise and contributions to advancing healthcare outcomes. This dedicated session provides a platform to connect directly with healthcare professionals, administrators, and key stakeholders across the region.

Presentation Focus: We encourage sponsors to tailor their content to provide value to the audience and the topic must be approved by a clinical lead and the Greater Manchester Cancer Alliance.

Suggested topics may include:

- ✓ Innovative pharmaceutical solutions improving patient care.
- ✓ Advancements in treatment options and therapies
- ✓ Strategies for supporting healthcare professionals in delivering optimal care.
- ✓ Case studies showcasing successful partnerships with healthcare providers.

Upcoming Education Events for Secondary Care

- ✓ Head & Neck Cancer
- ✓ Genomics
- ✓ Skin Cancer
- ✓ HPB Education

Upcoming Education Events for Primary Care

- ✓ Gynaecology & Breast
- ✓ Non Clinical Practice Staff
- ✓ Lower GI & Urology
- ✓ Head & Neck and OG

Please get in touch with the Workforce and Education team if you would like to discuss sponsoring an education event with a speaking opportunity.

Additional:
£500

Skills Lab Sponsorship

Our Skills Lab Sponsorship Package offers a unique opportunity to support high-quality educational experiences that enable healthcare professionals to gain essential hands-on training. By sponsoring our skills lab, you'll be directly contributing to the enhancement of clinical education, helping learners build the confidence and competence needed for real-world patient care.

Key Features

- ✓ **Promotional Space:** A dedicated space within the room to showcase your organisation, interact with attendees, and feature new medical devices or product demonstrations.
- ✓ **Brand Visibility:** Your organisation's logo will be prominently featured on event materials, including the Greater Manchester Cancer Academy website and across all digital communications.
- ✓ **Networking Opportunities:** Connect with healthcare professionals across both Primary and Secondary care settings, building valuable relationships with key industry players.

Current Skills Lab Topics

Our growing portfolio of practical, hands-on education includes:

- ✓ Vaginal Examination
- ✓ Catheter Care & Catheterisation

We are continuously expanding our skills lab education offerings. If you're interested in collaborating and contributing to the future of clinical training, we would be thrilled to explore potential partnership opportunities with you.

Why Sponsor?

- ✓ **Investing in Education:** Your sponsorship will play a crucial role in the development of healthcare professionals by supporting hands-on learning.
- ✓ **Promote Your Commitment to Healthcare Innovation:** Align your brand with clinical excellence and showcase your support for continuous professional development within the healthcare community.

Please contact the Workforce & Education team via gmcancer.academy@nhs.net if you are interested.

Partner with us to Deliver Impactful Educational Content

We invite you to collaborate with the Greater Manchester Cancer Academy in our mission to elevate cancer care by inspiring, educating and improving cancer education across the region.

By working together, we can co-create innovative, accessible, and evidence-based educational resources that empower healthcare professionals, support patient care, and drive system-wide improvement.

The Greater Manchester Cancer Academy offers a blended learning approach because we understand that education isn't one-size-fits-all. This means your organisation can engage with us in a variety of ways to co-deliver meaningful, impactful learning experiences. Our flexible model supports collaboration to meet the diverse needs of healthcare professionals and ensure high-quality cancer education across the region.

Our Collaboration Offerings

Education Development

This opportunity is ideal for organisations that want to contribute their expertise to the creation of educational materials that support cancer workforce development across Greater Manchester.

Whether it's creating resources such as toolkits, eLearning modules, podcasts, skills labs or broadening our AI comms skills offering, we'll work closely with you to design engaging, evidence-based content that meets the needs of healthcare professionals at all levels.

Why Partner with Us?

- ✓ **Regional Reach & Visibility** - Your co-designed content will be hosted on the Greater Manchester Cancer Academy website and actively promoted through our mailing list and social media channels, ensuring it reaches a broad network of cancer professionals across the region.
- ✓ **Quality & Credibility** - Position your organisation as a key contributor to healthcare education and professional development.
- ✓ **Lasting Impact** – Your co-designed education will become apart of our sustainable education offer that continues to support professionals long after launch.
- ✓ **Clinical Expertise** – By partnering with us, you will have the opportunity to develop educational content in collaboration with our clinical leads, who will bring their clinical expertise and knowledge to create engaging and fact-based educational programs.

If you are interested in partnering with us to create engaging and innovative education, please get in touch with your ideas. We would love to explore how we can collaborate.



Joint Working Agreements Projects

At the forefront of healthcare education and innovation, we are committed to collaborating on exciting, forward-thinking projects. Whether it's the development of a cutting-edge ePortfolio app to track professional progress or the creation of an educational package focused on improving equality and diversity in research trials across Greater Manchester, we welcome partnerships that drive meaningful change.

We are recognised as national leaders who push boundaries and pioneer new ways to deliver education and engage the workforce. This is exemplified by our AI-powered communication skills training, which uses immersive simulations to equip professionals with the tools to have more effective, compassionate conversations with patients. Our innovation has been nationally recognised, with shortlisting for two HSJ Awards celebrating our achievements in both the ePortfolio and the communication skills training. While our focus is on cancer, the scalability of our approach creates opportunities for wider partnerships—including those beyond cancer.


This collaboration opportunity allows organisations to solely support specific projects, providing essential financial support while aligning your brand with transformative healthcare education technology, and health inequalities.

By partnering with us, your company will play a pivotal role in shaping the future of cancer education, helping us deliver impactful, high-quality solutions to the healthcare sector.

Let's Collaborate

By partnering with us, your organisation can directly contribute to real-world improvements in healthcare education and delivery. Together, we can co-create solutions that leave a lasting legacy.

If you're interested in exploring a potential project, please get in touch with us at gmcancer.academy@nhs.net.





Support the Future of Cancer Education - Grants and Donations

Greater Manchester Cancer Academy welcomes grants and donations from individuals, organisations, and charitable foundations who share our commitment to improving cancer education and outcomes across the region.

Your support helps us:

- ✓ Develop and deliver high-quality, accessible learning resources
- ✓ Expand our reach across the cancer workforce.
- ✓ Innovate in digital education and blended learning.
- ✓ Respond to emerging needs and priorities in cancer care.

Whether you're funding a specific programme, supporting a new educational resource, or making an unrestricted donation, your contribution will have a meaningful and lasting impact on cancer education in Greater Manchester.

We are happy to work with funders to align with your goals, provide impact reports, and ensure visibility and recognition where appropriate.

Donation and Grants Case Study: BRIDGE Programme – Partnering with Gilead

In 2024, we were awarded a grant from Gilead to launch the BRIDGE programme—Broadening Cancer Research Participation and Diversity through a Greater Manchester Education initiative. This project tackles a critical challenge in cancer research: increasing diversity and equitable access to clinical trials.

The programme delivers a comprehensive, multi-educational package featuring:

- ✓ Foundations in Research and Trials
- ✓ Advocacy-Focused Communication Skills Training
- ✓ Cultural Competence Training in partnership with Can-Survive

At the heart of the programme is an immersive communication skills package powered by cutting-edge AI technology. This innovative tool simulates real-life patient conversations about clinical trials, offering healthcare professionals hands-on, experiential training in a safe and dynamic environment.

Our partnership with Gilead demonstrates how industry collaboration can:

- ✓ Strengthen communication and cultural competence in the cancer workforce
- ✓ Increase equitable patient participation in research
- ✓ Support wider workforce development
- ✓ Contribute to improved survival outcomes and reduced health inequalities.

Interested in supporting our work?

Get in touch to explore how your funding can help us build a more informed, skilled, and confident cancer workforce.

If you would like to learn more about our sponsorship opportunities or speak to a member of our team, please email us at

gmcancer.academy@nhs.net

and we would be delighted to discuss your requirements.



Greater Manchester **Cancer**
Academy