



MEDICAL
JOURNALISTS'
ASSOCIATION

SUPPORTING THE MJA

**SPONSORSHIP OPPORTUNITIES &
BENEFITS**



About the Medical Journalists' Association

- The MJA was founded in 1966 by journalists and doctors who wrote articles for the lay press — with the aim of educating and informing the general public, and each other, about medical issues via the media.
- With around 450 members, it is one of the largest journalists organisations in the UK and is the largest with a focus on health and medicine.
- MJA members work across a wide range of national and regional newspapers, magazines, TV, radio, specialist, trade and academic media as well as a growing number of online platforms.



What our sponsors say about the MJA

The MJA is a brilliant association. For us at Roche it is really important to have as close ties as possible with medical journalists because they have such an influential role in engaging with and communicating quite serious and important issues to the general public.

David Flynn, corporate communications lead, Roche, sponsors of the MJA Awards

The MJA is a fantastic organisation dedicated to encouraging excellence in health journalism. Accurate, informative, and innovative healthcare information is more important than ever and we at Bristol Myers Squibb share the same dedication to factual science. Our support for the MJA is one way we try to help build understanding of science in our local community.

Paul French, corporate affairs lead for UK & Ireland, BMS, sponsors of the MJA Awards

Supporting the MJA Awards is something we feel really passionate about. Editors are under extreme pressure in terms of the time their journalists have to do really hard-hitting investigative journalism, but they are still able to deliver excellent curation of the news and provide the general public with information they really need.

Eleanor Read, health business strategy co-lead, Edelman, sponsors of the MJA Awards



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Bristol Myers Squibb™

Yakult



Edelman

Medtronic

REAL CHEMISTRY



The MJA Annual Awards

- The MJA Awards recognise and reward outstanding examples of health and medical journalism across a range of categories. They are acknowledged as one of the highest professional accolades within the health and medical media industry.
- Our invitation-only Awards evening, held in September in central London, provides sponsors with a unique opportunity to network with some of the biggest names in health journalism as well as the rising stars of the future.



The benefits of sponsoring the MJA Awards

Only our sponsors, invited guests and MJA members are able to attend the MJA Awards. The relaxed format — pre-awards drinks and canapés, with a short, seated ceremony, followed by an informal small-bowl supper and drinks to celebrate the winners — is designed to maximise opportunities for networking with our members and guests.

The Awards sponsorship package includes:

- A free full-page advertisement in the Awards brochure, which is given to all attendees.
- Sponsors' logos highlighted throughout the ceremony including as the backdrop for all official photographs. Logos are also displayed on all Awards communications and social media posts as well as on the Sponsors and Awards pages of our website.
- A dedicated page on our website. This can be publicly visible or password-protected to ensure compliance with the ABPI code or any other regulatory bodies. A sponsor's page can include a wide range of material including a feed of the sponsor's news and press releases, media contacts and background information and explainers.
- Photography and video from the evening can be shared with sponsors. For a small additional fee, we can also provide edited videos and content for social media on request.



MJA one-day symposium

The MJA held its second one day symposium in 2023. The event is primarily aimed at journalism students but also attracts existing journalists wishing to develop new skills. 'Uncovering a Scandal' was the theme in 2023, and some of the industry's most tenacious and talented investigative journalists shared their insights and tips. Speakers included: Katie Goodman of Channel 5, Pulse editor Jaimie Kaffash, Sunday Times health editor, Shaun Lintern and Hannah Barnes and the Newsnight producer and author of Time to Think: The Inside Story of the Collapse of the Tavistock's Gender Service for Children.

The MJA is actively seeking sponsors or partners to work with them on future symposia in order to keep ticket prices affordable for students.

Sponsors would receive full branding of all symposium materials and the opportunity to support and network with the next generation of health and medical journalists.



Pulse editor, Jaimie Kaffash



Other opportunities to engage with the MJA

Educational events

- The MJA runs regular online expert-led courses, face-to-face meetings and webinars for members which provide opportunities for clinical KOL speakers and/or sponsorship.
- These fall into two broad categories
 - Education around medical/clinical topics
 - Careers support for journalists, e.g. investigative journalism, podcast production, legal/accountancy skills

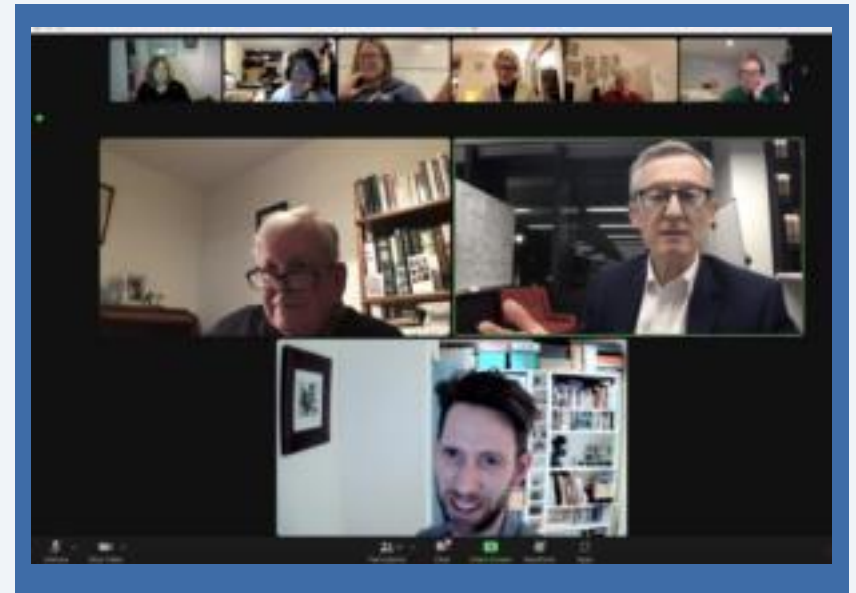
Press release distribution to all our members

Content placement on our website

We welcome discussions on relevant topics for all the above



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ACTIVITY	YOUR OPPORTUNITY	YOUR MEMBER ENGAGEMENT	YOUR INVESTMENT
The MJA Awards	Prize sponsorship	<ul style="list-style-type: none"> • Present prize • Full page in awards programme • Dedicated page on MJA website • Logo on photography/video content • Logo on MJA Awards and Sponsors pages 	£5,000 per prize
Educational event	Single event sponsor	<ul style="list-style-type: none"> • Spotlight key issues • Provide speakers and information • Acknowledged as event sponsor in all materials/publicity 	£1,000 - £3,000
Online PR opportunities	MJA one day symposium principal sponsor Content & press release distribution	<ul style="list-style-type: none"> • Full and exclusive branding of event Promotion of your brand's messages to our members via our website and/or e-newsletter	£3,000 £150 - £2,000

Thank you for considering sponsorship of the MJA



OUR CHAIR, SHAUN LINTERN, AND THE EXECUTIVE COMMITTEE OF THE MJA LOOK FORWARD TO MEETING YOU



OUR MEMBERSHIP THANKS YOU FOR SUPPORTING EXCELLENCE IN HEALTH JOURNALISM IN THE UK

