



UK Dementia Awards 2026

Celebrating Effort - Inspiring Change



Welcome

The UK Dementia Awards are our nation's only dedicated celebration of excellence in dementia care.

We're excited to present a refreshed 2026 Awards programme that celebrates learning, sharing, and inspiring across the dementia community. Encompassing 15 awards, we're recognising excellence across care, innovation, research and lived experience celebrating the dedication, creativity, and compassion that drive real change

Our gala lunch award celebration is rooted in connection and community. Far from the glitz and glamour of typical awards nights, this event fosters a heartfelt atmosphere where stories are shared, achievements are genuinely acknowledged, and people, including those with lived experience, come together to appreciate the work that truly matters. It's a space for recognising achievement with authenticity—where the focus is on impact and where everyone leaves feeling re-energised and truly valued for the difference they make in the dementia community.

Our 2026 event will be held at Coombe Abbey, Warwickshire on 30th April 2026

To sponsor one of our awards, please contact:
Maria at maria@dementiapublishing.community

Sponsorship Opportunities

We are offering a unique opportunity for a **Headline Sponsor** for this event. The Headline Sponsor will hold a prominent position across all communications and event platforms, demonstrating sector-wide leadership and commitment to dementia care.

LEAD THE CELEBRATION. SHAPE THE FUTURE

Headline Sponsor

£5,525 + VAT

Be the name behind the nation's most respected dementia awards.

- ★ Premier visibility across marketing platforms plus sponsors badge, mailshots, social media and our event programme
- ★ Complimentary table for ten at the Gala Lunch
- ★ Sponsorship of an award of your choice (subject to availability)
- ★ Invitation to participate in a judging panel
- ★ On-stage presentation of your sponsored award with our VIP host
- ★ Pre and post-event coverage in the Journal of Dementia Care
- ★ First option to renew your sponsorship for 2027
- ★ 30% discount on a stand at UKDC 2026 if booked with your sponsorship

ALIGN YOUR BRAND WITH EXCELLENCE IN DEMENTIA CARE

Award Sponsors

£1,600 + VAT

Support a single award and celebrate outstanding achievement in your chosen area.

- ★ Promotion across marketing platforms plus sponsors badge, our website, mailshots, social media and our event programme
- ★ Two complimentary places at the Gala Lunch
- ★ Sponsorship of an award of your choice (subject to availability)
- ★ Invitation to participate in a judging panel
- ★ On-stage presentation of your sponsored award with our VIP host
- ★ Post-event recognition in the Journal of Dementia Care
- ★ 10% discount on a stand at UKDC 2026 if booked with your sponsorship
- ★ Event photos following the ceremony
- ★ Your logo on digital certificates sent to finalists and winners framed certificates

Sponsorship benefits at a glance

Benefit	Headline Sponsor	Award Sponsor
Marketing visibility	✓	✓
Sponsor badge	✓	✓
Gala Lunch places	Table for ten people	Two people
Sponsorship of award(s)	Award of your choice	Award of your choice
Judging panel invitation	✓	✓
On-stage presentation	Welcome address. Opportunity to sponsor and present an award	Presentation of your sponsored award
Coverage in Sector Media	✓ Before and after	✓ Before and after
Coverage in JDC	✓ Before and after	✓ After
Discount on UKDC 2026 stand	20%	10%
Event photos	✓	✓
Logo on certificates	✓	✓

Award particulars

For well over a decade, Dementia Community has proudly celebrated the people, projects, and partnerships that make a real difference in the lives of those living with dementia. The UK Dementia Awards 2026 continue this tradition—recognising excellence, compassion, and innovation across care, community, and creativity.

The awards are judged by a panel of dementia experts, including people with lived experience, ensuring that every nomination is seen, valued, and understood. Whether nominating a colleague, a team, a service, or someone whose quiet dedication deserves the spotlight, this is the chance to say: you matter, and your work matters too.

1

DEMENTIA CARE TEAM AWARD

Recognising teams working in a variety of settings, delivering compassionate, person-centred care.

2

END OF LIFE CARE AWARD

Honouring those who provide sensitive, respectful, and holistic care at the end of life, supporting individuals and families with empathy and grace.

3

LEADERSHIP AWARD

Valuing leaders who inspire excellence, drive positive change, and uplift those around them in the pursuit of better dementia care.

4

INDEPENDENT SMALL PROVIDER AWARD

Celebrating small-scale care and community organisations delivering personalised, values-led support.

5

TECHNOLOGY & AI IN DEMENTIA AWARD

Celebrating the use of digital tools, assistive technology and AI to enhance independence, safety, and quality of life.

6

ENVIRONMENTAL DESIGN AWARD

Recognising the value of gardens and indoor and outdoor spaces that support wellbeing through thoughtful, dementia-friendly design.

7

DEMENTIA RESEARCH AWARD

Recognising a researcher or research team whose work has advanced our understanding of dementia, improved care practices, and brought hope for future treatments.

8

HOME-CARE SERVICE AWARD

Championing home-care providers who deliver high-quality, respectful, and relationship-based care in people's own homes.

9

RESPITE & CARER SUPPORT AWARD

Valuing organisations and people who offer respite and support for unpaid carers.

10

EDI IN PRACTICE: EQUITY, DIVERSITY & INCLUSION AWARD

Recognising inclusive practices that reflect the diversity of our communities and ensures equitable access to support.

11

YOUNG ONSET DEMENTIA AWARD

Celebrating tailored support, advocacy, or innovation for people living with dementia.

12

INTERGENERATIONAL AWARD

Celebrating initiatives that bring generations together, fostering understanding, joy, and mutual support across age groups.

13

CREATIVE ARTS & CULTURE IN DEMENTIA AWARD

Honouring arts, heritage, and cultural projects that spark memory, creativity, and connection.

14

PROMOTING HEALTH & WELLBEING AWARD

Championing initiatives that support physical and emotional wellbeing through nature, movement and mindfulness.

15

PEOPLE'S CHOICE AWARD

Honouring individuals who are making a difference for people living with dementia and whose impact is deeply felt and appreciated.

Judging at the UK Dementia Awards 2026

The UK Dementia Awards celebrate excellence in dementia care, leadership, and research. Each award is judged by a panel of 2–4 individuals, carefully selected to reflect a balance of expertise and lived experience. Panels include colleagues from our Board, Advisory Group, Equality Diversity & Inclusion Groups and the dementia wider community, alongside people directly affected by dementia.

We are looking for judges who bring:

- Understanding of quality in dementia care
- Experience in leadership and innovation
- Knowledge of research and evidence-based practice
- Commitment to valuing lived experience

Sponsors are warmly invited to select an award category to support. By doing so, you will be collaborating with a panel that embodies integrity, inclusivity, and excellence.

Judging Timeline

- February 2026 – Sponsors confirm their chosen award category.
- 1st–14th March 2026 – Judges review written entries (approx. 2–3 hours).
- 15th–26th March 2026 – Judges conduct interviews with shortlisted entrants (date(s) to be agreed; approx. 2 hours).
- By 27th March 2026 – Panels finalise decisions; finalists are invited.
- 30th April 2026 – UK Dementia Awards ceremony: sponsors present their supported award.

Ready to Sponsor?

Whether you're looking to lead as our **Headline Sponsor** or support this event as an **Award Sponsor**, we'd love to welcome you to the UK Dementia Awards 2026.

For more information or to reserve your sponsorship, please contact:

Maria at maria@dementiapublishing.community

We would be delighted if you could join us for this significant event to share the celebration of excellence in dementia care. Tickets are available at £80 plus VAT. from our website <https://journalofdementiacare.co.uk/>

Thank you for your continued support; it is much appreciated.