



TOTAL CARE & SAFEGUARDING CAMPAIGN

OVERVIEW

The Total Care & Safeguarding Campaign is a NOEA-led industry initiative designed to promote a more holistic approach to audience safety, wellbeing and support at outdoor events.

As the expectations of audiences evolve, so too must the way events are delivered. Safety is no longer defined solely by security and medical provision. It now requires a coordinated approach that integrates:

- Health, safety and risk management
- Medical provision and emergency response
- Wellbeing, inclusion and personal support

The campaign will raise awareness of this 'total care' model across the industry, encouraging event organisers, suppliers and partners to adopt a more holistic approach to audience care.

Delivered in partnership with leading organisations including Safer Spaces, the Event Medical Association and Institution of Occupational Safety and Health (IOSH), the campaign will combine thought leadership, case studies and industry engagement to drive change across the sector.

OUR COMMITMENT

NOEA will actively promote the campaign across the industry, ensuring that supporting organisations are visible as part of a collective effort to raise standards.

YOUR COMMITMENT

In order for this campaign to gain the reach and attention it deserves, we are asking partners to contribute £2,000 (+VAT). This investment will support campaign delivery, content creation and industry engagement.

THE OPPORTUNITY

The Total Care & Safeguarding Campaign represents a clear shift in how the industry thinks about responsibility.

For organisations operating within the events industry, this is an opportunity to align their values to a crucial industry campaign whilst demonstrating leadership in an area that matters to audiences, organisers and regulators.

Through partnering with the campaign, organisations will:

- Publicly demonstrate their commitment to safety, wellbeing and responsible event delivery
- Align their brand with a recognised, industry-wide initiative led by NOEA
- Be part of a campaign that is shaping the future expectations of events
- Show leadership in an area that is increasingly important to clients, partners and audiences



WHAT SPONSORS RECEIVE

Sponsors will be recognised as official supporters of the Total Care & Safeguarding Campaign, with benefits including:

- Brand alignment with all campaign activity and communications
- Logo inclusion across campaign materials, content and digital platforms
- Recognition within NOEA-led industry communications, social media, and PR
- Association with thought leadership and best practice across the sector

Sponsors may also have the opportunity to:

- Contribute insight, expertise or case studies to campaign content
- Participate in industry discussions and campaign-led activity
- Act as advocates for the Total Care approach within the sector
- Collaborate with NOEA at industry events where the campaign will be launched and promoted



For more information on sponsorship, please contact us susan@noea.org.uk