



The Capital Health Awards

STRATEGIC PARTNERSHIP

& SUPPORT PACKAGES

Building Africa's premier healthcare recognition platform.

CELEBRATING IMPACT. INSPIRING EXCELLENCE.

10 DECEMBER 2026

ABUJA CONTINENTAL HOTEL

ABUJA, NIGERIA

www.thecapitalhealthawards.com

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THE HEALTH SHOW

A platform born from sustained public health advocacy

The Capital Health Awards grew from a trusted media platform that has consistently connected healthcare professionals, institutions and the public.

THE HEALTH SHOW

NTA NEWS 24

National health education, professional dialogue and responsible public engagement - broadcast every Saturday since September 2024.

DSTV • GOTV • STARTIMES

70+EPISODES
DOCUMENTED BY
JANUARY 2026**25 MIN**WEEKLY EPISODE
FORMAT**SAT**CONSISTENT WEEKLY
BROADCAST**NATIONAL**MULTI-PLATFORM
DISTRIBUTION

FROM BROADCAST TO INSTITUTION

2024

The Health Show launches and begins weekly national broadcasting.

2025

The inaugural Capital Health Awards establishes a formal recognition platform.

2026

A more rigorous national awards cycle and strategic partnership programme.



INSTITUTIONAL PURPOSE

Recognition is part of a stronger health system

Healthcare systems depend on people who serve with excellence, integrity, innovation and resilience. CHA exists to make that excellence visible, credible and enduring.

THE GAP

Healthcare excellence is often acknowledged informally, episodically or only in moments of crisis.

A credible national platform is needed to reinforce professional dignity, standards of service and public trust.

THE RESPONSE

A rigorous institution that honours service and elevates the national healthcare narrative.

CHA recognises individuals and institutions through transparent nominations, verification and independent professional adjudication.

OUR GUIDING PRINCIPLES

01

Professional excellence

02

Transparency and fairness

03

Service and human dignity

04

Inclusive sector recognition

05

Long-term impact

“Recognition turns visibility into validation, and service into legacy.”



AWARDS OVERVIEW

CHA 2026 at a glance

A selective national recognition programme designed to preserve prestige, strengthen confidence and celebrate measurable healthcare impact.

10 DEC

CEREMONY DATE

ABUJA

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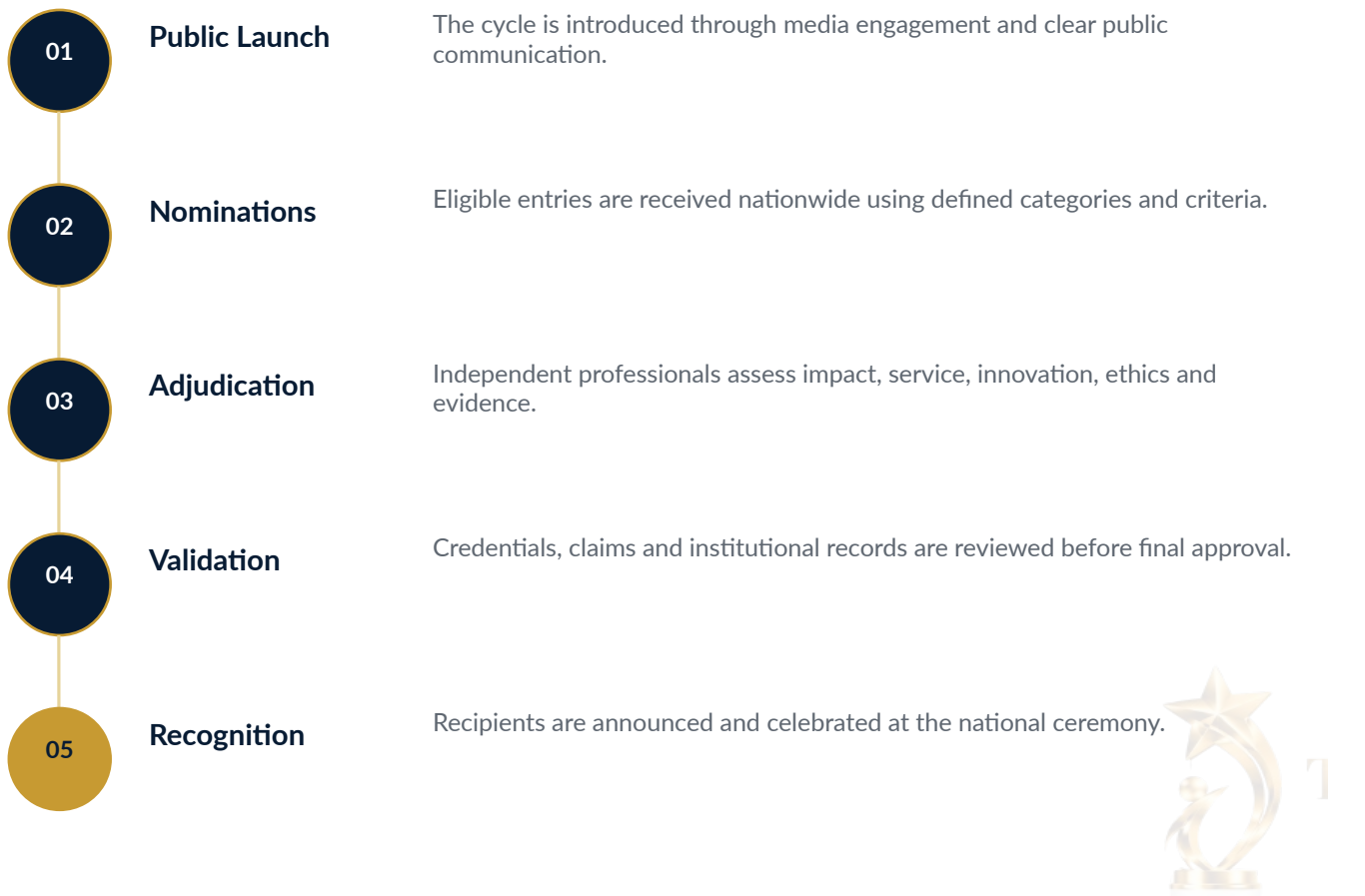
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INDIVIDUAL RECIPIENTS

3

INSTITUTIONAL RECIPIENTS

A DISCIPLINED AWARDS CYCLE



MERIT-BASED • DOCUMENTED • INDEPENDENT • PROFESSIONALLY DEFENSIBLE

THE OPPORTUNITY

Partnership with purpose, credibility and continuity

CHA offers partners more than event-day branding. It creates a structured platform for healthcare leadership, year-round storytelling and long-term institutional association.

01 Sector Credibility

Align with a merit-based institution that engages healthcare professionals, institutions and professional bodies.

02 Media Continuity

Connect with The Health Show and an ongoing health advocacy platform - not only a single ceremony.

03 Thought Leadership

Create credible opportunities for executive voices on health, sustainability and social impact.

04 Responsible Visibility

Receive partner recognition within agreed programmes without compromising awards independence.

05 Stakeholder Access

Engage healthcare leaders, policymakers, institutions, advocates and invited guests.

06 Legacy Building

Support a platform designed to grow from national recognition toward continental relevance.

THE GOAL: PARTNERSHIP THAT CREATES PUBLIC VALUE AND ENDURING HEALTHCARE IMPACT.

FOUR LEVELS OF ENGAGEMENT

Choose the role that matches your ambition

Each package is designed around a distinct type of supporter - from individual champions to institutions seeking long-term strategic association.

01

Individual Patron

Personal support for healthcare recognition and professional dignity.

Individuals • Executives • Philanthropists

FLEXIBLE CONTRIBUTION

02

Programme Partner

Support a named programme or experience across the CHA cycle.

Companies • Foundations • Institutions

TAILORED PROGRAMME INVESTMENT

03

Field Sponsor

Underwrite a healthcare field, theme or award category.

Sector brands • Healthcare organisations

NEGOTIATED FIELD UNDERWRITING

04

Legacy Partner

Year-round strategic partnership with institution-building value.

Major corporates • National institutions

EXCLUSIVE STRATEGIC PARTNERSHIP

Benefits are indicative and are finalised through a written partnership agreement.

01

Individual Patron

For individuals who want to personally champion healthcare excellence and professional dignity.

CHA 2026

WHAT THIS SUPPORT ENABLES

Individual Patrons help strengthen the awards experience, honouree recognition, public education and the institutional quality required to deliver a credible national programme.

IDEAL FOR

Healthcare advocates
Senior professionals
Executives
Philanthropists

CONTRIBUTION MODEL

Flexible contribution, confirmed privately with the CHA Secretariat.

PATRON BENEFITS



Recognition as an Official CHA 2026 Patron.



Name listed in the official event programme and Patron Roll.



Recognition on the CHA website and selected digital materials.



Invitation to the Capital Health Awards ceremony.



Official certificate and digital appreciation graphic.



Post-event acknowledgement from the CHA Academy.



A personal commitment to the people who safeguard health, dignity and life.

02

Programme Partner

For organisations that want to power a defined experience, platform or public-engagement component.

CHA 2026

EXAMPLE PROGRAMMES

- | | |
|------------------------------------|--------------------------------|
| ● The Health Show countdown series | ● World Media Conference |
| ● Volunteer Programme | ● Guest Experience |
| ● Nominee Storytelling | ● Media Centre / Press Room |
| ● Reception or Hospitality | ● Digital Content / Livestream |

INVESTMENT MODEL

Tailored to the selected programme, scale, production requirements and agreed visibility.

PARTNER BENEFITS

- ✓ "Supported by" recognition for the selected programme or experience.
- ✓ Logo placement on relevant programme materials and web pages.
- ✓ Acknowledgement in associated press, social and event communications.
- ✓ On-site branding or exhibition opportunity where operationally appropriate.
- ✓ Allocated invitations and hospitality aligned with the agreed scope.
- ✓ Post-programme visibility and an agreed delivery summary.



03

Field Sponsor

For organisations that want credible association with a healthcare field, theme or award category.

CHA 2026

EXAMPLE FIELDS

Maternal & Community Health

Nursing and Midwifery

Pharmacy Excellence

Healthcare Innovation

Institutional Service Excellence

Public Health Leadership

IMPORTANT INTEGRITY SAFEGUARD

Field sponsorship creates visibility around a theme or category. It does not confer any influence over nominations, verification, adjudication or award outcomes.

SPONSOR BENEFITS



Designation as Official Sponsor of the agreed field or category.



Stage acknowledgement and category presentation by an approved representative.



Branding on agreed field-specific assets, screens and programme pages.



Relevant media, photography and storytelling opportunities.



VIP hospitality and invitations aligned with the sponsorship scope.



Post-event recognition and an agreed category delivery summary.



04

Legacy Partner

The flagship relationship for organisations committed to year-round impact and long-term institution building.

CHA 2026

THE DIFFERENCE

A Legacy Partner is not simply an event sponsor. It becomes part of the long-term story of healthcare recognition, public advocacy and institutional growth.

STRATEGIC BENEFITS



Top-tier designation across the agreed CHA 2026 awards cycle.



Prime logo placement across major campaign and ceremony assets.



Year-round integration within agreed Health Show and awards programming.



Executive thought-leadership opportunities, including keynote, panel or fireside participation.



Opportunity to co-create responsible public-health or healthcare-impact initiatives.



Premium ceremony hospitality, executive access and approved protocol recognition.



Joint media opportunities and post-cycle impact reporting.



Priority discussions around multi-year and future continental collaboration.



PARTNERSHIP MODEL

Exclusive, negotiated strategic partnership with a defined annual workplan and written deliverables.

DESIGNED AROUND STRATEGIC FIT

Not every partnership belongs in a fixed box

CHA can create a bespoke engagement model where an organisation has a clear strategic objective, capability or contribution that strengthens the platform.

BESPOKE POSITIONS

Official Strategic Partner	Title Partner
Broadcast & Media Partner	Knowledge / Research Partner
Technology Partner	Hospitality Partner
Mobility Partner	Medical / Wellness Partner

INSTITUTIONAL ASSURANCE

Sponsors and partners are separated from nomination and adjudication authority.

Entries are assessed against published criteria and supporting documentation.

Credentials, impact claims and institutional submissions are subject to verification.

Conflicts of interest, confidentiality and ethical conduct are governed by clear standards.

Final benefits, rights, timelines and deliverables are documented in writing.

partnership benefit may compromise the independence, merit or credibility of the Awards.



AT-A-GLANCE GUIDE

How the packages compare

The final scope is tailored, but this guide shows the intended progression from personal support to strategic institution-building partnership.

BENEFIT	PATRON	PROGRAMME	FIELD	LEGACY
Official recognition	Yes	Yes	Yes	Premier
Website listing	Patron Roll	Programme page	Field page	Prime placement
Event programme	Name	Logo	Logo	Prime logo
Ceremony invitations	Included	Allocated	VIP allocation	Premium hospitality
Programme/category association	-	Selected programme	Selected field	Across agreed cycle
Media & storytelling	Acknowledgement	Relevant integration	Relevant integration	Joint opportunities
Executive thought leadership	-	By scope	By scope	Priority
Co-created initiatives	-	Optional	Optional	Strategic
Delivery / impact report	Acknowledgement	Programme summary	Field summary	Annual report

All benefits are subject to final scope, availability, operational feasibility and a written partnership agreement.



The Capital Health Awards

LET'S BUILD

Healthcare Excellence Together

Partner with a platform dedicated to recognising those who safeguard health, dignity and life - and to building a lasting culture of excellence across Africa.

PARTNERSHIP ENQUIRIES

info@thecapitalhealthawards.com

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