



Partner Support

Care Sector's Got Talent
2026



A group of women are shown in a celebratory mood, clapping their hands. The woman in the foreground is wearing glasses and a red lace top. The background is dark with blue and purple lighting. The text is overlaid on a white rounded rectangle.

A spectacular celebration of the talent in our sector

Care Sector's Got Talent is back! Celebrating our sixth anniversary with a bang as we take the event to a new level, as we take Care Sectors Got Talent to the **Care Show Birmingham, 7th October 2026!**

A clear aim: Sparkle for social care!

Giving everyone linked to care the chance to #sparkle; to show off their hidden (and not so hidden) talents through a spectacular competition that culminates in a live show at an eye-catching venue.

Care Sector's Got Talent is a core part of Championing Social Care's mission, helping to shine a positive light on the work of the care sector. Like all of our programmes, a committee of volunteers provides stewardship and direction. Delivering a truly memorable event depends on the fantastic generosity of our supporters.

We are inviting partners to share our vision of shining the spotlight on the incredible talent of those working and living in the care sector, in order to change perceptions collaboratively.



A man with glasses and a red and gold vest is performing on stage, smiling and gesturing with his hands. The background is dark with red and blue stage lights.

Talent 2025 recap

Care Sector's Got Talent 2025 saw:

- A record number of applicants from across the sector
- A new approach to selecting finalists with applications reviewed by an expert panel led by former finalist Robert Speker
- A spectacular live final at the Birmingham Rep Theatre featuring live performances from the eight finalists
- Live broadcast of the event on YouTube, viewed across the country
- A bigger prize fund and two new 'development prizes' to help build a legacy for the event

The impact of the event didn't stop with the final in Birmingham. Since then, our finalists have performed at events linked to Care Home Open Week and external sector events like the **Care Management Show** and the **Leaders in Care Show**. As well as an **All Stars performance**, a collaboration of the fanalists at the **Care Sector Fundraising Ball**.

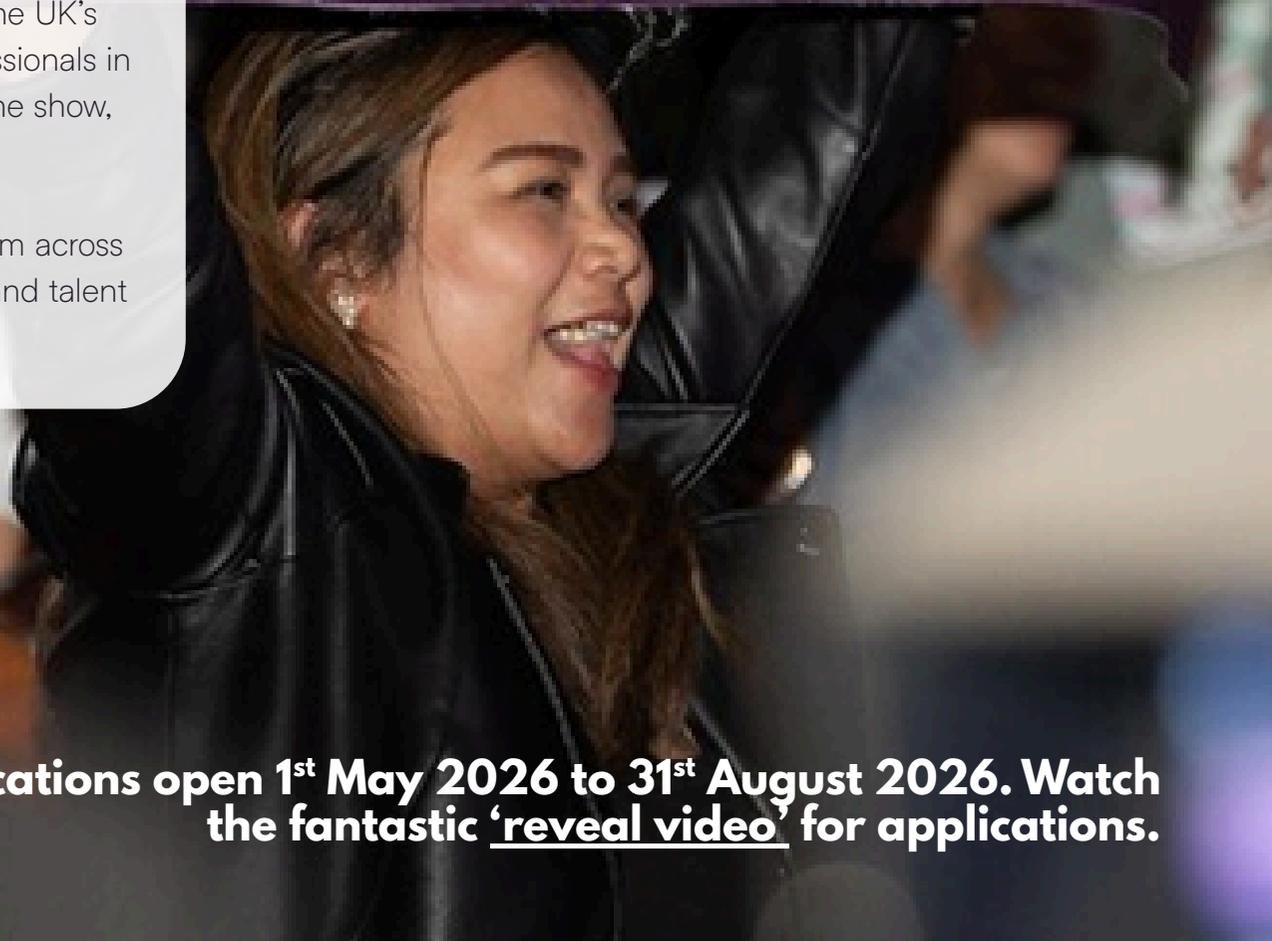
What's planned for 2026?

The 2026 final will be hosted live at the Care Show Birmingham, placing Care Sector's Got Talent at the heart of one of the UK's biggest care industry events, with over 2,000 care professionals in attendance. The event will be actively promoted across the show, creating real energy, visibility, and engagement.

We are encouraging even more applications for 2026 from across the sector to showcase the incredible creativity, passion and talent that exists within social care.

Applications open 1st May 2026 to 31st August 2026. Watch the fantastic 'reveal video' for applications.

Good Luck
Kunal & Caleb





What we offer

We give funding partners prominent recognition for their support throughout the build-up to the event and at the final itself.

We are delighted to have secured a Lead Partner for the 2026 programme, and their generous support means we can give more coverage to partners by reducing the overall number.

We are looking for:

- One Lead Partner
- Six Sector Partners
- Four 'Event Partners' supporting the delivery of the final

Partner Packages

Lead Partner Packages include:

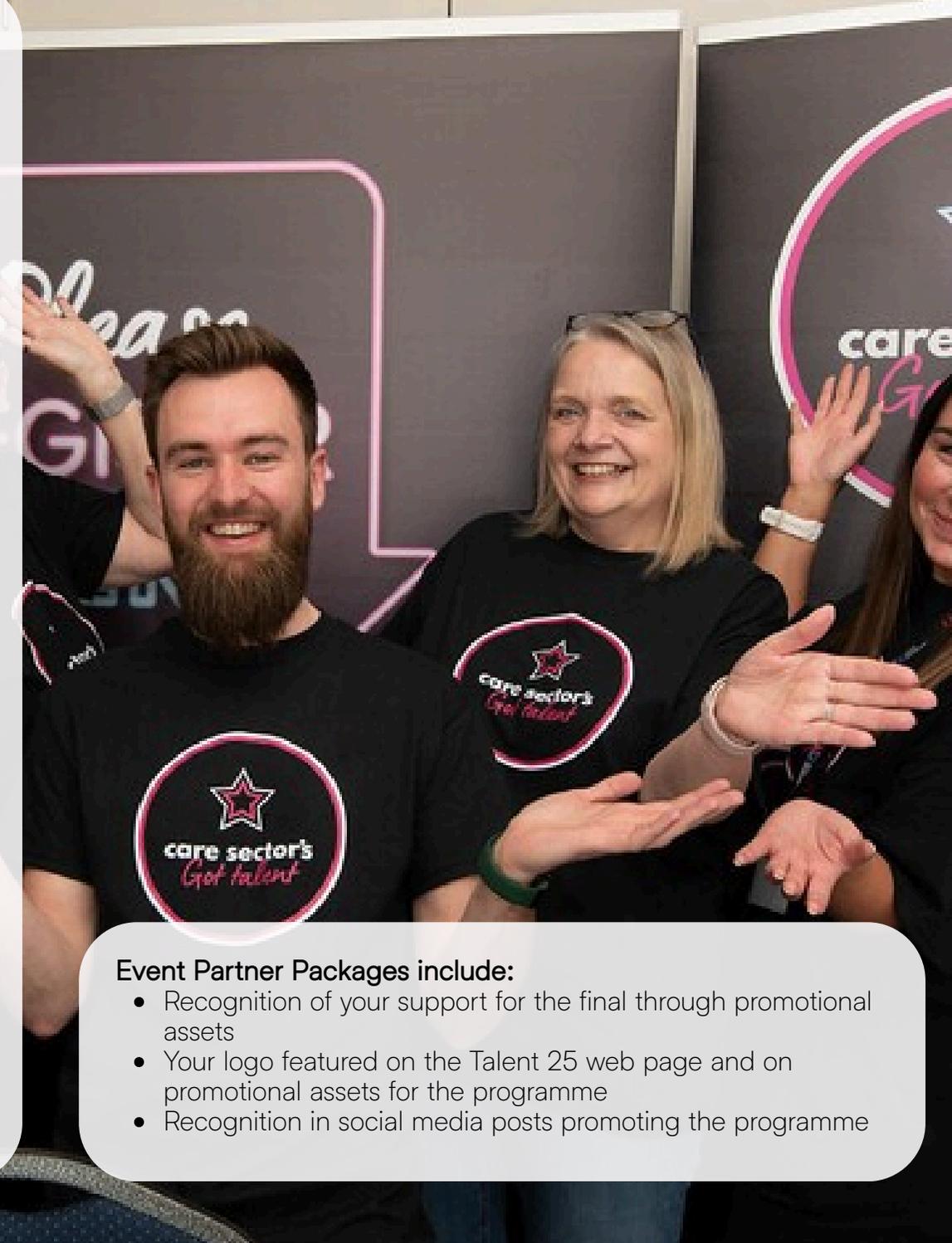
- Recognition as Lead Partner on Talent 26-related comms, including online and in media releases
- Opportunity to nominate a team member to join the presenter team at the final
- Dedicated blog post on the Championing Social Care website
- Dedicated social media posts
- Logo prominent on 'assets' produced for Care Sector's Got Talent (physical and online)
- Involvement in planning for the event
- Opportunity to be involved in in-person promotion of the event (NAPA webcasts for example)
- Guaranteed seats at the final

Sector Partner Packages include:

- Partnership with the event from April 2026 through to the final
- Your logo featured on the Talent 26 web page and on promotional assets for the programme
- Recognition in social media posts promoting the programme
- Opportunity to post a 'good luck' message for finalists
- Recognition in blog posts and media releases for the programme

Event Partner Packages include:

- Recognition of your support for the final through promotional assets
- Your logo featured on the Talent 25 web page and on promotional assets for the programme
- Recognition in social media posts promoting the programme





The donation requested for the **Lead Partner Package** is £11,000.
For **Sector Partner** support it is £6,000.
For **Event Partner** it is £2,000.

To find out more and discuss how you can help, please contact Ed
Maxfield, Director of Championing Social Care at
edward@championingsocialcare.org.uk