

THE LIFEFLIGHT BALL 2019

IN SUPPORT OF

RACQ
LifeFlight
RESCUE



EMPIRE THEATRE, TOOWOOMBA • SATURDAY 20TH JULY 2019 • CELEBRATING 40 YEARS OF SAVING LIVES IN 2019

SPONSORSHIP PROPOSAL

OUR STORY

RACQ LifeFlight Rescue has been Queensland's leading community helicopter rescue service for the past 40 years. Our purpose has and always will be to save lives and support Queenslanders during their time of need.

Last year was a record year for LifeFlight for lifesaving missions with its aeromedical crews, RACQ LifeFlight Rescue community helicopters and Air Ambulance jets performing a record 5,724 missions throughout Queensland and around the world.

Your local Toowoomba base was RACQ LifeFlight Rescue's busiest base in 2018. Crews flew 593 critical missions, valued at more than \$7.4 million, at no cost to patients.

You can play a vital role in helping deliver this life-saving service to our community through sponsorship of the 2019 LifeFlight Ball.

This is your invitation and unique opportunity to align yourself with a well-respected charity, give back to the community and help RACQ LifeFlight Rescue save lives.

We hope you consider coming on board as a sponsor of this iconic Queensland event as we put on 'the greatest show!'.

Toowoomba Statistics 2018:

**593
MISSIONS**

**\$12,500 PER
MISSIONS**

**TOTAL
\$7.4 MIL**

**NO COST TO
PATIENTS**

INVEST IN YOUR

LOCAL HELICOPTER RESCUE SERVICE

Your organisation will be associated with proudly delivering Toowoomba's finest gala ball at the iconic and elegant Empire Theatre. Guests will be treated to exciting entertainment, fine food and a 5.5 hour beverage package while enjoying the company of many of our regional personalities while supporting the LifeFlight service.

This year will be our biggest and most notable gala ball yet, as we celebrate our 40th year of saving lives in our community.

This is a once in a lifetime opportunity and a feel-good investment! As a sponsor of the Toowoomba LifeFlight Ball, your brand will be highlighted as presenting this vital fundraising event to the Toowoomba community and helping to save lives with your generous support.

All sponsorship packages are listed exclusive of GST.

**500+
GUESTS**

**ICONIC
VENUE**

**PREMIUM
GUEST LIST**

**MEDIA
COVERAGE**

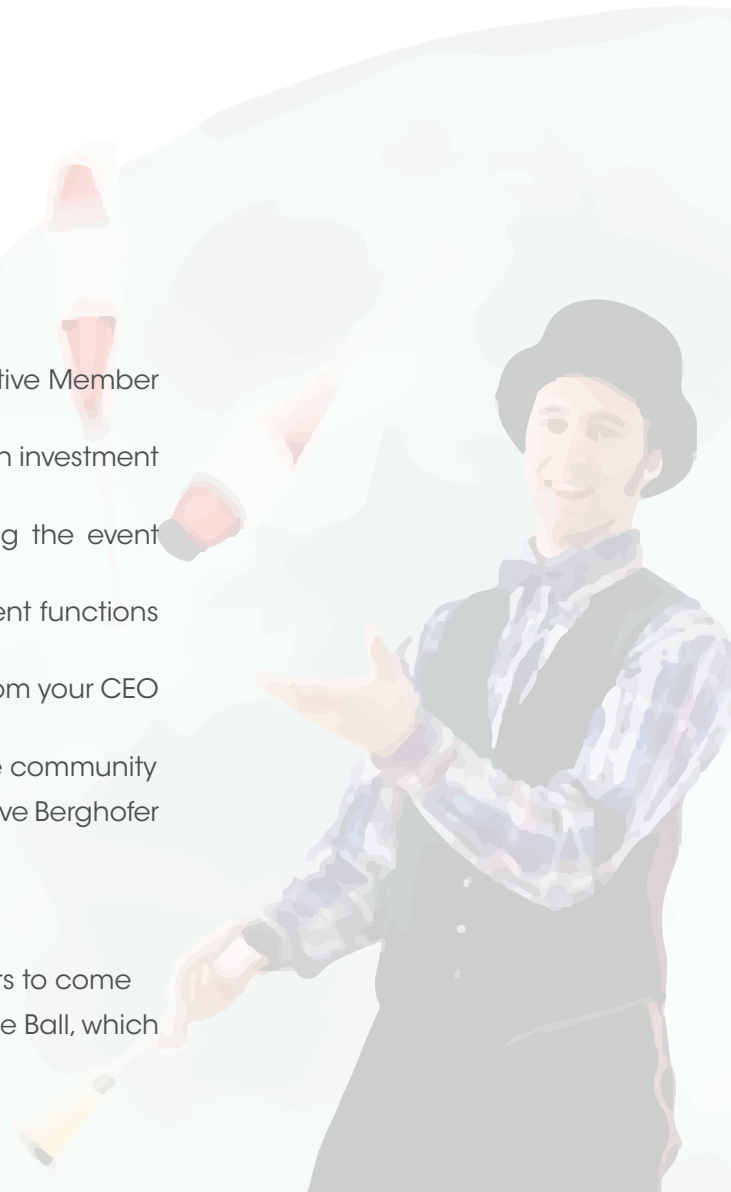


\$25,000 INVESTMENT

NAMING RIGHTS SPONSOR

YOUR UNIQUE BENEFITS:

- Two Premium tables (20 tickets) with the option of a LifeFlight Chair or Senior Executive Member to host your tables
- Customised sponsorship strategy, specifically designed to ensure maximum return-on investment which aligns with your business objectives
- Company recognition through media and marketing material before and during the event program; social media and pre-event promotions
- Business signage and promotional material displayed at the event and related event functions including Media Launch
- Full page advertisement in the Event Program alongside a personalised message from your CEO outlining your motivation for being involved with this vital lifesaving service
- Customised themed email signature to tell your clients about your investment in the community
- Gold Plaque displayed as a legacy on the 'Wall of Heroes' at the newly completed Clive Berghofer LifeFlight Centre
- Opportunity to present your brand to the 500+ audience
- MC acknowledgement of sponsorship throughout the evening
- A beautiful keepsake presented at the event, to display in your organisation for years to come
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar events

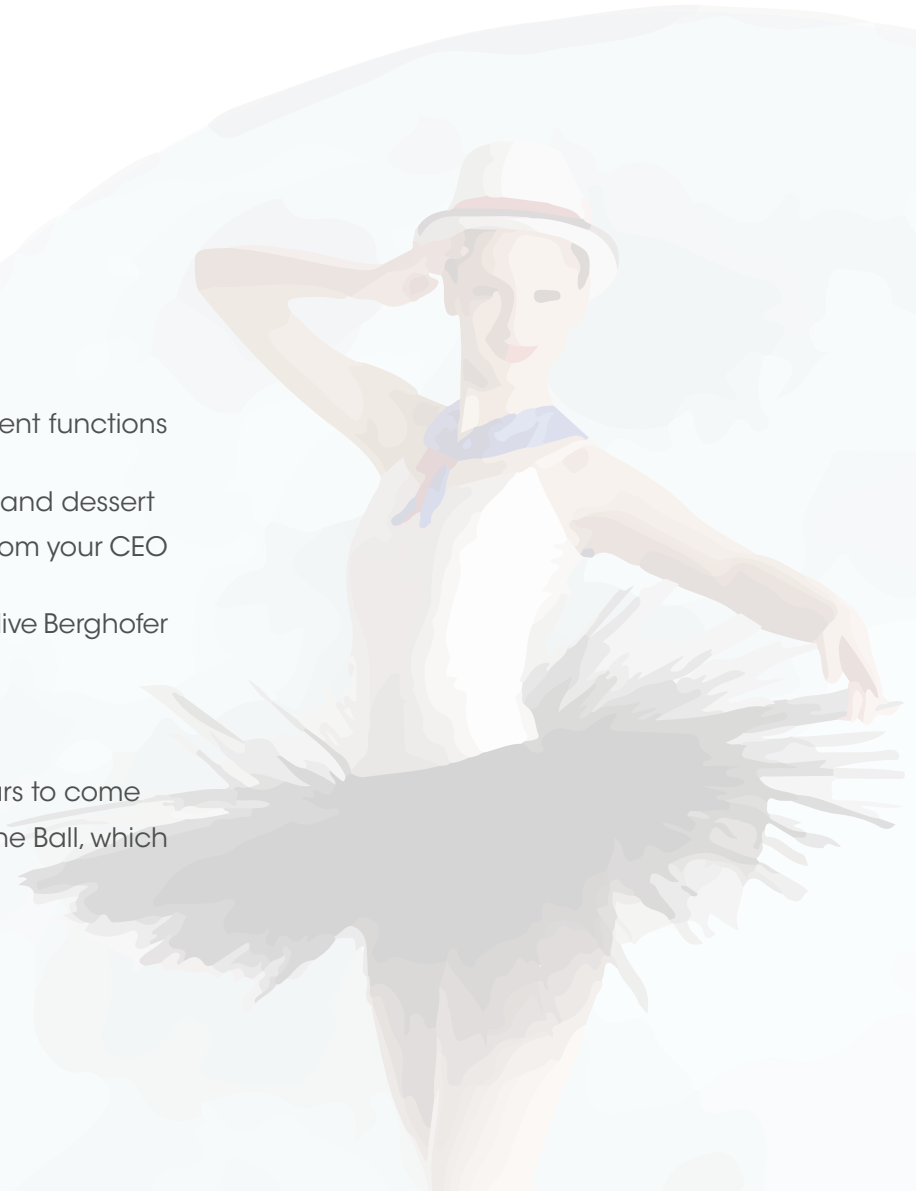


\$15,000 INVESTMENT

MENU SPONSOR

YOUR UNIQUE BENEFITS:

- One Premium table (10 tickets)
- Business signage and promotional material displayed at the event and related event functions including Media Launch
- MC acknowledgement of your name pending arrival or following the entrée, main and dessert
- Full page advertisement in the Event Program alongside a personalised message from your CEO outlining your motivation for being involved with this vital lifesaving service
- Gold Plaque displayed as a legacy on the 'Wall of Heroes' at the newly completed Clive Berghofer LifeFlight Centre
- Opportunity to present your brand to the 500+ audience
- MC acknowledgement of sponsorship throughout the evening
- A beautiful keepsake presented at the event, to display in your organisation for years to come
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar events



\$12,500 INVESTMENT

SAVE A LIFE SPONSOR

Saving lives is what we do, and the most rewarding part of RACQ LifeFlight Rescue's work is meeting the wonderful people in our community whose lives we've saved. Your investment will be linked to a patient we have saved, or you might choose to nominate a friend or relative that has been rescued. They will appear on stage or on the big screens where your business will be acknowledged for funding their rescue. With a premium table of ten (10) at the event, you will enjoy the notoriety of being an important contributor to saving lives at LifeFlight.

YOUR UNIQUE BENEFITS:

- One Premium table (10 tickets)
- Company recognition through all media and marketing material before and during the event program; social media and pre-event promotions
- Your logo in prominent placement on the illuminated storyboards, acknowledging your brand as saving lives in the region
- An invitation to an intimate audience with our patient and family to see why your support is so meaningful
- MC acknowledgement of sponsorship throughout the evening and 1/2 page advertisement in the Event Program to acknowledge your brand as being a part of this patient's survival
- Silver Plaque displayed as a legacy on the 'Wall of Heroes' at the newly completed Clive Berghofer LifeFlight Centre
- Branding and inclusion at the Media Launch Event and LifeFlight Ball event
- A beautiful keepsake presented at the event for display in your organisation for years to come
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar events

\$10,000 INVESTMENT

ENTERTAINMENT SPONSOR

Opening act, WOW performance or dance band

YOUR UNIQUE BENEFITS:

- One Premium table (10 tickets)
- Professional photo with the entertainer/s
- Company recognition in the Event Program alongside the entertainers and profile and MC acknowledgement ahead of the entertainers introduction on stage
- Company recognition through all media and marketing material before and during the event program; social media and pre-event promotions
- Branding and inclusion at the Media Launch Event and LifeFlight Ball event
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar events



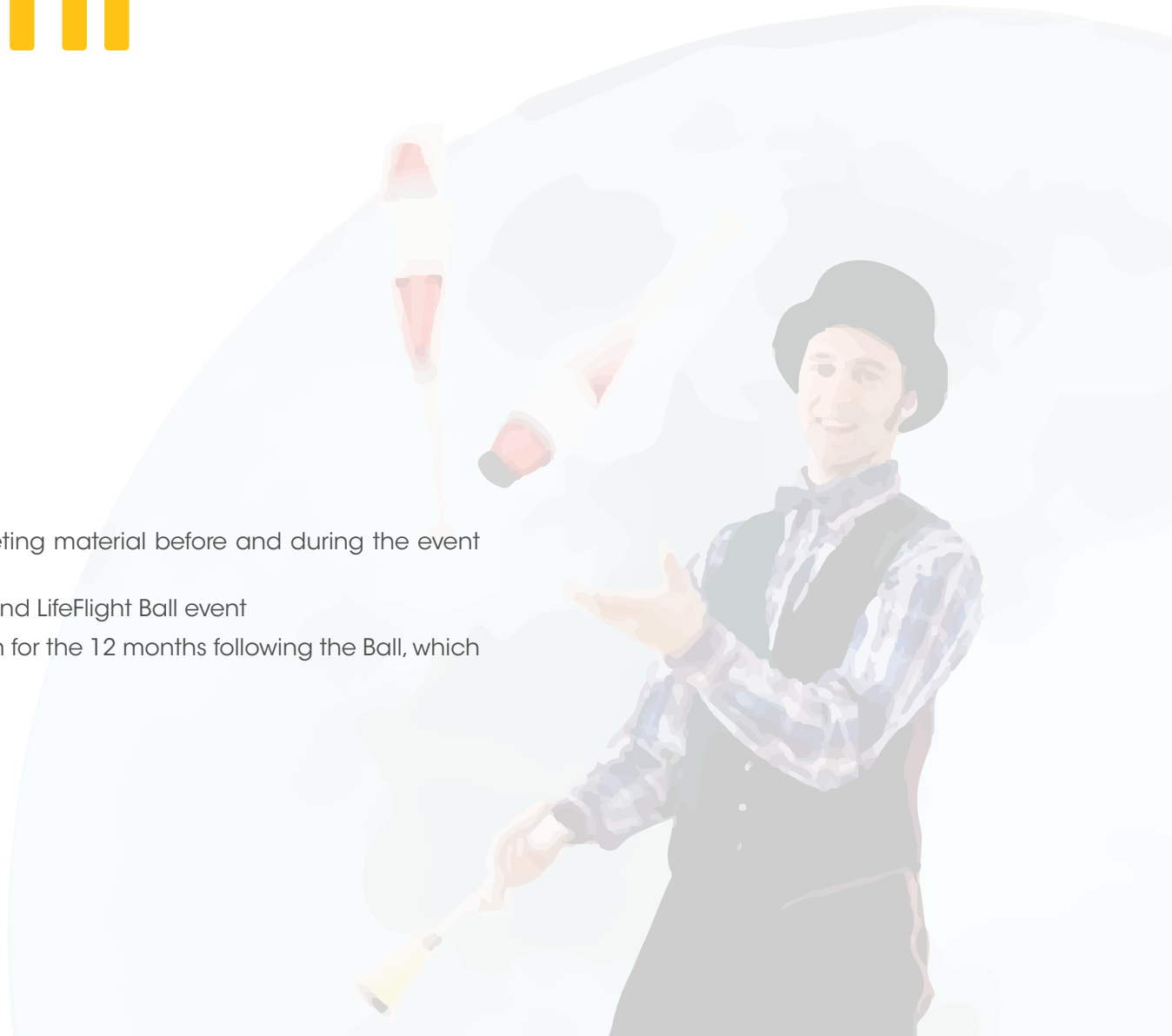
\$10,000 INVESTMENT

PHOTOBOOTH SPONSOR

Guests will take their memories home with your logo.

YOUR UNIQUE BENEFITS:

- One Premium table (10 tickets)
- Company logo on all photobooth printouts
- Company recognition in the Event Program
- Company recognition through all media and marketing material before and during the event program; social media and pre-event promotions
- Branding and inclusion at the Media Launch Event and LifeFlight Ball event
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar events

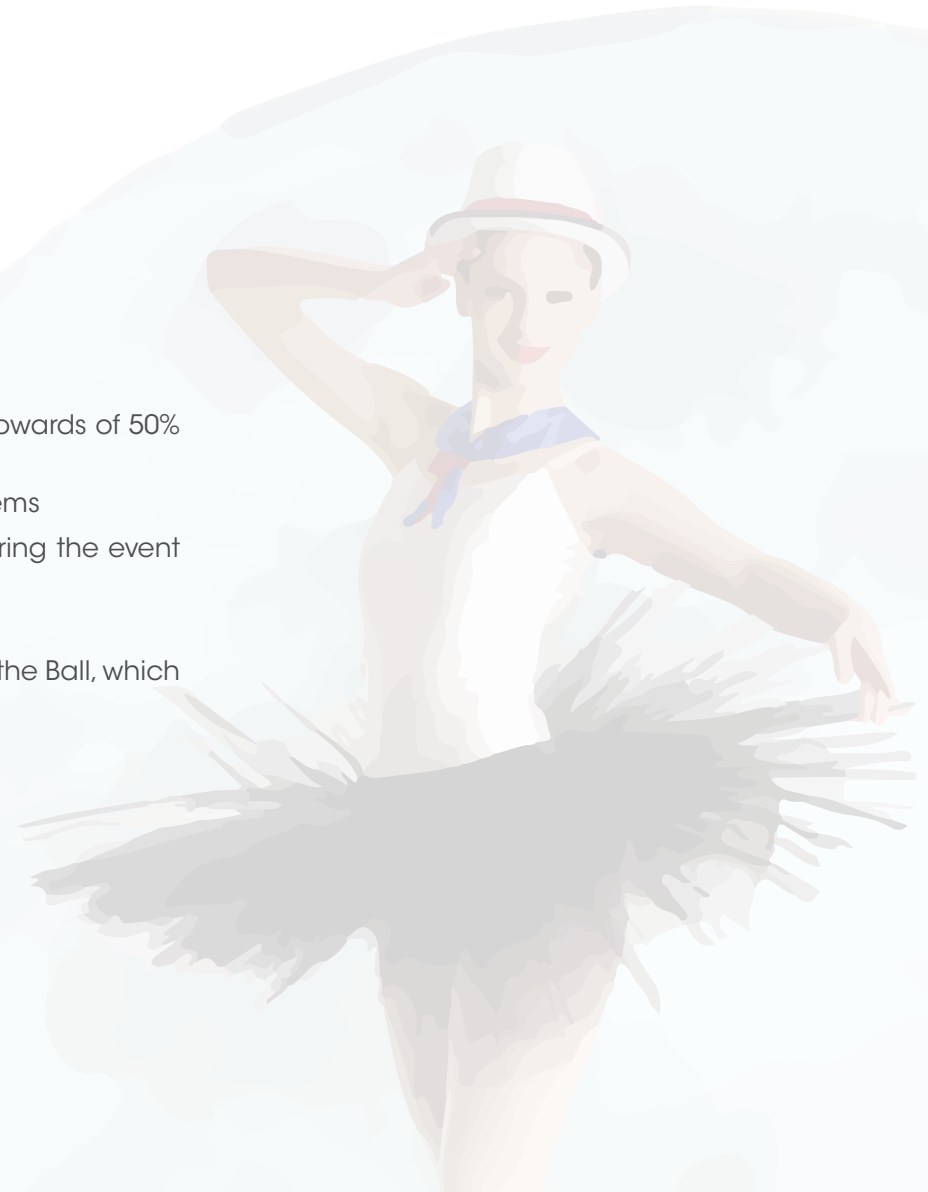


\$7,500 INVESTMENT

SILENT AUCTION SPONSOR

YOUR UNIQUE BENEFITS:

- One Premium table (10 tickets)
- Company logo on all the big screens whenever the silent auction is displayed; upwards of 50% of the event duration
- Company recognition in the Event Program on every page of the silent auction items
- Company recognition through all media and marketing material before and during the event program; social media and pre-event promotions
- Branding and inclusion at the Media Launch Event and LifeFlight Ball event
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar



\$7,500 INVESTMENT

LIVE AUCTION SPONSOR

YOUR UNIQUE BENEFITS:

- One Premium table (10 tickets)
- Company logo on all the big screens for the duration on the Live Auction
- Company recognition in the Event Program on every page of the silent auction items
- Company recognition through all media and marketing material before and during the event program; social media and pre-event promotions
- Branding and inclusion at the Media Launch Event and LifeFlight Ball event
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar



\$5,000+ INVESTMENT

MAJOR PRIZE SPONSOR

As a Major Prize Sponsor, donating a prize valued over \$5,000, your brand is promoted as helping raise significant funds for the RACQ LifeFlight rescue helicopter service in Toowoomba. Our Live Auction is undoubtedly a highlight of the evening with fierce competition against bidders hoping to take home one of the amazing prizes.

YOUR UNIQUE BENEFITS:

- Prominent logo placement and acknowledgement of your prize in the Prize Program
- Naming rights for that prize throughout the Ball promotion and marketing
- Company recognition through all media and marketing material before and during the event program; social media and pre-event promotions
- Logo in keepsake program provided to all guests on the evening
- Membership to LifeFlight's Business on Board program for the 12 months following the Ball, which includes invitations to exclusive hangar events

OTHER WAYS TO SHOW SUPPORT

Donate an auction item - for our Auction and/or Raffle prizes. Please contact us with your suggestions. Any prize would be greatly appreciated.

Upgrade your table - for an additional \$1,500 to receive a premium table position, a photography package and company name recognition in the program.

All support is appreciated - If you haven't found a way to support that fits your budget, please contact our Sponsorship team who will tailor a package to suit your exact needs. There are a number of ways your business can support this iconic event.

THANK YOU

Your consideration of this invitation to join us for the LifeFlight Ball is truly valued.

We appreciate the amount of times you are asked to donate or support not for profit organisations. Our proven history of building quality, long-term relationships with our Corporate Partners and Event Sponsors is something we are proud of, and ensuring that we acknowledge and give back is important to us. We put a great deal of effort into making sure that our events are something you are proud to attach your brand to and very much look forward to the opportunity to further discuss this invitation. Thank you again for your time and we look forward to hearing your decision.

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