



Sponsorship Opportunities

2024



**We are your local air ambulance.
We hope you never need us, but
we will be ready if you do!**

Our mission:

We deliver advanced, life-saving treatment to the people of our region at the critical moments that matter, keeping families and communities together by saving lives.

Not found the right opportunity for you?

Contact your local Specialist Fundraiser to tailor your sponsorship.

Our amazing supporters

We have a combined following of over **171,000** individuals on social media.

Our following:

- 101,800+**
- 28,200+**
- 5,200+**
- 21,000+**
- 15,500+**

Website visitors: **24,500** a month on average.

Our campaign emails are sent to over **16,000** individuals.

Our mailers reach around **30,000** individuals in our region. Our region covers 8,600sqm across the North East, North Yorkshire, Cumbria, and the Isle of Man.



Raffle



Our annual raffle is one of our biggest campaigns of the year, raising over £100,000. Help us make our 2024 raffle a success and keep our helicopters flying!

1st prize sponsor

£10,000 cash prize

Package includes:

- Logo inclusion on the mailer
- Logo inclusion on tickets
- Logo inclusion on website, social media and promotional materials
- Press release and blog on website
- Feature in our corporate newsletter
- A visit to our base with a photo opportunity
- Ten tickets to our annual ball as a thank you, including a drinks reception and a mouth-watering three-course meal
- Reach approx 200,000 individuals across our region (social reach + mailer reach)

We want to offer our supporters amazing prizes, previously we have had amazing prize funds, luxurious overnight stays, or money can't buy experiences.

2nd prize sponsor

Gift or prize fund

Package includes:

- Logo inclusion on website and social media
- Feature on our website
- Large social media exposure

3rd prize sponsor

Gift or prize fund

Package includes:

- Logo inclusion on website and social media
- Feature on our website
- Large social media exposure

£10,000 could fund two missions providing emergency care to the scene of the incident.

Our Annual Balls



Ramside Hall Hotel
18 October

The Halston, Carlisle
15 November

This year we are hosting A Night in Hollywood, both in the North East and Cumbria. With two incredible balls across our region, support our charity while guaranteeing your tickets and securing the opportunity for brand promotion at these spectacular events!

We have five packages to choose from.



Gold package: £4,000

Package includes:

- Ten tickets, including a drinks reception and a mouth-watering three-course meal
- Four bottles of wine on the table
- Photo opportunity with our helicopter and crew in advance of the event, including a quote in the press release
- Full-page advert in the evening programme
- Brand placement on event materials, including presentation screens displayed throughout dinner
- Acknowledgement in the compere's welcome
- Use of photographs taken at the event for your promotional and PR purposes
- Recognition as a sponsor on our social media and emails
- Logo inclusion on website and social media

£4,000

could pay for a blood-warmer to increase blood flow and reduce stress on the heart of a patient, as well as preventing life-threatening hypothermia.

Silver package: £2,500

Package includes:

- Ten tickets, including a drinks reception and a mouth-watering three-course meal
- Two bottles of wine on the table
- Half-page advert in the evening programme
- Brand placement on event materials, including presentation screens displayed throughout dinner
- Acknowledgement by the compere
- Opportunity to display pop up banner at the event
- Logo inclusion on website and social media

Entertainment package: £1,500

Package includes:

Sponsor our spectacular entertainment!

- Ten tickets, including a drinks reception and a mouth-watering three-course meal
- Acknowledgement in the evening programme
- Brand placement on presentation screens displayed throughout the dinner
- Opportunity to display pop up banner at the event
- Use of photographs taken at the event for your promotional and PR purposes
- Acknowledgement by the compere when introducing entertainment

Bronze package: £1,000

Package includes:

- Four complimentary tickets, including a drinks reception and a mouth-watering three-course meal
- Acknowledgement in the evening programme
- Brand placement on presentation screens displayed throughout dinner
- Opportunity to display pop up banner at the event
- Use of photographs taken at the event for your promotional and PR purposes

Drinks package: £1,500

Package includes:

Sponsor the drinks on the evening!

- Ten tickets, including a drinks reception and a mouth-watering three-course meal
- Acknowledgement in the evening programme and by compere
- Brand placement on presentation screens displayed throughout the dinner
- Opportunity to display pop up banner at the event
- Use of photographs taken at the event for your promotional and PR purposes





**GNAAS
Walk of
Fame**

Get your name on our GNAAS Walk of Fame

Step into the spotlight and secure your spot on our Walk of Fame!

Have your name displayed on a GNAAS star, displayed at the entrance to the ball of your choice.

**Name on the Walk of Fame:
£100**

Package includes:

- Your name displayed on your own GNAAS star as you walk into our Night in Hollywood
- Acknowledgment in the evening programme

Great North Explore

Donate items for our walking challenges around our region.



Donate energy bars for our participants:

Keep our walkers fueled by providing energy bars for their challenge.

You'll receive:

- Logo inclusion on campaign emails
- Great for companies linked to walking with exposure to over 150 potential customers
- On-the-day brand placement



Donate water bottles for our participants

Keep Team GNAAS hydrated.



Donate sweatbands for the team

Help keep the team cool while promoting your brand.



Golf Days



We have two golf days in our region and they are the perfect opportunity to share your message and brand with other corporates while enjoying a fantastic day of golf with your team!

Main sponsor at our Brampton Golf Day: £1,500

Package includes:

- Team entry to join many like-minded individuals
- Logo inclusion on social media and campaign emails
- Exposure to the club regulars
- Brand placement on event materials, including presentation screens displayed throughout dinner
- Shout-out in the speeches
- A visit to our base with a photo opportunity

Sponsor a hole at our Brampton Golf Day in Cumbria or our Close House Golf Day in the North East: £100

Package includes:

- Brand placement on event materials, including presentation screens displayed throughout dinner
- Opportunity to place branding at the tee of your chosen hole
- Option to provide giveaway items e.g. branded pens, golf balls, etc.



Brampton Golf Day
13 September

Close House Golf Day
21 May

£100

could pay
for our team to perform
a blood transfusion
for a patient.

GNAAS Yearly Ride Out is back by popular demand! This cycle challenge offers a choice of three routes, making it perfect for riders of all abilities!

Main sponsor:
£2,000

Package includes:

- Five tickets to the GYRO event
- Logo inclusion on promotional materials, campaign emails and social media
- Press release
- A visit to our base with a photo opportunity
- Logo on finisher medals
- On-the-day brand placement
- Great for companies linked to cyclists, with exposure to over 150 potential customers



GYRO



23 June

Feed stop sponsor:
£200

Package includes:

- Logo inclusion on campaign emails and website
- On-the-day brand placement
- Great for companies linked to cyclists, with exposure to over 150 potential customers



Ride and Seek

Ride and Seek is the perfect event for motorbike enthusiasts! This is the perfect opportunity to share your brand and message with like-minded individuals.



19 May

Main sponsor:
£1,000

Package includes:

- Logo inclusion on promotional materials, campaign emails and social media
- Feature on our website
- Brand placement on event materials
- Free entry to event
- On-the-day brand placement

Checkpoint sponsors:
£150

Package includes:

- Logo on the website and promotional materials
- On-the-day brand placement

Helifest



6 May



Share your business with hundreds of local families. Helifest is filled with entertainment, family fun, inflatables, and artisan stalls.

Event sponsor: £1,000

Package includes:

- Logo inclusion on promotional materials, emails and social media
- Feature on our website
- Opportunity for on-the-day promotional displays
- Large social media exposure



£2,050 could buy a full uniform for our doctors and paramedics so they are ready for any mission.

Virtual Advent Calendar



Our virtual advent calendar is the perfect way to promote your brand with the opportunity to increase your sales conversions during the countdown to Christmas!

Window sponsor:

£150 plus a prize donation for someone to win.

Package includes:

- Logo used on social media
- Large social media exposure
- Opportunity to offer an optional discount to our supporters to increase your sale conversions
- Logo inclusion on our calendar, our most visited webpage in December

Only
12 Days
available



Our Christmas Market

Our Christmas Market is a day filled with festive treats, seasonal craft stalls, and even Santa himself! Share your company with hundreds of local individuals.

£1,000

could help fund the fuel needed to fly our helicopters to critically ill or injured patients.

Event sponsor:
£1,000

Package includes:

- Logo inclusion on promotional materials, emails and social media
- Feature on our website
- Opportunity for on-the-day promotional displays
- Large social media exposure



30
November



2024 Events Calendar

To find out more visit gna.as/events24
or email support@gnaas.co.uk



January

Walk the Wall

Virtually walk the length of Hadrian's Wall Path; 84 miles in 31 days



February

Galentines Afternoon Tea

📍 Parkmore Hotel, Eaglescliffe
🕒 17 February



March

Carlisle Half Marathon

📍 Brunton Park, Carlisle
🕒 17 March

April



Set up a birthday fundraiser to help raise money for our critical service.

May

Cleveland 4 Peaks

📍 Guisborough 🕒 4 May

Helifest

📍 Progress House 🕒 6 May

Ride and Seek

📍 Progress House 🕒 19 May

NE Golf Day

📍 Close House 🕒 21 May

June

Borders Walk

📍 Northumberland 🕒 1 June

Gelt Gladiator

📍 Walton, Cumbria 🕒 8 June

Middlesbrough 5k

📍 Middlesbrough 🕒 16 June

GYRO

📍 Progress House 🕒 23 June

Brew with the Crew

🕒 Week commencing 24 June



July

Helvellyn Hike

📍 Cumbria 🕒 13 July

Raffle launches

Speak to your local fundraiser to become a ticket seller

August

Planning to organise your own event?

Let us know and we will offer any support needed!

gna.as/fundraising



September

Middlesbrough 10k

📍 Middlesbrough 🕒 1 September

Great North Run

📍 Newcastle to South Shields
🕒 8 September

Cumbria Golf Day

📍 Brampton Golf Club
🕒 13 September

October

A Night in Hollywood

Our North East annual ball, a night of incredible entertainment and delicious food!

📍 Ramside Hall

🕒 18 October

November

A Night in Hollywood

Join us at our Cumbria ball for a night you will never forget!

📍 The Halston, Carlisle

🕒 15 November

Christmas Fair

📍 Progress House 🕒 30 November

December

Boxing Day Dip

📍 Redcar 🕒 December 26

