

VISIBILITY YOU CAN TRUST

Align your brand with one of the North East's most recognised life-saving charities.

- ✓ Proudly supported and trusted by communities across our region
- ✓ Long-standing relationships with regional media, community groups, corporate partners and ambassadors
- ✓ A strong reputation for professionalism and pioneering clinical expertise, with care at our core



Reach for the skies

163

local and national press features a month on average

30,000+

mailing list audience, receiving regular mailouts

12,000+

monthly website visitors

190,000+

social media connections

18,000+

email subscribers

SPONSORSHIPS THAT SAVE LIVES

www.gnaas.com



/GNAirAmbulance



INTRODUCING OUR LIFE-SAVING CHARITY

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.

WHY CHOOSE US?

When you sponsor one of our campaigns or events, you're doing more than supporting a charity, you're helping to keep our life-saving helicopters flying. Every partnership directly fuels our ability to respond to emergencies across our communities. In return you will receive high-value brand exposure, powerful positive brand association with a trusted charity and meaningful CSR impact.

Align your brand with a cause that truly matters. Show your customers and employees that your business doesn't just operate in the community, it actively protects it.



£9.6m
to fund our
life-saving
service



100%
reliant on
public
donations



Over 38
call-outs a week
on average



Annual raffle

Our annual raffle is one of our biggest campaigns of the year with a target of £100,000. Help us make our annual raffle a huge success so we can continue our mission.

**1st prize
sponsor**

£10,000 +VAT

- Logo inclusion on mailer and tickets, reaching over 30,000 supporters
- Social reach of over 190,000 supporters
- Logo inclusion on our website, emails, social media and promotional materials
- Press release and blog on our website
- Feature in our corporate newsletter
- Visit to our base with a photo opportunity
- 10 tickets to our annual ball, including a mouth-watering three-course meal

With your help, we would love to offer our supporters an exciting range of raffle prizes, from luxurious overnight stays to exclusive money-can't-buy experiences.

**2nd prize
sponsor**

**Gift or
prize fund**

- Logo inclusion on our emails and social media
- Feature on our website

**3rd prize
sponsor**

**Gift or
prize fund**

- Logo inclusion on our emails and social media
- Feature on our website



**August -
December**





Our annual balls

Flagship events in our calendar, our annual balls attract a wide range of national businesses and supporters. Have your brand seen and celebrated in a room full of like-minded people, all while helping us provide critical care to our local communities.



Ramside Hall Hotel
23 October

The Halston, Carlisle
6 November

Silver package: £3,000

Our silver sponsorship package offers you tickets to our sell-out ball, along with prime brand exposure.

- 10 tickets to our annual ball, including 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 and screens
- Acknowledgement in compere's welcome
- Opportunity to display a pop-up banner
- Logo inclusion on our website, emails, and social media



In the spotlight packages: £2,000

To add sparkle to every part of the night, why not sponsor one of our spotlight packages? From drinks and entertainment to stunning centerpieces, your support will help bring the evening to life.

- 10 tickets to our annual ball, including a mouth-watering three-course meal
- Feature in the evening programme
- Brand placement on event materials and screens
- Acknowledgement in compere's welcome
- Opportunity to display a pop-up banner
- Logo inclusion on our website, emails, and social media



Gold package

As our exclusive gold sponsor, you will be recognised as a leading supporter of the ball, with prominent exposure throughout the event and beyond.

Package includes:

- 10 tickets to our annual ball, including a mouth-watering three-course meal
- Four bottles of wine on the table
- Full-page advert in the evening programme
- Brand placement on event materials, including presentation screens
- Acknowledgement in compere's welcome
- Logo inclusion on our website, emails, social media
- Press release and blog on our website
- Visit to our base with a photo opportunity and a quote in a press release

£4,000

Your name in lights

£100

Make your mark on the night by having your name or logo framed for all to see. As a thank you, this is yours to take home after the event, and your support will also be recognised with a special mention in the event brochure.





WHIRLYBIRD WOOF-FEST



24 May

Sponsor our family fun day with a dog show extravaganza. Engage with families, dog owners and animal lovers alike while supporting your local air ambulance.

Event sponsor: £1,500

- 10 tickets to Woof-fest
- Logo inclusion on tickets and promotional materials, including emails and social media
- Feature on our website
- Opportunity for on-the-day promotional displays

Dog show sponsor: £500

- Four tickets to Woof-fest
- Logo inclusion on promotional materials, emails and social media
- Feature on our website
- Opportunity for on-the-day promotional displays



31 August



Our ever-growing summer fair brings together over 2,000 local families, supporters and businesses for a day packed with community spirit.

HELIFEST



Event sponsor: £1,500

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Shout-out at event and inclusion on event day literature
- Opportunity for on-the-day promotional displays

Entertainment sponsor: £500

- Logo inclusion on promotional materials, and emails
- Feature in event day literature
- Opportunity for on-the-day promotional displays

Close House Golf Day



23 June

Our annual golf day is the perfect opportunity to share your message and brand with other businesses while enjoying a fantastic day of golf with your team.

Main sponsor: £2,500

- A team entry to our golf day
- Logo inclusion on promotional materials and emails
- Feature on our website
- Opportunity for on-the-day promotional displays
- Brand placement on event materials, including presentation screens displayed throughout dinner

Goody bag sponsor: £500

- Logo inclusion on promotional materials and emails
- Opportunity for on-the-day promotional displays
- Brand placement on event materials, including presentation screens displayed throughout dinner
- Option to provide giveaway items e.g. branded pens, golf balls, etc

Sponsor a hole: £100

- Opportunity for on-the-day promotional displays
- Brand placement on event materials, including presentation screens displayed throughout dinner

£100

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





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North East GYRO
5 July
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Cumbria GYRO
19 July

Our annual bike ride is back and now in two locations with a choice of three routes, making it perfect for riders of all abilities! This is the perfect opportunity to gain heavy exposure to around 150 potential customers on the day.

**Event sponsor:
£2,000**

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Shout-out at event and inclusion on event day literature
- Opportunity for on-the-day promotional displays

**Feed stop sponsor:
£100**

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Shout-out at event and inclusion on event day literature
- Opportunity for on-the-day promotional displays



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North East
8 August
- 

Cumbria
9 August



**Event sponsor:
£1,500**

Our skydive returns bigger and bolder, expanding into Cumbria following overwhelming demand. This event offers two premium sponsorship opportunities, including one exclusive partner at each location.

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Inclusion on event day literature
- Opportunity for on-the-day promotional displays or stall

Great North Explore

Adventure, teamwork and impact come together in our challenge event series. With walking, climbing, abseiling and survival challenges across the region this sponsorship combines unforgettable team experiences with strong brand visibility and the chance to support a life-saving cause.



**Event sponsor:
£2,000**

- 10 free tickets to any of the Great North Explore events
- Logo inclusion on emails and social media
- Feature on our website and our corporate newsletter

MIDDLESBROUGH HALF MARATHON



**Event sponsor:
£2,000**

- Logo inclusion on emails and social media
- Feature on our website
- Logo used on exclusive Middlesbrough Half Marathon t-shirt
- Five race places
- Opportunity for on-the-day promotional displays

From the start line to the finish, your brand will run through the streets of Middlesbrough.

Sponsorship includes places for your runners and logo placement on exclusive event t-shirts, offering high-impact visibility while supporting a life-saving local charity.



Festive Afternoon tea

Be a part of our popular seasonal event, bringing people together to enjoy a delightful afternoon of festive treats. Taking place in both the North East and Cumbria, we have two sponsorship opportunities available, one for each location. This event offers your brand valuable exposure to hundreds of local supporters.

Event sponsor: £2,000

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Inclusion on event day literature
- Opportunity for on-the-day promotional displays

£2,000

pays for an entire red response kit bag, containing medical equipment



December



28-29
November

CHRISTMAS Market

This Christmas align your brand with an event full with festive cheer, hundreds of families, local businesses and Santa himself. Support our mission while engaging with the local community during the most wonderful time of the year.



Event sponsor: £2,000

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Inclusion on event day literature
- Opportunity for on-the-day promotional displays



WITH Santa

Connect with hundreds of local families during the festive season. From breakfast or hot chocolate with Santa to unforgettable Christmas memories, sponsorship delivers positive, family-focused brand exposure.

Event sponsor: £2,000

- Logo inclusion on promotional materials, including emails and social media
- Feature on our website
- Inclusion on event day literature
- Opportunity for on-the-day promotional displays



December

