

2018 Mayor's Charity Ball

Sponsorship Prospectus

— 28 JULY 2018 —



MESSAGE FROM THE MAYOR



I am excited to announce the 2018 Mayor's Charity Ball and invite you to be involved.

Our 2017 event was a great success, raising much needed funds for RACQ CQ Rescue and in my opinion, was one of the stand out events of the year providing a spectacular night of five-star dining, entertainment and fund-raising festivities.

For our 2018 Mayor's Charity Ball, we have again committed to delivering an outstanding event with all funds raised from the event to go to RACQ CQ Rescue.

RACQ CQ Rescue is a community funded service that provides a critical, lifesaving service to visitors and residents in the Whitsundays. They provide rapid response, critical care and aeromedical retrieval services to all areas within the Whitsunday Region. They deliver world class treatment for emergencies and ensure that you, your loved ones, your employees and friends are quickly and safely taken to medical care facilities necessary to make a full recovery.

Last year the Mackay-based rescue helicopter flew 551 missions with 49% of those to locations within the Whitsunday Region. Proserpine was the 2nd most frequent destination for CQ Rescue in 2017; Collinsville 3rd and Bowen 5th.

These statistics clearly indicate the need for this community funded service and I invite you to join me in raising funds to support this operation in delivering this service to people in our community and beyond.

This year at the Mayor's Ball we're hoping to raise as much money as we can to support RACQ CQ Rescue the same way they support our community in times of need.

There are fantastic benefits to sponsoring including your business being acknowledged during Mayor's Charity Ball promotional activities as well as on the evening of the Ball. But most importantly, your sponsorship dollars will be contributing to a vital service that operates 24/7, 365 days a year to help save lives.

Mayor Andrew Willcox

RACQ CQ RESCUE

Mission Statement

Providing our community and stakeholders with a sustainable and supported, world class aeromedical and emergency helicopter rescue service 24/7, 365 days a year.

Vision Statement

To continue and advance the delivery of life saving aeromedical and emergency helicopter rescue services to the people of Central Queensland.

2017 CQ Rescue Statistics

- RACQ CQ Rescue carried out 551 tasks in 2017, taking 961.77hrs to complete
- 49% of missions were to locations within the Whitsunday Regional Council boundaries (35% - Isaac Regional Council, 7% - Mackay Regional Council, 9% - other Council areas)
- Proserpine was the 2nd most frequent destination for CQ Rescue in 2017; Collinsville – 3rd; Bowen – 5th (Moranbah – 1st; Clermont – 4th)
- The first task and last task in 2017 were to Proserpine and Hamilton Island respectively
- Nine patients retrieved from the Whitsunday Region in 2017 were transferred to Townsville Hospital for specialised treatment but mostly patients were transferred to Mackay Base Hospital.
- 24 Children were airlifted from the Whitsunday region in 2017. Our youngest patient was 3months old from Bowen and oldest was 89 years old from Collinsville
- Three patients were passengers on board Royal Caribbean Cruise Ships
- Operational costs in 2018 are expected to remain steady at \$8.65 million and costs to fly the RACQ CQ Rescue helicopter amount to \$7,500 per hour.
- A flight to Bowen and Collinsville in the CQ Rescue helicopter is approximately 1 hour each way (2 hrs total) and to Proserpine return is approximately 1.5hrs in total. A mission to Townsville generally takes around 4 hours of flight time (from Mackay to Townsville, via the Whitsunday Region).



EVENT PARTNER PLATINUM SPONSOR

\$10,000 PLUS GST

(Limited to 5 non-competing businesses)

Sponsorship includes:

- Prominent banner display at event (provided by your organisation)
- Prominent logo on printed and electronic promotional material
- Logo included on advertising
- Prominent logo/advertisement on the Whitsunday Regional Council website, with a link to your company website
- Press release for event issued depicting company as Event Partner
- Logo/mentions included on promotional Facebook posts
- Inclusion in Our Whitsunday Community Update in local print
- Inclusion in Mayor's Ball promotional video
- Opportunity to play your advertisement to attendees at the event
- Logo included in combined banner display
- Verbal and visual projection acknowledgement during event
- 10 tickets to the Mayor's Charity Ball valued at \$1,950
- Ability to distribute merchandise/corporate gift at the event
- Honourable mention by the Mayor
- MC acknowledgement at beginning and end of event

*Please note speaking opportunities at the event will be restricted to the Mayor and RACQ CQ Rescue.

GOLD SPONSOR
(Ten sponsors only)

\$5,000 PLUS GST

Sponsorship includes:

- Logo included in combined banner display
- Logo on printed and electronic promotional material
- Logo included on advertising
- Logo/advertisement on the Whitsunday Regional Council website, with a link to your company website
- Logo/mentions included on promotional Facebook posts
- Verbal and visual projection acknowledgement during event
- 4 tickets to the Mayor's Charity Ball valued at \$780.00
- Honourable mention by the Mayor
- MC acknowledgement at beginning and end of event

SILVER SPONSOR
(Multiple sponsors)

\$2,500 PLUS GST

Sponsorship includes:

- Logo/advertisement on the Whitsunday Regional Council website, with a link to your company website
- Logo/mentions included on promotional Facebook posts
- Logo included on advertising
- 2 tickets to the Mayor's Charity Ball valued at \$390.00
- Logo included in combined banner display

SPONSORSHIP AGREEMENT

Thank you for your consideration of a sponsorship opportunity supporting the 2018 Mayor's Charity Ball. To proceed with sponsorship, please fill in the details below.

Company Name: _____
Postal address: _____

Phone: _____ Fax: _____
Authorising representative: _____
Position: _____
Email: _____
Exhibition contact: _____
Position: _____
Email: _____

Agreement

I, _____ being an authorised representative of _____ agree to sponsor the 2018 Mayor's Charity Ball.

Our level of sponsorship is (please indicate with a tick)

- Event Partner (Platinum Sponsor) \$10,000 plus GST
- Gold Sponsor \$5,000 plus GST
- Silver Sponsor \$2,500 plus GST

I acknowledge that we will be invoiced for _____ plus GST for our part in sponsoring this event and agree to make payment within 30 days from the date of invoice.

- Direct Debit Payment Option Plan – this option consists of three instalments with final payment due 15th June 2018.

Signature: _____
Name: _____
Date: _____

Post, fax or email form to the Mayor's Charity Ball: PO Box 104, Proserpine, QLD, 4800 / 07 4945 0222 / mayors.ball@whitsundayrc.qld.gov.au

*Due to marketing and media deadlines, bookings later than 15th June may not receive the full range of sponsorship inclusions.

