

Sponsorship Proposal for: £15,000

One year's support for the hospitals' promotional materials

How do you get access to 7,000 members of Addenbrooke's staff?

How do you make sure 450,000 people see your company's logo, on average each year?

How do you align your organisation with one of the countries leading NHS Hospitals?

Become one of ACT's corporate partners – company giving never felt so good....

Sponsorship over one financial year of events and publications designed and promoted by the Hospitals Communications Team:

Giving your organisation the opportunity to be associated with the regions largest employer, highest profile NHS charity and world renowned Hospital.



Matters: the hospitals' newspaper – produced every two months, containing information on new wards and departments, members of staff, patient stories and news from ACT. The paper has a circulation of 15,000 currently – including all in the hospital, community libraries, local supermarkets, Boots and GP Surgeries.

Matters would be in association with your company (a half page advertisement), and would provide a great opportunity to be seen by thousands of people, in a friendly and informative publication.



Addenbrooke's Life: is a new initiative which specifically aims to promote health and wellbeing for the hospital's staff. This will be achieved through a wide range of social events, clubs, wellbeing and health activities plus much more (including The Walk to Work scheme, Poetry recitals and sporting/social events held at The Frank Lee Sports Centre). All advertising for the events will include the sponsor's logo. Through the implementation of this the Trust aims to create a positive environment where staff can meet new people, develop new interests and most of all have fun. Promoting your company in association with Addenbrooke's Life provides a highly visible link between your organisation and health and wellbeing – here in the hospital, with the beneficiaries of all of these positive messages: the patients and staff.



Addenbrooke's Internet Café/POINT: the large space to the left of main reception as been earmarked for an internet café. The idea here being that patients, visitors and staff can grab a coffee from the concourse and benefit from the internet access points installed. This would create an informal and comfortable area, where patients can forget, for a moment where they are and get back to normal life – emailing friends and family and researching/enjoying the internet. Staff too, can join in and gain a great deal from this facility.

This location is arguably the most prominent site on the Campus – on average there are over 450,000 visitors to the main reception per year. The sponsor's logo etc would be highly visible in this area – and would create a very definite link between the sponsor and one of the UK's leading teaching hospitals.

As well as your company's logo being seen in close association with each one of these opportunities, we would also promote your support in the following high profile ways:

- Where appropriate – half page advertisement and acknowledgement 'Matters'
- Your branding on staff notice boards
- Advertising space on hospital Welcome screens (three at present with plans to increase)
- Message on event programmes/tickets etc.
- Specific campaign sponsors promotional material – flyers, posters etc.
- Opportunities to network and join the ACT Corporate Supporters Group which meets twice a year within the hospital or Clinical school – along with invitations to additional corporate events and networking meetings.

***Cambridge University Hospitals NHS Foundation Trust –
Your Centre of Excellence***