

## Exclusive sponsorship of the calendar of events and Open Day

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

Sponsorship over two financial years of **all** events and publications designed and promoted by the Hospitals Communications Team:

**TOTAL £25,000**  
(1<sup>st</sup> year £15,000)  
(2<sup>nd</sup> year £10,000)

***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 – a 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.



### **The Addenbrooke's OPEN DAY:**

This is the main event in the hospitals' calendar of events, it runs every two years and attracts thousands of visitors from the surrounding community and beyond.

It is a free day out for all the family, giving people the chance to see what happens behind the scenes at the hospital. Many different departments get involved by opening their doors and holding displays and fun activities to explain what they do.

It is the most important public relations event for the hospital

Over an estimated 3,000 people attended the event in 2008

It is covered by all the local media (print and TV)

It is held every two years – the next being Spring 2010

A sponsoring company would have promotional opportunities on the following:

Event advertising material – posters, flyers, banners

Event webpage and associated corporate webpages

Programmes and materials handed out on the day

A highly visible feature display on the day

Attendance at the chairman's lunch for local opinion formers.

Currently our local hospital is one of only five Biomedical Campuses in England. By **2020**, our aim is to be the biggest biomedical campus in Europe. Encompassing a regional centre of excellence for Oncology, Neurocritical Care and Transplant, along with a specialist unit for teenagers with cancer and a stand alone Children's Hospital. **With this all in mind, being able to be part of that growth and development, at this key stage, is a great opportunity.**