

The Prize Draw

The Charity's Prize Draw is a massive fundraising opportunity for the Charity, with fire fighters, businesses and members of the public taking part right across the country. With tickets being sold by volunteers, corporate supporters and fire personnel, the Draw offers some fantastic prizes and even the possibility of a brand new car as first prize!

Benefits of Sponsorship

Raise your company's profile via this national fundraising event. The Prize Draw is advertised at fire stations throughout the UK, at fundraising events and at the Charity's centres, so it's a great way to increase your company's profile to both fire service personnel and members of the public.

- Increase your brand awareness – 1.2 million tickets are printed and the event is publicised widely
- Excellent PR opportunity at the Draw and prize presentation



“ At Airwave we are dedicated to supporting the brave men and women of the UK's fire service and we are proud to sponsor the 2008 Prize Draw for The Fire Fighters Charity. The funds raised will enable them to continue offering the invaluable services and specialist therapy to injured or traumatised fire fighters. ”

Mohammed Rafiq, Marketing Manager, Airwave



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Opportunities

Event sponsorship is an enormously cost-effective way to raise brand awareness of your company amongst potential customers. The Prize Draw offers a wealth of opportunities for your company.

Headline sponsorship

Prior to the event:

- Branding on all communication about the event
- Branding on 1.2 million tickets
 - Sent to every fire station in the UK*
 - Sent to 65,000 individuals*
 - Sold at all major fire service events*
 - Sold at The Fire Fighters Charity events*
 - Sold at the Charity's centres*
- Branding on all promotional material, including posters, which are sent to over 2000 UK fire stations and displayed at the Charity's centres
- Branding on the Prize Draw web page including links to your company's website
- Branding on mailshots
- Inclusion on the Charity's Business News – distributed to senior fire personnel and key charity personnel

At the event:

- Attendance at the Draw and presentation
- PR opportunities

After the event:

- Branding on all post-event communication
- Branding on the Prize Draw web page including links to your company's website
- Inclusion on the Charity's Business News – distributed to senior fire personnel and key charity personnel

Other sponsorship opportunities

- Donation of prizes

These opportunities are not exclusive and we can tailor sponsorship packages to meet your company's needs and budget.



For more information about opportunities with the Charity's Prize Draw please contact:

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**The
Fire Fighters
Charity**

Royal Patron Her Majesty the Queen