

# The Spirit of Fire Awards

The Charity's Spirit of Fire Awards is a prestigious awards evening dedicated to recognising the brave men and women of the UK fire service.

The very best of the fire services are presented with awards, in front of hundreds, at Wembley Stadium and their achievements rewarded with an evening of celebration.

The Awards evening attracts senior fire personnel, key charity personnel and many corporate supporters as well as a host of celebrities.

Previous celebrity supporters have included Amanda Holden, Boris Johnson, Michael Aspel and supermodel Caprice, who have presented awards and congratulated fire service personnel on their achievements, loyalty and commitment.

The 2008 Spirit of Fire Awards even attracted the Prime Minister, Gordon Brown, who invited nominees to an afternoon reception at Downing Street.



THE SPIRIT OF FIRE  
AWARDS



*“It gives me enormous pride that Britain has the best fire services in the World, putting their lives on the line for others every day. As such, it was a great honour to meet so many Spirit of Fire Awards nominees, and each one of them should be exceptionally proud of their achievements. It was a great privilege to have met them all.”*

**Prime Minister, Gordon Brown, May 2008.**



*“Once again telent is extremely pleased to be one of the headline sponsors of the Spirit of Fire Awards 2009. Having worked with numerous Fire & Rescue Services over the years, we know at first hand how brave fire services personnel are on a daily basis. We are therefore very proud to support the Awards which recognise these people.”* David King, General Manager Emergency Services, telent. ”

**Dave King, telent**



Royal Patron Her Majesty the Queen

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## Headline sponsorship

### Prior to the event:

- Company branding on all event invites, tickets and programmes
- Company branding on all communications about the event
- Company branding on The Spirit of Fire webpage
- Company branding/mention on all PR communications
- Invitations to Downing street reception (if applicable)
- A tour of Wembley stadium

### At the event:

- Company branding on the stage during the event
- VIP access to pitchside terrace
- Tickets to the Awards evening
- Photos with the FA Cup, nominees and celebrities

### After the event:

- Company branding on all post-event communications
- Company branding on the Spirit of Fire webpage
- Company branding/mention on all PR communications



Gold, Silver and Bronze Sponsorship Packages available, offering various benefits

## Other Sponsorship Opportunities

- Table Wine
- Pre-dinner drinks reception
- Table flowers & decorations
- Event programme
- Live Band for after-show party
- Goodie bags

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 The Spirit of Fire Awards please contact:

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**The  
Fire Fighters  
Charity**

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