



Ambulance Wish Queensland

Last Wish, Memories Forever



An invitation to sponsor **Ambulance Wish Queensland**

ambulancewishqld.org.au

A program of



Palliative Care Queensland
Matters of life and death

Ambulance Wish Queensland's purpose is to give Queenslanders living with a life-limiting condition access to the planning, coordination, specialist transport and clinical care they need to fulfil their last wish and create memories forever.

A message from the CEO

At some point each and everyone of us will reach the last weeks and days of our lives. How we are able to live those times is a measure of how our community values and looks after us at the end of our life. Every person should be able to experience the end of their life in comfort, cared for and connected to the people and places that have made their life meaningful.

Ambulance Wish Queensland is a powerful reminder of how simple acts in a person's final days and weeks can bring joy and peace to them as well as connection, smiles and life-long memories to their family and those who love and care about them.

Queensland is the first state in Australia to establish this beautiful program. Ambulance Wish Queensland has the equipment and the volunteers thanks to Queensland Health, Queensland Ambulance Service, our supporters and sponsors, and many volunteer paramedics, nurses and community members.

To continue and expand Ambulance Wish Queensland we now need corporate partnerships to help us ensure this program is available for people who are in their last days and weeks of life.

Delivering each wish is logistically complicated and due to the complex care needs of the Wish recipients it can be costly. As we expand into regional areas, we are realising new challenges. By working together we can keep this program operating.

Thank you for considering Ambulance Wish Queensland as part of your corporate philanthropy and sponsorship efforts.

Louise O'Neill
CEO, Palliative Care Queensland



Just one example of the reach and impact of a Wish

Former AFL Queensland grand final hero Ross Whyte had his last sporting wish granted when he made one last visit to the hallowed turf at The Gabba in March 2021 – the scene of his 1977 grand final heroics – surrounded by family, a few footy mates, Queensland Health Minister Yvette D'Ath and two Brisbane Lions players.



Multiple Facebook posts including a video post from the Queensland Premier



Reach: 80,977



Engagement: 7,198



Coverage on all major networks, online news & print



Editorial Value (ASR): \$448,000

The Benefits of Sponsoring Ambulance Wish Queensland



Social Good

Wishes provided by Ambulance Wish Queensland have a far-reaching impact, not only creating memories forever for Wish recipients, but memories for their families and extended community of care. This has a ripple effect into the wider community, and reflects the global social movement that is Compassionate Communities.

A Pipeline of Proven Professionally Produced Stories and Content Featuring your Brand and Spokespeople

Ambulance Wish Queensland is an ideal story for media placement. The program was launched in July 2019 by State Minister for Health and Ambulance Services the Hon Steven Miles at Parliament House in Brisbane.

Queensland's first Ambulance Wish recipient was 92-year-old Betty Dowsett, whose Wish was to enjoy a passionfruit ice-cream, which she shared with the Health Minister and a packed media contingent.

The story was broadcast by every TV station in Queensland as well as prime coverage on ABC TV and radio, and all News Corp and Nine Entertainment publications across Australia. The following day, Betty and one of our volunteer paramedics, Darren Lawrence, were guests on Australia's top-rating breakfast TV program Sunrise and the story was picked up internationally.

The potential global media reach was a staggering 157 million, in more than 20 countries.

These stories are nurtured and developed by the professional media and communications team at Palliative Care Queensland and present an opportunity to showcase your brand and spokespeople alongside an attractive media property.

Branding Opportunities

Ambulance Wish Queensland utilises a dedicated fleet of vehicles (including decommissioned ambulances) which feature space to prominently place your logo.

Ambulance Wish Queensland stories are produced to highlight the good work of the program and with showcased brand promotion deeply embedded.

Where relevant, your organisation will be given presence in Wish media coverage, produced in collaboration with your team to ensure a successful outcome and maximum exposure. There is also opportunity to expose your brand to volunteers and through other PCQ channels and events.

Deep Digital Engagement

Ambulance Wish Queensland attracts a huge level of engagement and reach across all major social media platforms. A visually rich and compelling pipeline of stories will bring your brand to the attention of thousands online. These stories are often shared by government members and present a prime opportunity to showcase your work in a friendly story that is ready-made for digital media.

Team Development, Volunteering and Training

Ambulance Wish Queensland can contribute to both your internal and external engagement strategies with custom-developed opportunities for staff training, event volunteering and corporate philanthropic showcases.

“ I just wanted to write and say an enormous THANK YOU to you and the team who were there on the day in organising such a special experience.

The generosity, kindness and support that all the staff offered on the day was so beautiful and truly appreciated. My Dad thoroughly enjoyed the day – as did we! Jenny, Mark, Sara and I and all of our family and close friends who attended will certainly treasure this incredible memory and experience. It brought some light and joy to our hearts that been heavy for some time now.

Again, I can't say it enough – THANK YOU. ”

Kate Davies



“ We can't thank you and the Ambulance Wish team enough for making Mums wish come true. It was such a fabulous day & as you know the last time they will be able to be together. Emilia & Kristy were so caring and compassionate with us all especially Mum and Dad.

Thank you again from the bottom of our hearts, you are all amazing. ”

Kylie Mitchell



“ We are soooooo incredibly grateful for that day and the team helping us to make that all happen. The memories we have will be soooooo loved.

Thank you so much Lauren! Your team have just created a miracle from last Tuesday... and I will rave and share and talk about you all as much as I can... might even buy a ticket to your fundraising event at the end of this year. Ambulance Wishes will also be a part of our storytelling... you are forever in our hearts. ”

Louise Williams



Sponsorship Branding Benefits*

| Sponsorship Level (per year) | Statewide presence | Local presence** | | |
|------------------------------|---------------------------|------------------------|---|--|
| | Program Sponsor \$100,000 | Local Sponsor \$50,000 | Local Supporting Sponsor – Tier 1 \$20,000–\$30,000 | Local Supporting Sponsor – Tier 2 \$12,500 |

Ambulance Wish Queensland Fleet

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|--------------------------------------|---|---|---|---|
| Recognition on Wish Ambulance | Logo on ALL Wish Ambulances statewide | Logo on local Wish Ambulance (75% size of Program Sponsor) | Logo on local Wish Ambulance (50% size of Program Sponsor) | |
| Recognition on Wish Support Vehicles | Logo on ALL Wish Support Vehicles statewide | Logo on local Wish Support Vehicles (75% size of Program Sponsor) | Logo on local Wish Support Vehicles (50% size of Program Sponsor) | Logo on local Wish Support Vehicles (50% size of Program Sponsor) |

Web Presence

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|--|---|--|--|---|
| AWQld Website home page and all pages | Hyperlinked logo under 'Program Sponsor' | Hyperlinked logo under 'Local Sponsor' | | |
| AWQld Sponsor Page | Hyperlinked logo under 'Program Sponsors' | Hyperlinked logo under 'Local Sponsor' | Hyperlinked logo under 'Local supporting sponsor' (75% of Local Sponsor) | Hyperlinked logo under 'Local supporting sponsor' (50% size of Local Sponsor) |
| Sponsorship logo and recognition of level for your website | Yes | Yes | Yes | Yes |

Digital and Media Presence

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|--|---|---|---|--|
| Dedicated post welcoming new sponsorship | Dedicated media release to announce sponsorship; Social media announcement on all AWQld & PCQ social accounts | Dedicated media release to announce sponsorship; Social media announcement on all AWQld & PCQ social accounts | Dedicated media release to announce sponsorship; Social media announcement on all AWQld & PCQ social accounts | Social media announcement on all AWQld social accounts |
| Sponsorship acknowledgement in a post per Wish fulfilled | All Wishes statewide | Local Wishes | Local Wishes | Local Wishes |

Palliative Care Queensland eNews

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|---|-----------|-----------|-----------|--|
| One exclusive article (per annum) and link to organisational website in our general eNews (all subscribers) | 250 words | 150 words | 150 words | |
| Advertisement piece in our Member eNews (one per annum) | 250 words | 150 words | | |

Publications

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|---|-----|-----|-----|-----|
| PCQ Annual Report Sponsorship acknowledgement | Yes | Yes | Yes | Yes |
|---|-----|-----|-----|-----|

Palliative Care Sponsors Pack

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|--|---|--------------|--|--|
| Logo on AWQld Information flyer | Generic Statewide Flyer and Local Flyers | Local Flyers | | |
| Logo on 'How to Apply for a Wish' flyer | Generic Statewide Flyer and Local Flyers | Local Flyers | | |
| Logo on AWQld Palliative Care service sponsor poster | Generic Statewide Poster and Local Poster | Local Flyers | | |

Wish Recipient Pack

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|-------------|---|---|---|--|
| Memory Book | Recognition of sponsorship level and logo in all memory books and a personal copy of all memory books | Recognition of sponsorship level and logo in all memory books and a personal copy of all memory books | Recognition of sponsorship level and logo in all memory books and a personal copy of all memory books | |
|-------------|---|---|---|--|

Ambulance Wish Queensland Events

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|---|--|--|-------------------------------|-------------------------------|
| Annual AWQld Fundraising Gala Dinner | 1 x complimentary table of 10; 1/4 page advertisement in dinner booklet | 5 x complimentary tickets | 3 x complimentary tickets | 2 x complimentary tickets |
| Annual AWQld Volunteer Gathering | 2 minute speaking opportunity + opportunity to present statewide AWQld Volunteer 'Shining Stars' Award | Opportunity to present local AWQld Volunteer 'Shining Stars' Award | MC recognition of partnership | MC recognition of partnership |
| Palliative Care in Queensland Annual Awards event | Invitation to attend; 1/4 page advertisement in event booklet | | | |

* Based on a 12-month period

** Local geographic areas currently cover (as of July 2021) – Brisbane North and Sunshine Coast; Brisbane South, Gold Coast and West Moreton; Townsville Area



Ambulance Wish
Queensland
07 3842 3242



Proudly supported by



A program of
PalliativeCare
QUEENSLAND

Vehicle signage proudly donated by



MONAGHAN
SIGNS

The way we care for our dying is a significant indicator of the values of our society

This sponsorship prospectus is a conversation starter.
We tailor our sponsorships individually. Contact our sponsorships team to start the conversation about how we could partner with your organisation.

hello@palliativecareqld.org.au | 07 3842 3242