



# Ashgate Hospice Christmas Cards

## Sponsorship Opportunity 2023



# Previous Designs



## Thank you for considering sponsoring Ashgate's Christmas cards.

When your business partners with Ashgate, you are doing something amazing and helping us to care for even more families across North Derbyshire who are living with a life-limiting illness.

Your sponsorship is also a fantastic way for you to generate brand awareness among customers and our supporters.

What's more, we'll be with you every step of the way to guide you through your Ashgate fundraising journey. On behalf of all the patients we have helped in the past, those in our care today and the families who will depend on us tomorrow, thank you for your support!

### Spreading festive cheer

Last year, Ashgate had a range of 12 different Christmas cards, featuring the iconic Chesterfield Spire and the Bakewell bridge. Each pack of ten was sold for £3.50, however this year they will retail at £3.99 per pack due to an increase in cost per card.

Nearly £27,000 was raised from the sale of the 2022 card range and we had record sales. We intend to buy more cards this year and expect sales to increase.

**£30,000**

£25,000

£20,000

£15,000

£10,000

£5,000



**Record sales in 2021 and 2022**

## How your sponsorship will make a difference

When you choose to support Ashgate, you'll be helping to ensure that families who need our expert care receive it.

Families like David's, who know first-hand how much of a difference our compassionate care makes at the end of someone's life.

David, who worked as a fire fighter at South Yorkshire Fire and Rescue for 28 years, received "caring and compassionate" support in his own home from Ashgate's Palliative Care Specialist Nurse Team, before his death, aged 72.

On top of helping to manage his pain and visits from nurses to support the family in his final days, Ashgate organised vital equipment – like a specialist hospital bed – to be installed in David's home to ensure he was as comfortable as possible.



His daughter, Fran, said:

"We're so grateful to Ashgate for everything they did for him and have done for us as a family. They always went above and beyond to make sure Dad was receiving the very best care possible.

"I remember there was one occasion where one of the doctors hand-delivered some new medication to our home as 'it was more or less on her drive home', but we're sure she had to take a significant detour. The support and care from everyone was just amazing."

## Main Sponsor £8,950

£8,950 pays towards two alternating pressure relieving mattresses for specialist hospice beds to prevent pressure sores and ensure our patients are as comfortable as possible.

- Sponsorship of all 10 card designs
- This is a fantastic opportunity for your organisation to have its logo on the back of 100,000 Christmas cards
- Your logo will also feature on the slip that goes inside each pack of cards advertising that every penny spent on these cards will go directly to Ashgate Hospice to help provide care and support for patients and families across North Derbyshire
- Sponsorship will include 10 free packs of Christmas cards
- Your logo on our dedicated website page advertising the cards
- Recognition as our Christmas card sponsor across our established social media platforms, including Facebook, Twitter, LinkedIn and Instagram
- Opportunity to stock and sell hospice Christmas cards at your business
- Opportunity to have a stand in our Hasland Furniture Store next to the Christmas card display to promote your business.

This sponsorship is an opportunity for your logo to be on 100,000 Christmas cards!

## 1 x Card Design Sponsorship £950

- £950 Pays towards the essential IT equipment our Community Nurse Specialists need to be able to coordinate the crucial care and support for patients at home
- This is a fantastic opportunity for your organisation to have its logo on the back of 10,000 Christmas cards
- Your logo will also feature on the slip that goes inside each pack of cards advertising that every penny spent on these cards will go directly to Ashgate Hospice to help provide care and support for patients and families across North Derbyshire
- Sponsorship will include five free packs of your Christmas card
- Recognition as our Christmas card sponsor across our established social media platforms, including Facebook, Twitter, LinkedIn and Instagram
- Opportunity to stock and sell hospice Christmas cards at your business.

### Interested in sponsoring our cards this year?

Please contact Rachel Broughton, Senior Corporate and Community Fundraiser:

[Rachel.Broughton@ashgatehospice.org.uk](mailto:Rachel.Broughton@ashgatehospice.org.uk)

07736 934 960