

Sponsorship Opportunity

**Go
Pink**
for Ashgate

♥ #GoPink

 **Compassionate
care for everyone**

Registered Charity No. 700636

 **Ashgate
Hospice**

www.ashgatehospice.org.uk

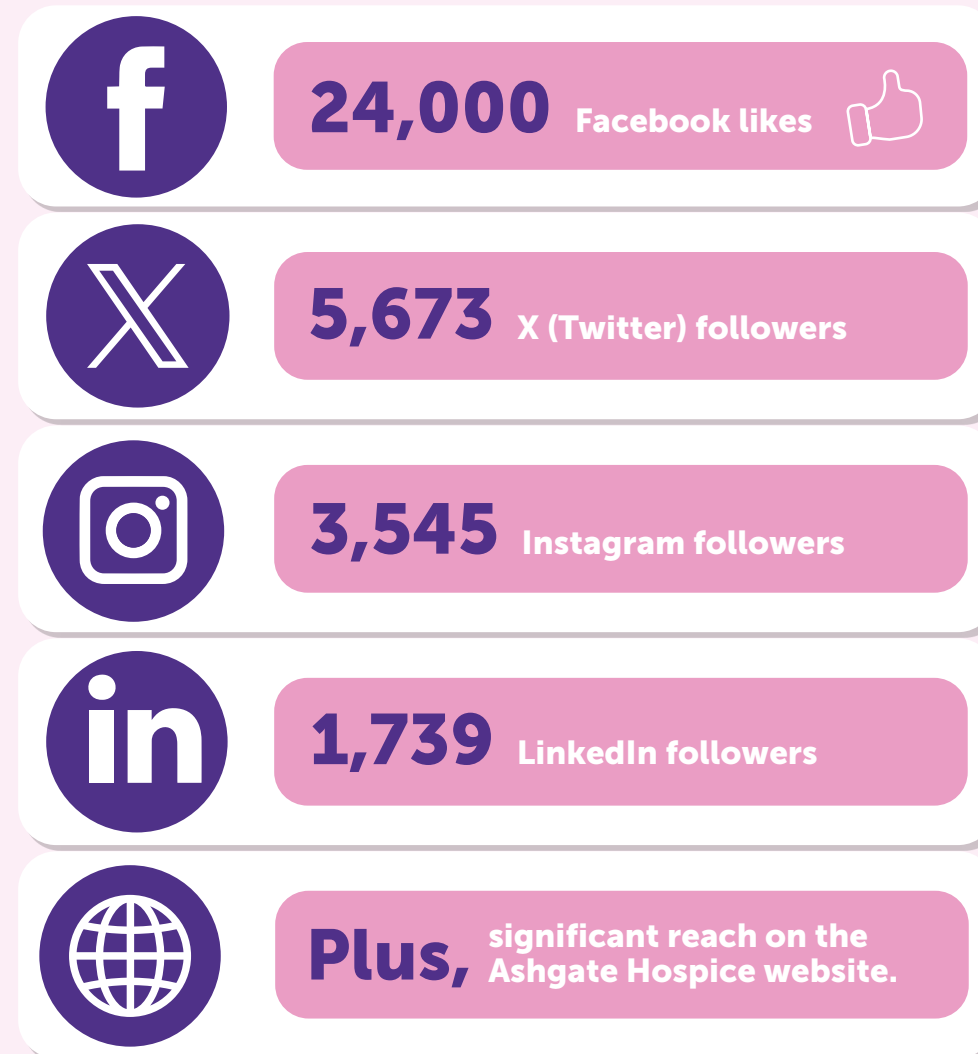
Why partner with Ashgate?

- We'll support your business objectives**

We have extensive experience working with businesses and can create a bespoke package to help meet your business objectives. We will work with you to engage your workforce with our award-winning events, offering them the opportunity to learn new skills, be creative and demonstrate their ability to take on new challenges.

- Drive sales and customer awareness**

Ashgate Hospice is the most followed adult hospice in the UK with:



Our dedicated Marketing and Communications team will work with you to maximise promotional opportunities, both in the local press and across our supporter base.

- Support every step of the way**

Your dedicated Partnership Manager will provide everything you need to make our partnership a success. We will be with you every step of the way to ensure everything goes as smoothly as possible.



Staff at Wilkins Vardy Go Pink for Ashgate Hospice

Go Pink for Ashgate Sponsorship Opportunities

On behalf of everyone at Ashgate Hospice, thank you for considering sponsoring **Go Pink for Ashgate** from 30th September – 6th October 2024.

When you become a business partner with Ashgate, you are doing something amazing by helping us to care for and support more individuals and their families across North Derbyshire who are living with a life-limiting illness.

In addition to supporting the hospice, sponsorship is also a fantastic way for you to generate brand awareness amongst your customers and our supporters.

What's more, we will be with you every step of the way to guide you through your Ashgate fundraising journey.

On behalf of all our previous patients, those in our care today, and the families who will depend on us tomorrow, thank you for your support.

Go Pink for Ashgate

30th September – 6th October 2024

The Hospice relies on campaigns and initiatives like **Go Pink for Ashgate** to help raise vital funds so our nurses can be there for our community when they need them the most. By sponsoring Go Pink and partnering with the hospice you will help us to be there for our patients and their loved ones.

How your support can make a real difference

Your sponsorship can help to fund vital end of life and palliative care for patients and their families across North Derbyshire. That includes families like Penny and Mick's, who we supported during the pandemic.

Penny Cook's husband, Mick, died on the hospice's Inpatient Unit, aged 75, after being diagnosed with incurable stomach cancer. The Buxton couple had only just celebrated their 50th wedding anniversary the year before.

Penny said: "Within a few hours of being at the hospice, Mick looked like a different person – he was relaxed, I'd finally got my husband back.

"Being at the hospice feels like someone has wrapped a blanket around you, like you're getting a hug. It's the people who make it feel that way.

"When Mick was admitted for the second time, we knew it would be the last. My big, cuddly husband became thin, frail and not much longer for this world – in just a few days.

"We'd been together 24/7 for the last 30 years and the thought of being apart now engulfed me in sadness. But once again, the hospice's team came together and pulled out all the stops for us.



"Sleeping by Mick meant we didn't lose a minute together. I was blessed to have another eight weeks with him at the hospice before he died.

"We planned to make lots of memories when Mick was diagnosed but we didn't get the chance because he lost his mobility quickly. So being able to spend the last eight weeks together with nowhere else to be and nothing else to do was precious.

"Having nowhere else to be except by my husband's side meant the world to both of us."



Supporters at Eye Candy Go Pink for Ashgate Hospice

Sponsor package £950

What you will receive for this:

- Campaign linked to your company name ie **Go Pink for Ashgate sponsored by 'your company name'** which will be used on all promotion for the event (press releases to local media, online, website, email footers, etc).
- Mentions on social media prior to the event and a thank you post afterwards.
- Your logo on 1,500 leaflets which will be distributed to schools, offices, hospice shops and via a letter to over 1,000 hospice supporters.
- Your logo on campaign posters displayed in hospice shops.
- Your logo on our website page advertising the campaign.
- An invitation to the Hospice during Go Pink week.

Interested in sponsoring our Go Pink for Ashgate campaign? Contact us for more information on 07736 934 960 or email rachel.broughton@ashgatehospice.org.uk

Thank you!

Because of you, we can care
for those who need us most.



Contact:

rachel.broughton@ashgatehospice.org.uk
07736 934 960

www.ashgatehospice.org.uk



Registered Charity No. 700636