

Golf Day Sponsorship Opportunities



Ashgate Hospice's **33rd** Annual Golf Day

Chesterfield Golf Club
Friday 19th July 2024





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On behalf of everyone at Ashgate Hospice, thank you for considering sponsoring our 33rd Annual Golf Day.

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.

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.

A long-standing fundraising event

Ashgate Hospice's Annual Golf Day returns on Friday 19th July 2024 at Chesterfield Golf Club. A record 43 teams entered and raised an incredible £24,047 for hospice care in North Derbyshire.



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."

Main Event Sponsor £3,000

What you will receive for this:

- Your business is associated with all the event activity, from when entry is live up to the date of the event.
- The event logo will be designed to incorporate your company logo. Your business brand would be present wherever the logo is seen, for example, on our website, social media, emails, leaflets etc.
- Recognition as a main sponsor across our established social media platforms, including Facebook, Twitter, LinkedIn and Instagram.
- Recognition as main sponsor in press and media coverage.
- Reserved space for you within the clubhouse with the opportunity to hand out your own promotional items as teams register, such as pens and other branded merchandise.
- Your business logo and banners on the entrance to the Swing Studio and around the room. You are invited to be positioned here throughout the day to meet golfers and run the 'Nearest the Pin' competition.
- A hole of your choice on the course to sponsor, with the opportunity to man this hole with a member of your team to engage with golfers on the day.
- A full-page advert within our event day programme handed out to all participants.
- Your company logo on a rolling slideshow in the clubhouse at the event.
- A Four Ball team, worth £350, to take part in the competition and enjoy a two-course meal after their round.



Your sponsorship could help Ashgate Hospice fund our dedicated Counselling Team to provide face-to-face, telephone or virtual support to a patient and their loved ones.

To find out more about how your sponsorship can help, speak to Anna Jinks, Partnerships Development Officer, on: 07719 979 804 or email anna.jinks@ashgatehospice.org.uk

Halfway Hut Sponsorship £1,000

What's included:

- Promote your business with a large banner next to the hut on the green
- Prime location with optimal footfall where players take time to stop and relax with a snack or a drink.



Practice Green Sponsor £500

Display your banner next to the practice green with maximum coverage for your business as players utilise this space before teeing off. You are invited to position yourself here throughout the day and promote your business.

Hole Sponsorship £150

Your sponsorship will help Ashgate to provide care for patients and their loved ones as well as advertising your company on the day to over 200 golfers. There are 18 holes available for sponsorship on the course which will be allocated on a first come first serve basis.

What's included:

- Display your company's promotional banners on the hole of your choice.
- Reserved space on the tee for you to have a branded gazebo and staff member to engage with participants. You can also run a game or hand out treats.
- Your company logo on a rolling slideshow in the clubhouse at the event.
- Recognition as a hole sponsor across our established social media platforms, including Facebook, X (Twitter), LinkedIn and Instagram.



Competition holes £200

- 10th Longest Drive Sponsorship
- 8th Nearest the Pin
- 10th Halfway
- 6th Double or Quits Game sponsorship

Interested in sponsoring our Golf Day?

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