

# Sponsorship Opportunity



 **Compassionate**  
**care for everyone**

Registered Charity No. 700636

 **Ashgate**  
**Hospice**

[www.ashgatehospice.org.uk](http://www.ashgatehospice.org.uk)

Ashgate's

# BIG Thank You Party

Sponsorship  
Opportunity

On behalf of everyone at Ashgate Hospice, thank you for considering sponsoring our special thank you party for Hospice staff and volunteers.

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.

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.



## One Ashgate

Last year we held our first in person thank you event in the hospice gardens since the pandemic. This was a wonderful opportunity for staff and volunteers to come together along with their families for a fun filled garden party.

We would love this to be an annual event to celebrate our amazing team and to thank them for their amazing contribution and all they do for the people of North Derbyshire.

Ashgate's 765 volunteers work in 18 different roles, all of which support the vital work of the hospice. These roles are wide ranging and include: working in the hospice's 15 charity shops and in fundraising, where they enable the hospice to raise the funds needed to provide its care; they work in the gardens, Day Hospice and on the Inpatient Unit at the hospice; they support the Supportive Care Team by working as complementary therapists and as counsellors who directly support the emotional wellbeing of those under the care of the hospice, their loved ones and those struggling with bereavement.

Without the compassion, dedication and support of its volunteers Ashgate Hospice simply wouldn't be able to make the positive difference that it makes to the lives of thousands of people living across North Derbyshire every year.

Volunteers Week is a national campaign which takes place 1st-7th June every year. It's a chance to recognise the fantastic contribution volunteers make to our communities and say thank you. In line with this, 2024's event will take place on Sunday 9th June.



Our values are at the heart of everything we do at Ashgate Hospice. They are grounded in our commitment to being the best we can be for our patients and the people who are important to them, for our customers and supporters, and for each other. We are compassionate. We work as team. We are respectful, open and inclusive.

Help join us to celebrate the amazing people who are Ashgate Hospice.



## How your support can make a real difference

Your sponsorship will help our specialist teams continue providing vital end of life and palliative care for patients and their families across North Derbyshire.

Our staff make a huge impact to the patients and families they care for. Sheryle was reunited with Community Nurse Specialist, Helen, who is part of a team that cares for patients in their homes. Helen helped 'orchestrate' support for Mark from the moment she entered his life, providing 'sincere, compassionate and loving' care along the way. Sheryle says Helen was their very own 'Earth angel'.

"Ashgate came on board when we were at our lowest," said Sheryle, aged 61. "We didn't know what to do, where to go and how to do it. But as soon as Helen from Ashgate came into our lives everything just changed. Without her I don't know what we would've done.

"Ashgate came out of the beautiful blue sky to support us; we felt like they'd taken us into their loving arms. Everyone was just so wonderful and made my brother's passing so peaceful. Helen became such a big part of our life and I'm so grateful for everything she did for Mark and our family. She just never stopped caring."

Helen added: "Time is so precious, and Mark's disease was so awful and aggressive. It was important we did everything we could to ensure that Sheryle and her family had time to spend together and make memories with Mark."

You can watch their reunion here:

<https://www.youtube.com/watch?v=3TWr8lVlxQ>



## ♥ Event Sponsor £1,500

Your £1,500 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.

What you will receive for this:

- Your business is associated with all the event activity and can attend on the day to personally thank and meet the dedicated Hospice team.
- Your business logo will appear on leaflets and posters distributed throughout the Hospice, offices and our retail outlets.
- Your business logo will appear on all the internal communications advertising the event.
- 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.
- You can bring and display banners and branded promotional items to the event.

## ♥ Welcome Drinks Sponsor £300

- Your sponsorship will help Ashgate to provide care for patients and their loved ones as well as offering the Ashgate team a glass of fizz or orange on arrival to the party.
- Your company will be recognised with signage at the drinks station and thanked on our social media platforms.

## Interested in sponsoring our Big Thank You Party?

Speak to our Partnerships Manager,  
Charlotte Butterworth on **07736 929 539** or email  
**charlotte.butterworth@ashgatehospice.org.uk**

[www.ashgatehospice.org.uk](http://www.ashgatehospice.org.uk)

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