



# Sponsorship Opportunities





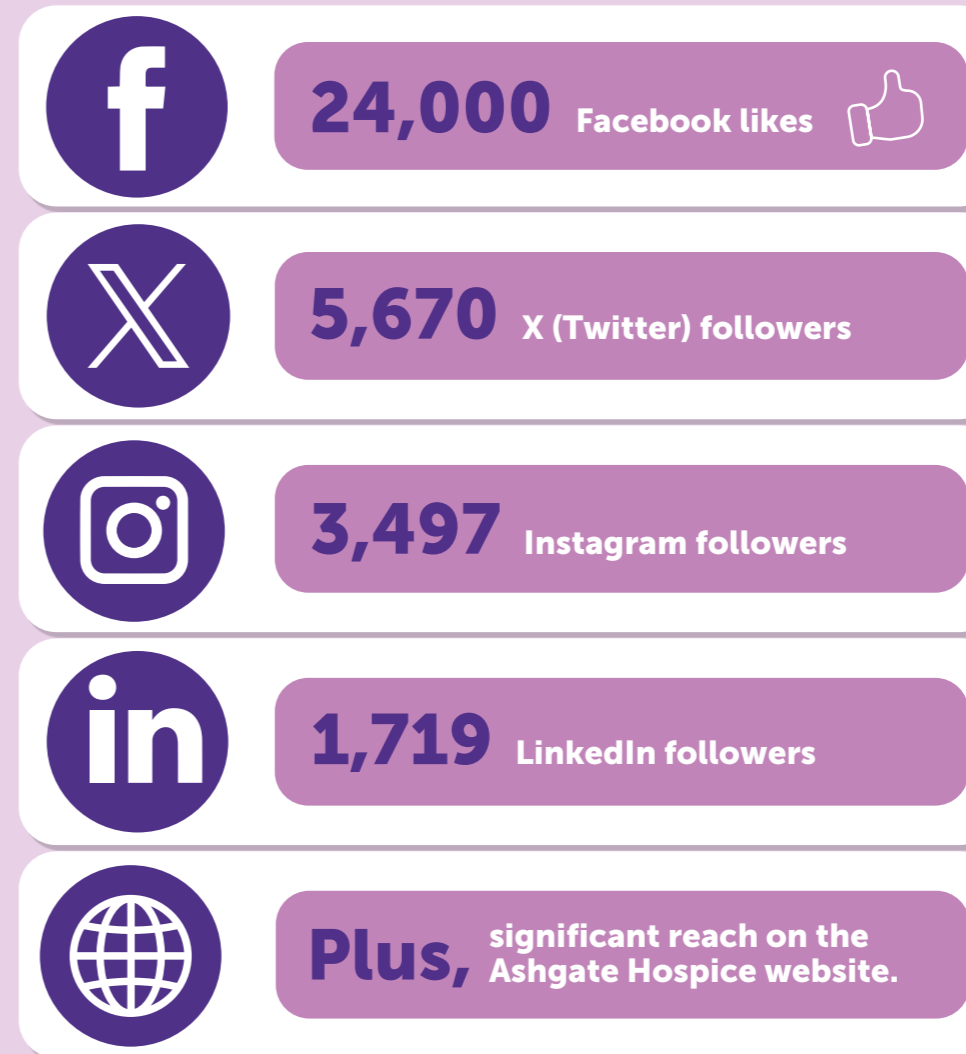
## Why partner with Ashgate?

- 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.



## On behalf of everyone at Ashgate Hospice, thank you for considering sponsoring Ashgate Hospice's Tractor Fest 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.



## A popular new event

The second Tractor Fest will return on Sunday 28th April 2024 at Storforth Lane Trading Estate, in Hasland Chesterfield. The event proved incredibly popular in its first year, attracting nearly 50 tractors and seeing over 1,300 adults in attendance and many children who have free admission to the event. The event raised a brilliant £17,163 for hospice care in North Derbyshire.



**£1,500** will help Ashgate Hospice fund our dedicated Counselling Team to provide face-to-face, telephone or virtual support to a patient 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 Sophie and David's, who we supported during the pandemic.

Sophie said: "David Allen was my grandpa and I'd like to thank Ashgate for giving my family a happier time when he was at the end of his life during lockdown and summer.

"Without Ashgate's care, it would have put a lot of pressure on my mother and my grandma. So, I can't thank you enough for helping. Before Ashgate Hospice got involved, my grandma was finding it difficult as Grandpa could no longer do a lot of the things he could do before. So, receiving support from Ashgate at their home meant that they could spend loving time together that they both deserved so much.



"My grandpa was the most wonderful man and always spoke so fondly of the staff at Ashgate. When we met them occasionally, they were a delight to be around and put a smile on my grandpa's face daily.

"My grandpa died on 2nd September 2020, the day before my 17th birthday. I thought it would be such an upsetting time for everyone, which it was. But as I reflect on lockdown and the summer, I got to spend with him, I am so thankful for everything Ashgate did for him."

**£2,750** could pay towards essential home visits made by our Community Nurse Specialists, enabling patients to stay in the comfort of their own home with those they love in. Keeping families together at a time when it matters most.



# Sponsorship packages

Use the checklist below to see what is included in each of our packages. If you have any questions, please speak to your corporate contact.

	Main event sponsor £2,750	Plant arena sponsor £1,500	<b>SOLD</b> Children's entertainment sponsor £1,250 	Event partner £750
Your logo on all marketing materials, including flyers/posters/banners	✓			
Your company mentioned on all event social media posts and adverts	✓			
Your business logo in email campaigns	✓			
Your business name on the 2024 event calendar posted to all 18,000 supporters	✓			
Social media announcement and thank you post	✓	✓	✓	✓
Your logo on the website	✓	✓	✓	✓
Mentions on the PA system at the event	✓	✓	✓	
Bespoke signage at the event	✓	✓	✓	✓
A 12m x 5m outdoor promotional pitch at the event	✓	✓		
A 3m x 3m outdoor pitch at the event			✓	✓
A pedal tractor with your company branding	✓	✓	✓	✓
Complementary tickets (Children under 11 go free)	10 tickets	8 tickets	6 tickets	4 tickets



**Sponsor a pedal tractor for £150!**

Example of a pedal tractor with your company branding



Example of logo placement on 2023's event poster



Example of a sign to be displayed at the event

**Interested in sponsoring Tractor Fest 2024?**  
Please speak to Anna Jinks, our Partnerships Development Officer, on 07736 929 539 or email [anna.jinks@ashgatehospice.org.uk](mailto:anna.jinks@ashgatehospice.org.uk)