

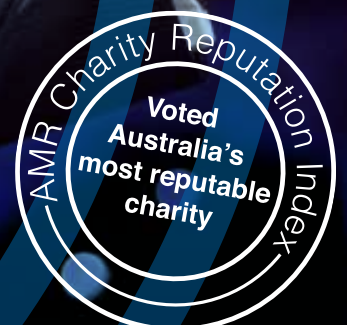


Royal Flying Doctor Service

*The furthest corner. The finest care.*



**Partnership and  
sponsorship  
opportunities  
2015–16**



# Royal Flying Doctor Service



The Royal Flying Doctor Service (RDFS) is one of Australia's trusted and well respected brands having been voted as Australia's most reputable charity in the AMR index for four years in a row. Over the past 87 years the RFDS has had a long history of providing 24-hour emergency aeromedical and primary health care services around Australia.

As a not-for-profit organisation, the RFDS relies heavily on donations and community fundraising and on the support from corporate and philanthropic partnerships to keep the Flying Doctor flying.

## Partner and sponsorship opportunities

The Royal Flying Doctor Service Victoria (RFDSVic) offers a number of sponsorship or partnership opportunities for its corporate partners to become a part of the Flying Doctors.

The following opportunities are available for engagement with RFDS Victoria, its staff, donors, supporters and communities:

- Fundraising events
- Health and education opportunities
- Community events/activities
- Scholarships
- Work place giving
- Sponsoring and purchasing vital equipment.

We run a diverse range of public and stakeholder events designed to maximise fundraising outcomes, promote our services and engage our existing donors and supporters, while also attracting new supporters.

Sponsoring an RFDS event or program provides an opportunity to align your organisation with an iconic and well respected Australian brand, while reaching and engaging with a range of different target audiences that is mutually beneficial for both organisations.

In return, RFDS Victoria would be delighted to offer acknowledgment in collateral related to the event and/or activity such as promotions, programs, table and audiovision brand acknowledgment.

The partnership would also be promoted to the RFDS Victoria community through the following channels:

- Media and industry publications
- RFDS newsletter, circulation 25,000
- E-news to over 1000 staff, volunteers, corporate partners and specialists
- Annual report, RFDS Victoria
- Website, RFDS Victoria
- Branding opportunities.

# Sponsor an RFDS Event



## Going the Distance Dinner

Thursday 18 August 2016

Plaza Ballroom

Over 500 guests

As a highlight of the Royal Flying Doctor Service Victoria's fundraising calendar, over the past four years, the *Going the Distance Dinner* has attracted leaders from the health, aviation, political and corporate sectors. Guests enjoy entertainment including insights into the vital services of an Australian iconic charity working in rural, regional and outback Australia.

Held in the stunning Plaza Ballroom, previous keynote speakers include farmer and inspirational speaker Sam Bailey, Tim Fischer AC and Amanda Vanstone, alongside entertainment by the Australian Girls' Choir, RAAF Brass Band, the Elton John Experience and Master of Ceremonies by Seven Network personality Hamish McLachlan who is an RFDSVic Ambassador.

Sponsorship opportunities include:

- cash sponsorship (various levels)
- branding on guest invites
- donation of auction items
- event programme
- product sampling
- multiple promotion opportunities throughout the event.
- staff volunteering



## John Flynn Luncheon

November 2016

RACV City Club, Melbourne

Approximately 250 guests

Held on the anniversary of RFDS founder Reverend John Flynn's birth, the John Flynn Luncheon is attended by loyal and long term supporters of RFDS.

Guests have a strong connection with, and affection for the work of the RFDS.

This is an opportunity to reach an active 55+ demographic as well as a smattering of corporate supporters all seeking entertainment, conversation and camaraderie as well supporting the RFDS.

Opportunities include:

- donation of raffle items
- product sampling
- staff volunteering.





# Sponsor an RFDS Event



## Morning Melodies

Arts Centre Melbourne  
Approximately 300 guests

Successfully launched in 2014, this annual event captures an active 55+ audience, who are seeking a chance to meet new people, be entertained amongst friends and enjoy a day out.

RFDS supporters and their friends enjoy a private High Tea at the ANZ Pavilion, followed by a Morning Melodies performance, presented and hosted by the Arts Centre Melbourne. Previous performances have included Australia's Leading Theatre and Cabaret Artist Rhonda Burchmore and Tenor and Composer David Hobson.

This popular program is currently being trialled throughout regional Victoria.

Opportunities include:

- naming rights
- donation of raffle items
- staff volunteering
- product sampling
- branding opportunities.

## Regional Morning Melodies

Selected regional arts centre  
Approximately 80 guests per event

Due to the success of the Melbourne based Morning Melodies, RFDS have developed a program of regional events. Details of dates for 2016 still to be confirmed.



# Sponsor an RFDS Event



## Health Breakfasts

Three events per year  
Melbourne CBD venue  
Approximately 50-100 guests

Engaging health professionals at various stages of their career, this event positions your agency with leaders of health care provision. Previous specialist panels have addressed topics such as Dental Care and Women's Rural GPs.

Opportunities include:

- naming rights
- branding of event and collateral
- speakers
- staff volunteering
- product sampling.

## RFDS Victoria Golf Day

The October Golf Day is by invitation only, hosted by the Chair of the Board of RFDS Victoria, Mr W. Murray Rogers, AM.

Opportunities include:

- hole sponsorship
- staff volunteering
- product sampling.

## RFDS Rowathon

October  
Wentworth

This rowing event travels 82km from the Wentworth District Rowing Club at the junction of the Murray and Darling River. The event is the longest rowing event in Australia and attracts its participants from all over Victoria.

Opportunities include:

- team entrants
- sponsorship.



# Sponsorship of...



## Health Clinics

The RFDS Victoria holds a number of primary healthcare clinics across Victoria. One of the biggest challenges facing rural communities is a shortage of health care professionals. RFDS Victoria works towards improving the health services in rural communities in Victoria as well as delivering emergency and primary health care throughout Australia. We do this by providing the following services throughout Victoria.

The **Mobile Dental Care** currently works with volunteer dentists and sees approximately 770 patients over six months. The program is expanding to include a purpose built mobile dental van to provide treatment to small rural communities where distance from a public dental clinic is greater than 50 kms.

The **Mobile Eye Care** provides optometry services to people living in Ouyen and surrounding districts.

**Diabetes Telehealth services** in conjunction with Baker IDI, provides access to endocrinologists for patients in the Sunraysia region via telehealth. The program supports diabetes nurse educators, GPs and soon podiatrists.

**Rural Women's GP** services, in conjunction with RWAV, offering gender choice into communities that only have a male GP. In the past six months this service has seen well over 400 patients and currently operates out of five centres throughout Victoria.





# Fund vital medical equipment



The Flying Doctor must constantly replenish medical consumables as well as invest in specialist medical equipment. It is possible to sponsor a piece of equipment or purchase virtual gift cards to support the purchase of these lifesaving items.

The following list is indicative of some of the specialist equipment required for RFDS programs and events that occur throughout Victoria.

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## Heart monitors – Zoll X series

**\$35,000 each (3 required)**

A gift with heart these fully integrated high-acuity heart monitor are used for emergency and non-emergency work. Hospital grade heart monitoring, with automated blood pressure, oxygen saturation and heart rate monitoring. These are top of the line units used on RFDS aircraft and RFDS complex patient ambulance vehicles for transporting critically sick patients.

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## Motorola radios

**\$1,100 each (6 required)**

Motorola portable radios allow constant communication with other teams and backup support. The radio units are fully submersible and very robust (military specifications). They allow quick access to injured members of the public.

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## Portable trauma station

**\$1,000 each (1 required)**

A large metal trauma station for use by doctors and paramedics at events. It allows quick and sterile access to trauma supplies and equipment when treating wounds and managing injuries

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## Emergency medical bags

**\$800 each (4 required)**

Paramedic backpacks for use by mobile staff at events. These provide all the life-saving treatment equipment and supplies in a readily available backpack. Includes diagnostic tools, airway care, splinting tools, trauma supplies and CPR equipment.

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## HeartSine 500P AED (Automated External Defibrillator)

**\$2,800 each (3 required)**

A crucial life saving device for use in a cardiac arrest. RFDS Victoria currently has three units, but requires 3 more to ensure coverage across the state at larger events.

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## Mobile Event Care vehicle

**\$55,000 each (1 required)**

This vehicle will service as transport for equipment and staff to events and will be fitted out to serve as a mobile first aid unit at events such as the AFL. Opportunity for your logo to appear on the vehicle.

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## Stryker stretchers

**\$10,000 each (10 required)**

The Power-PRO XT raises and lowers the patient with the touch of a button and allows them to be moved comfortably and safely.

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## Medical consumables such as baby protective ear muffs, defibrillator pads, IV fluids

**Costs ongoing**

Medical consumables are an everyday need for the RFDS.

# Participate in community events



## Workplace challenge

### Are you or your workplace participating in an athletic event?

By registering for an event and setting up a fundraising page you can support the RFDS. Enter with a team or challenge yourself, and make a difference to the health of people living in remote communities at the same time.

We can help you create a fundraising page for any athletic event around the country through Just Giving or Everyday Hero. The events page on the RFDS website is regularly updated for upcoming events.

### Are you or your workplace interested in hosting a 'high' tea to raise money for the RFDS?

During the months of April or May, join in with many corporates as they host 'high tea' for the RFDS. Ask us how we can help you host a morning or afternoon high tea to support RFDS.

## Establish Workplace Giving

You can help support the RFDS through workplace giving while you go about your daily work. Create a more connected workplace where giving is seen as a collaboration between employer and employee.

Workplace giving benefits employees by providing an immediate tax benefit by reducing the taxable income and removes record-keeping – donations are recorded on their pay slip.

Workplace giving benefits employers by:

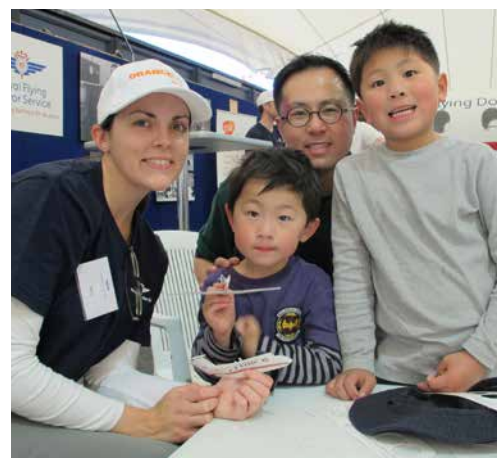
- boosting employee morale by demonstrating good corporate social responsibility; and
- providing an opportunity to match employee donations to significantly increase the impact Workplace Giving has; and
- offering the opportunity to further engage with RFDS through volunteering and community fundraising.

**Ask us about becoming a RFDS workplace giving partner.**

## RFDS aeromedical simulator visit your event or workplace

The RFDS aeromedical simulator is a life sized replica of a flying doctor plane complete with a cockpit. It is fully equipped with stretchers, communications, oxygen, suction and the equipment used by our everyday heroes; the doctors, nurses and pilots of the RFDS.

Why not have the plane visit a corporate event or family fun day, complete with Captain Tom who will explain the importance of the RFDS and how we rescue people all over Australia every day.





# Sponsor an RFDS Event



## Regional Field Days

### Promotion in the regional areas which we serve

The RFDS Victoria stand features the aeromedical simulator, a life-sized replica of a Flying Doctors plane fuselage, giving visitors a chance to see what it's like for crews and patients inside a real Flying Doctors plane.

RFDS was twice named the best small site at the Mallee Machinery Field Days in 2013 and 2014.

Opportunities include:

- co-branding
- staff volunteering
- sponsorship.



# RFDS Foundation and Scholarships



## Set up a named account in the RFDS Foundation

You can set up a named account (for \$10,000) in the RFDS Foundation to provide a lasting legacy to the Flying Doctors.

Two thirds of the total net earnings from the Foundation each year are distributed to support communities in greatest need, with the remaining third reinvested in the Foundation future investment.

Funds contribute to aeromedical equipment, nursing needs, primary care, scholarships, telehealth and dental outreach.

## Support 'Give Them Wings' scholarships

Each year the RFDS Victoria offers a 'Give Them Wings' scholarship program for four first year university students who live in rural or regional country Victoria.

The aim is to help tackle the shortage of health professionals by encouraging students to practice their profession after they graduate from their studies, in rural and regional Victoria.

The scholarships, worth \$2,500 each, are designed to support the next generation of nursing and allied health professionals from rural communities.





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## Further information

Whether you are a large multinational company a small business, or someone in between, we would like the opportunity to meet with you to discuss ways to form a mutually beneficial relationship.

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