



Royal Flying
Doctor Service
QUEENSLAND SECTION

Picnic with the planes



AT A GLANCE

Date: Saturday 10 May 2025

Venue: RFDS Bundaberg Base

Time: 2:00pm to 6:00pm

Guests: Approx 250pax

Cost: \$10 Adult, \$5 Child, \$20 Family

Activities:

- RFDS Aeromedical Simulator
- Food trucks
- Live music
- Lawn games
- Face painting
- Tour the RFDS Aeromedical Training Academy

Join the RFDS for a relaxed afternoon of family fun at Picnic with the Planes – RFDS Bundaberg Base.

Nestled amongst the aircraft, this event welcomes the Bundaberg and surrounding communities into our hangar. Meet the team who transported 2,012 patients and flew more than 780,000 km (that's more than one return trip to the moon!).

From food trucks to lawn games, live music and the RFDS Aeromedical Simulator, there is plenty for everyone to enjoy.

Guests will also have the opportunity to tour our new Aeromedical Training Academy which houses the only Beechcraft King Air Full-Flight Simulator in Australia.

We invite you to partner with us as we bring this memorable event to the Bundaberg community.





About the RFDS

The Royal Flying Doctor Service in Queensland provides excellence in, and access to primary health care and aeromedical services across the state. Our emergency retrieval service operates 24 hours a day, seven days a week, delivering the finest care to more than 330,000 Australians each year – that's one person every two minutes.

In addition to aeromedical retrievals of the critically ill or injured, the RFDS also delivers a broad range of essential primary and preventative healthcare services, including telehealth, oral health, health promotion and mental health.

RFDS Bundaberg Base commenced operations on 4 March 2002 and operates as an emergency retrieval base, incorporating aeromedical retrieval and inter-hospital transfer services.

2023/24

Year in numbers

The RFDS continues to provide vital emergency medical and primary health care services to regional, rural and remote communities across Queensland.



MORE THAN



225

occasions of care across Queensland each day



3,650

immunisations administered



11,400

consultations conducted by headspace Cairns and RFDS mental health clinicians



1,300

medical chests in rural and remote locations throughout Queensland



12,850

patients transferred via aeromedical service



25,900

consultations were conducted at RFDS GP and nurse clinics in Queensland



26,000

remote consultation calls through our telehealth service



2,300

consultations by our RFDS Dental Service



About the Aeromedical Training Academy and Simulator

Picnic with the Planes – RFDS Bundaberg Base offers an exciting opportunity for guests to tour the only Beechcraft King Air Full-Flight Simulator in Australia which mimics the controls and movement of a real aircraft. The \$25.3 million facility opened in October 2024 and offers vital training opportunities for pilots.

In addition to the Aeromedical Training Academy, guests will have the opportunity to step inside the RFDS travelling simulator (pictured bottom left).

This King Air B200 replica is designed for school groups and local community events. Once on board, you'll feel like you are inside the back of a RFDS aircraft!

Coupled with delicious food, drinks, live music, face painting, lawn games, aircraft and stories from the front line, Picnic with the Planes is sure to be a memorable event for the whole family!





Your sponsorship

Impact

Becoming a sponsor of Picnic with the Planes – RFDS Bundaberg Base will demonstrate your business' commitment to the local community while providing a platform to expose your brand to RFDS's extensive network. As a sponsor of this event, you will;

1. Deliver on **business objectives**, including increased customer loyalty and improved brand reputation and exposure
2. Foster a **positive organisational culture**, and share our combined achievements with customers, stakeholders and the wider Bundaberg community
3. Tap into **positive publicity** through the marketing of the event

Your sponsorship

Audience reach

+3mil

Page reach per month*

+60,000

Page engagement per month*

+30,000

Followers*

+25,000

RFDS magazine distribution

approx **250**

Event attendees

*Organic results across Instagram, Facebook and LinkedIn not including paid advertising





Branding

Sponsorship benefit	Platinum sponsor x1 available	Gold sponsor	Silver sponsor	Bronze sponsor
Investment	\$10,000	\$5,000	\$3,000	\$1,000
Event naming rights and inclusion in event logo	✓			
Sponsorship tier exclusivity in your industry category	✓			
Acknowledgement in media release and RFDS winter magazine	✓	✓		
Tagged acknowledgement of sponsorship on RFDS social media	✓	✓	✓	
Approved use of event imagery and event brand	✓	✓	✓	✓
Logo and sponsorship tier on RFDS website and event ticket	✓	✓	✓	✓
Logo and sponsorship tier on all EDMs related to the event	✓	✓	✓	✓
Logo placement on digital screen at the event in tier order and size variation	✓	✓	✓	✓



Sponsorship benefits

Event

Sponsorship benefit	Platinum sponsor x1 available	Gold sponsor	Silver sponsor	Bronze sponsor
Investment	\$10,000	\$5,000	\$3,000	\$1,000
3x3m promotional stall at event	✓			
Free of charge tickets for employees and families	As needed	x16	x12	x8
Pull up banner (or similar) at event	✓	✓	✓	
Opportunity to supply promotional material to attendees at welcome desk	✓	✓		
Memento company photo	✓	✓		
Supply of hi-res image gallery post-event	✓	✓	✓	✓
Opportunity to tie sponsorship to event element (eg facepainting, lawn games, colouring corner) in consultation with RFDS	✓	✓	✓	
Post-event report	✓	✓		

Towards
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FOR MORE INFORMATION

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