



Picnic with the planes

PROUDLY PRESENTED BY TEXTRON AVIATION



AT A GLANCE

Date: Saturday 7 June 2025

Venue: Townsville Helicopters, 85-121 Old Common Rd, Rowes Bay QLD 4810

Time: 2:00pm to 6:00pm

Guests: Approx 250

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

Activities:

- RFDS Aeromedical Simulator
- Food trucks
- Live music
- Lawn games
- Face painting

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

Nestled amongst the aircraft, this event welcomes the Townsville and surrounding communities to enjoy an afternoon with the RFDS. Meet the team who transported more than 2,200 patients and flew more than 1.4 million kilometers in the 2023/24 FY alone.

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

We invite you to partner with us as we bring this memorable event to the Townsville 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 service, including telehealth, oral health, health promotion and mental health.

RFDS Townsville Base commenced operations in 1996. With 44 staff now at the base, functions include engineering, nursing, pilots and administration. The base delivers aeromedical retrieval services and inter-facility transfer for the Townsville region. Construction will soon commence on the new Townsville Base which will provide an upgraded patient care and transfer facility, allowing the RFDS to continue providing the finest care to the furthest corner.

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



Your sponsorship

Impact

Becoming a sponsor of Picnic with the Planes – RFDS Townsville 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 Townsville 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

*Across Instagram, Facebook and LinkedIn





Sponsorship benefits

Branding

Sponsorship benefit	Gold sponsor	Silver sponsor	Bronze sponsor
Investment	\$5,000	\$3,000	\$1,000
Approved use of event imagery and brand	✓		
Acknowledgement in media release and RFDS winter magazine	✓		
Logo and sponsorship tier on RFDS website and event ticket	✓	✓	✓
Logo and sponsorship tier on all EDMs related to the event	✓	✓	✓
Tagged acknowledgement of sponsorship on RFDS social media	✓	✓	
Logo placement on digital screen at the event in tier order and size variation	✓	✓	✓



Sponsorship benefits

Event

Sponsorship benefit	Gold sponsor	Silver sponsor	Bronze sponsor
Investment	\$5,000	\$3,000	\$1,000
Free of charge tickets for employees and families	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 elements (eg facepainting, lawn games, colouring corner) in consultation with the RFDS	✓	✓	
Post-event report	✓		

Towards
100



FOR MORE INFORMATION

Lynda Inglis – Partnerships Specialist

Mobile: 0400 704 296

Email: partnerships@rfdsqld.com.au