



RFDS

CAIRNS

ball

PROUDLY SUPPORTING THE RFDS CAIRNS BASE



Royal Flying Doctor Service

CAIRNS BASE

The event at a glance

In the spirit of community and compassion please join us for an evening dedicated to raising vital funds for the RFDS Base in Cairns and providing much needed support to the community in the aftermath of recent floods.

The RFDS Cairns Ball is not just an event; it is a beacon of hope, a testament to unity, and a demonstration of the resilience that arises when communities come together.

Meet the team who transported 1,366 patients and conducted almost 20,000 patient consultations last financial year alone. These numbers represent the impact of your support, the people of Cairns and the people of Queensland, who keep us in the air and on the ground 24/7.

For 96 years, we have been in an enduring partnership with the people of Queensland. We respect each other. We trust each other. We need each other.

The event is the RFDS's way to say thank you to the Cairns community for its continued support and guiding us into delivering the finest care to the furthest corner. This gala serves a dual purpose: to raise critical funds for the Cairns Base and to provide support to those in our community navigating the challenges wrought by the floods.

All profits raised will help deliver essential primary health care and mental health services to Cairns and its surrounding communities. Your support is not just an investment in a gala; it's an investment in the wellbeing of our community.

We invite you to partner with us as we bring this memorable event to Cairns and raise vital funds for our Cairns community to keep the Flying Doctor flying.

- ✓ **Date:** Saturday 8 June 2024
- ✓ **Venue:** Cairns Convention Centre
- ✓ **Time:** 6:30 pm – 11:30 pm
- ✓ **Audience:** Community leaders, stakeholders, suppliers, businesses and supporters of the RFDS in Cairns region
- ✓ **Guests:** 250
- ✓ **Dress:** Formal attire
- ✓ **Cost:** \$200 pp excl GST
- ✓ Three-course meal and beverage package
- ✓ Auctions, raffles and lucky door prizes
- ✓ Live entertainment

Who we are

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.

Providing youth mental health care for our Cairns community:

RFDS (Queensland Section) continue to be the lead agency for headspace Cairns, a service that is responsible for the provision of youth mental health and counselling services in the region. The service provides support for young people aged between 12 and 25 across a broad range of concerns.

Headspace Senior Mental Health Clinician, Sara Cottew said the service is important in providing support to young people in the community who may otherwise not have the opportunity to access help when they need it. "Headspace offers many different pathways into the service and accepts referrals from many sources," Sara said. "It is adolescent specific so young people generally feel more comfortable coming into the service centre through outreach programs – Headspace is a recognised service among young people, their families and the wider community."



MORE THAN **219**

occasions of care across Queensland each day



MORE THAN **3,500**

immunisations administered



MORE THAN **11,800**

consultations conducted by headspace Cairns and RFDS mental health clinicians



MORE THAN **1,200**

medical chests in rural and remote locations throughout Queensland



MORE THAN **12,500**

patients transferred via aeromedical service



MORE THAN **26,500**

consultations were conducted at RFDS GP and nurse clinics in Queensland



MORE THAN **23,900**

remote consultation calls through our telehealth service



MORE THAN **1,780**

consultations by our RFDS Dental Service

How your business can participate



Becoming a sponsor of the RFDS Cairns Ball will demonstrate your business' commitment to its local community whilst providing a platform to expose your brand to potential business partners and clients.

We have identified several levels of sponsorship that we believe would suit your business, each coming with a suite of benefits offering the unique opportunity to:

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

How you can participate

PRESENTING PARTNER – \$45,000 ex GST (Including naming rights, two tables of 10, exclusive logo placement on all event collateral and speaking opportunity on the night)

PLATINUM EVENT SPONSOR – \$30,000 ex GST (Includes one table of 10 and logo on pre-event promotional material, including social media)

GOLD EVENT SPONSOR – \$15,000 ex GST (Includes one table of 8)

SILVER EVENT SPONSOR – \$7,500 ex GST (Includes 4 tickets)

BRONZE EVENT SPONSOR – \$3,000 ex GST (Includes 2 tickets)

TABLE OF 10 – \$2,000 ex GST

Sponsorship Benefits – On The Night

Opportunities (excludes GST)		Presenting	Platinum	Gold	Silver	Bronze
	Investment	\$45,000	\$30,000	\$15,000	\$7,500	\$3,000
Exclusivity	Presenting Rights	✓				
	Sponsorship tier exclusivity in your industry category	✓				
Intellectual property	Approved use of the event imagery and brand	✓	✓	✓	✓	✓
	Supply of photos post event	✓	✓			
	Complementary memento group photo	✓	✓			
Hospitality & engagement	FOC seating (valued at \$200 pp)	20	10	8	4	2
	VIP seating near the stage	✓	✓			
	Private RFDS Base tour for up to 10 people	✓	✓	✓		
Advertising and promotion	Advertisement in Event Program Guide	Full page	Half page	Quarter page		
	Opportunity to have advertisement on digital display	✓	✓			
	Opportunity for bespoke activation based on business objectives	✓	✓			
Reporting	Bespoke post-event report	✓	✓	✓		

Sponsorship Benefits – Branding

Opportunities (excludes GST)		Presenting	Platinum	Gold	Silver	Bronze
	Investment	\$45,000	\$30,000	\$15,000	\$7,500	\$3,000
Branding & acknowledgement	Company logo and sponsorship tier on digital event page, RFDS website and issued tickets	✓				
	Recognition in press release and print advertising	✓				
	Company logo and sponsorship tier in event program	✓	✓	✓	✓	✓
	Logo placement on the large screen slideshow – in tier order and size variation	✓	✓	✓	✓	
	Logo on event merchandise	✓	✓	✓		
	Company logo and sponsorship tier on pre-event, post-event and marketing emails to event attendees	✓	✓	✓	✓	
	Opportunity to speak on stage	✓				
	Verbal acknowledgement by MC	✓	✓	✓	✓	
	Acknowledgment of the event partner in one RFDS e-newsletter (10,000 + distribution)	✓	✓			
	Acknowledgment of the event partner on the RFDS (Queensland Section) social media channels with more than 23,300 followers across Facebook and Instagram.	✓	✓			

Impact on the Cairns community

Tropical Cyclone Jasper made landfall on the east coast of Cape York Peninsular on 13 December 2023 and flooded many communities across the Cooktown region. Families lost their animals, their homes, all their belongings and were disconnected from services during a time when connection is needed most.

To assist, RFDS Mental Health Clinicians, Stephen, Chrissy, and Jess have been providing mental health services across the area including Cooktown, Rossville and Ayton to support flood victims and agencies responding to the event. The team have been providing mental health consultations, telehealth calls and group sessions to instill hope.

RFDS Manager – Far North Mental Health Jos said the RFDS is focused on helping Queenslanders overcome trauma from this event.

“We all process trauma differently, for one individual it could be the natural disaster itself and for others, it could be the grief and loss of their belongings,” Jos said.

“At this stage, we are really focusing on offering psychological first aid to people- looking at their initial safety, ensuring people are connected and supporting them to feel empowered again.

Our RFDS Far North Mental Health services are delivered in a variety of ways to meet the needs of each specific community, which is essential for improving individual outcomes.

Supporting people living in communities across Far North Queensland, this service provides culturally appropriate, evidence-based, psychological therapies to individuals who present with mild to moderate mental health needs.

Our clinicians are specifically trained and available for individuals to engage in therapeutic sessions to explore solutions and strategies to assist in recovery. Comprising of mental health nurses, social workers and psychologists, our Far North team works alongside many key stakeholders using a Stepped Care approach.



Stephen White - Senior Mental Health Clinician

Moving forward

We are asking for you and your company to consider sponsoring this year's event to raise much needed funds for the Royal Flying Doctor Service (Queensland Section) to continue delivering the finest care to the Far North Queensland community.

Your support will ensure people in Cairns and surrounding regions continue to have access to vital healthcare for years to come.

If a sponsorship is not possible, we ask that you consider a donation or an item to be auctioned off on the night.

Should you require any more information, please do not hesitate to contact us.

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