



RFDS

MOUNT ISA

ball

CELEBRATING 60 YEARS IN 2024



Royal Flying Doctor Service

QUEENSLAND SECTION

The event at a glance

- ✓ **Date:** Saturday 14 Sept 2024
- ✓ **Venue:** RFDS Mount Isa Base
- ✓ **Time:** 6:30pm – 11:30pm
- ✓ **Audience:** Community leaders, stakeholders, suppliers, businesses and supporters of the RFDS in Mount Isa.
- ✓ **Guests:** 350
- ✓ **Dress:** Formal attire
- ✓ **Cost:** \$180 pp excl GST
- ✓ Premium all you can eat buffet and drinks package
- ✓ Auctions, raffles and lucky door prizes
- ✓ Live entertainment

Join us for a night of celebration and history as we commemorate the 60th anniversary of the RFDS Mount Isa Base!

This year marks six decades of the RFDS base in Mount Isa and we are commemorating this occasion with a special event – the Mount Isa Hangar Ball.

The first RFDS flight, which took off just down the road in Cloncurry, marked the beginning of a resilient 96-year partnership with Australians, a testament to the enduring commitment of both the service and the community. This event not only celebrates the achievements of the past but also looks forward to the future as we continue to provide essential healthcare services across the state.

Nestled amongst the RFDS aircraft, this event will welcome the Mount Isa and surrounding communities into our home. Overlook the runway which saw **2,332** RFDS landings last financial year alone and meet the team who transported **1,059** patients and conducted more than **4,000** patient consultations. These numbers represent the impact of your support, the people of Mount Isa and the wonderful community who keep us in the air and on the ground 24/7.

The Mount Isa Hangar Ball will be an evening filled with live entertainment, delicious food, drinks and an incredible night celebrating the partnership between the Flying Doctor and the communities in the Mount Isa region for six decades.

We invite you to partner with us as we bring this memorable event to Mount Isa and raise vital funds to keep the Flying Doctor flying.

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.

The Mount Isa Base, nestled in the heart of Queensland's outback, has played a pivotal role in the RFDS's mission. Serving as a hub for medical operations and emergency response, our dedicated team at Mount Isa has been at the forefront of delivering vital healthcare services to the surrounding communities.

This anniversary is not just a celebration of time but a testament to the unwavering commitment of everyone who has been part of the RFDS Mount Isa family.



(Nurse Barbra Bosschieter, Dr Peter Yaxley, Pilot Ian Palmer)



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 Mount Isa Hangar 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 Mount Isa community; and
- Tap into positive publicity through the marketing of the event.

How you can participate

PLATINUM EVENT SPONSOR – \$20,000 ex GST (includes naming rights, one table of 8 and logo on pre-event promotional material, including social media)

GOLD EVENT SPONSOR – \$10,000 ex GST (includes one table of 8)

SILVER EVENT SPONSOR – \$7,500 ex GST (includes 6 tickets)

BRONZE EVENT SPONSOR – \$5,000 ex GST (includes 4 tickets)

TABLE OF 8 – \$1,440 ex GST



Sponsorship Benefits – On The Night

Opportunities (excludes GST)		Platinum	Gold	Silver	Bronze
	Investment	\$20 000	\$10 000	\$7 500	\$5 000
Exclusivity	Naming Rights	✓			
	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 \$180 pp)	8	8	6	4
	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)		Platinum	Gold	Silver	Bronze
Branding & acknowledgement	Investment	\$20 000	\$10 000	\$7 500	\$5 000
	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 Mount Isa community



RFDS Senior Pilot Sam Love, his wife Chantel, and their five children took the leap and moved to Australia from New Zealand in search of a lifestyle change.

Sam was a Pilot for the New Zealand Air Ambulance Service, Chantel was a Flight Nurse for the New Zealand Air Ambulance Service and Emergency Nurse at the local hospital; together they would transfer patients across the North, South and surrounding islands.

After more than a decade of living and breathing the job, they decided it was time to make their dream of moving to Australia and living in a quiet, remote town a reality.

Since joining the RFDS family Sam has completed countless flights across Queensland and has been promoted to Senior Pilot at the RFDS Mount Isa Base.

He works closely with our doctors and nurses to complete aeromedical transfers across the state, primarily in the north Queensland region.

“I love the variety and the specialised work that we do out here,” Sam said. “We could be tasked in the middle of the night to a place we have never been before, and it makes us thrive.

While Sam spends a lot of his time in the air on rescue missions, he continuously strives to create a work/home balance to embrace the quiet and remote lifestyle they always dreamed of.

“I am a family man and if it wasn’t for my family, I wouldn’t be with the RFDS,” Sam said. “They are the backbone of what I do.”

Sam and his family have lived in Mount Isa for five and half years now and love it.

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).

Your support will ensure people in Mount Isa 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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Royal Flying Doctor Service

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