



Funded by people just like you...

The benefits of a corporate partnership with Midlands Air Ambulance

Midlands Air Ambulance has an outstanding track record when it comes to developing and managing sponsorship opportunities to help companies stand out from the crowd.

We will work with your company to maximise the benefits of any partnership, as we believe that a partnership with local businesses should be mutually beneficial. Our dedicated fundraising team will ensure that a partnership with your company receives the individual attention and recognition it deserves.

Benefits to your business

Forging a partnership with Midlands Air Ambulance aligns you to one of the Midlands most trusted and respected charities. A partnership with our Charity delivers real commercial benefits that will not only increase consumer loyalty and positive branding, but can also drive up your sales and market share.

Our fundraising specialists can create a marketing package tailored to meet your business needs. We will develop a fundraising strategy to meet your objectives and suit your business environment, with a focused campaign of activity to ensure fundraising is easy, effective and fun!

A Corporate Partnership with Midlands Air Ambulance ticks all the boxes for your business and has the potential to:

- ✓ Build a positive brand name in the community
- ✓ Increase your sales or market share
- ✓ Deliver a strategic objective
- ✓ Reinforce your credentials as a 'Socially Responsible' business
- ✓ Enhance customer loyalty
- ✓ Improve staff morale
- ✓ Embrace an association with a popular local cause
- ✓ Help save lives

What we can offer you

With thousands of Midlands Air Ambulance supporters living and working in the six counties covered by the Charity, a partnership can offer your company an incredible opportunity to access a new and receptive audience.

In return for your support as a 'Corporate Partner', we can work with you to involve your staff and customers in fundraising and awareness campaigns. From cause related marketing, promotions, counter appeals and collections, we are just waiting to get involved.

Midlands Air Ambulance

Unit 16 Enterprise Trading Estate | Pedmore Road | Brierley Hill | West Midlands | DY5 1TX
0800 8 40 20 40 | info@midlandsairambulance.com | www.midlandsairambulance.com



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As a leading Charity we can offer you the following:

- Company logo on our three aircraft and our exhibition units
- Website link to your company
- Effective PR and media coverage
- Editorial and advertising coverage in our 'Take Off' magazine, with a 10,000 circulation across the Midlands
- The opportunity to visit one of our helicopter bases to meet the flight crew
- Arrange for a Charity representative to attend company functions, such as team awards and events
- Involvement in company fundraising and campaigning events
- Invitation to events organised by our Charity

To find out more

So why not join us in a Corporate Partnership today. Contact our Fundraising Team at:

Midlands Air Ambulance
Unit 16 Trading Estate
Pedmore Road
Brierley Hill
West Midlands
DY5 1TX

Telephone: 0800 8 40 20 40

Website: www.midlandsairambulance.com

Email: info@midlandsairambulance.com

(Midlands Air Ambulance formerly known as County Air Ambulance)

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