



**ONE-OF-A  
KINDNESS  
GALA**  
SPONSORSHIP OFFER



CELEBRATING  
90 YEARS OF OUR  
ONE-OF-A-KINDNESS



WELLINGTON  
**FREE AMBULANCE**  
*kia ora te tangata*

We are the ones. 111

# ONE-OF-A KINDNESS GALA



CELEBRATING  
90 YEARS OF OUR  
ONE-OF-A-KINDNESS

NOVEMBER 2017  
TSB ARENA WELLINGTON



WELLINGTON  
FREE AMBULANCE  
*kia ora te tangata*

*We are the ones. 111*

## THIS YEAR MARKS OUR 90TH YEAR OF BEING THE ONLY FREE AMBULANCE SERVICE IN NEW ZEALAND.

Wellington Free Ambulance was founded by the mayor of the day, Sir Charles Norwood in 1927. He was a man who believed that emergencies needn't cost lives or money.

While out driving in his mayoral car, Sir Charles came across a man injured and cold lying on the footpath in Lambton Quay.

He took off his coat, and laid it over the man.

This first act of kindness is what inspired the beginnings of your uniquely free ambulance service.

So in our 90th year we are celebrating 'One-of-a-Kindness'. 90 years on, we're still free and caring for you because of the support we have of the people around us. So our stories aren't just about us, but about the people, places, and moments in time that make our place unique.

## THE ONE-OF-A-KINDNESS GALA IS AN EXTRAORDINARY CELEBRATION NOT TO BE MISSED.

Join the who's who of our region's business and community leaders for an exclusive evening of glamour and delight. A black tie dinner with memorable entertainment for up to 500 people.

It's going to be an event Wellington will be proud of.

With extensive exposure and year-long engagement with thousands of individuals in the greater Wellington and Wairarapa region you'll not want to miss this.

## JOIN US AS A SPONSOR AT OUR ONE-OF-A-KINDNESS GALA AND HELP CELEBRATE BEING ONE-OF-A-KIND.

Your support will help us buy the 'People's Ambulance' in our 90th year.

See information about the 90th and One-of-a-kindness gala at

[90years.wfa.org.nz](http://90years.wfa.org.nz)

A logo for People's Ambulance, featuring a yellow cross inside a blue circle, with the text 'PEOPLE'S AMBULANCE' to its right.

PEOPLE'S  
AMBULANCE

## PRINCIPAL SPONSOR - \$30,000

As principal sponsor, your brand and story will sit proudly alongside Wellington Free Ambulance. You are the stand out partner associated with our region's uniquely free ambulance service, and the year-long celebration of what makes this place great.

### Throughout the year

- Logo recognition in our monthly feature in the Dominion Post
- +
- Pride of place and web link on the Wellington Free Ambulance 90th Anniversary website ([90years.wfa.org.nz](http://90years.wfa.org.nz))
- +
- Feature in our November 'Nice One' magazine, delivered to 15,000 supporters
- +
- Logo placement in our monthly eNewsletter (3,000 subscribers)
- +
- Feature in free local publicity
- +
- Endorsements on social media (5,400 Facebook supporters and 1,600 Twitter followers)
- +
- During 2017 the opportunity to promote your support to the One-of-a-Kindness Gala via your annual report, staff and customer publications and website

### The Gala

- Headline sponsor and exclusive naming rights on event branding
- +
- Opportunity to speak on the evening and introduce the auction
- +
- Logo placement on all marketing and promotion materials
- +
- Full page profile on the inside front cover our One-of-a-Kindness gala programme (up to 500 copies)
- +
- Logo placement on all printed gala tickets (500)
- +
- Recognition given by the MC
- +
- Opportunity to display roll up advertising banner
- +
- Logo placement on visual screens throughout the nights
- +
- Opportunity to provide branded gifts to all guests (up to 500 guests)
- +
- 10 complimentary tickets to the event (1 full table)
- +
- Prominent and repeated logo placement on media wall
- +
- Official sponsorship certificate to share with colleagues and customers
- +
- Endorsements on social media in the lead up to the event (5,400 Facebook supporters and 1,600 Twitter followers)



*We are the ones. 111*



## SPONSOR A DECADE - \$10,000

This is an opportunity to share your story with your community. By sponsoring a decade, you're illustrating your unwavering support for Wellington Free Ambulance and the hundreds of people we help every day.

### Throughout the year

One of just nine partner sponsors celebrating a decade of our One-of-a-Kindness

+

Logo recognition in one edition of the Dominion Post

+

Feature in one of our monthly eNewsletters (3,000 subscribers)

+

Logo and web link on the Wellington Free Ambulance 90th Anniversary website ([90years.wfa.org.nz](http://90years.wfa.org.nz))

+

Logo placement in our November 'Nice One' magazine, delivered to 15,000 supporters

+

Endorsements on social media (5,400 Facebook supporters and 1,600 Twitter followers)

### The Gala

Logo placement and 150 word text in our One-of-a-Kindness 'decade by decade' gala programme (up to 500 copies)

+

Opportunity to display roll up advertising banner at gala (maximum 1m wide x 2m high)

+

Logo placement on visual screens throughout the night

+

Recognition given by the MC

+

4 complimentary tickets to the gala

+

Official sponsorship certificate to share with colleagues and customers

+

Endorsements on social media in the lead up to the gala (5,400 Facebook supporters and 1,600 Twitter followers)



*We are the ones. 111*





## \$5,000 SPONSOR

Enjoy the exposure you'll receive by supporting this year long promotion and Gala that celebrates of all things uniquely Wellington.

Logo and link on the Wellington Free Ambulance 90th Anniversary website  
([90years.wfa.org.nz](http://90years.wfa.org.nz))

+

Logo in our One-of-a-Kindness gala programme (up to 500 copies)

+

Logo in our One-of-a-Kindness 'decade by decade' programme (500 copies)

+

Logo placement on visual screens throughout the night

+

Logo and web link in three editions (September, October and November)  
of our monthly eNewsletter (3,000 subscribers)

+

2 complimentary tickets to the gala

+

Official sponsorship certificate to share with colleagues and customers

+

Endorsements on social media in the lead up to the gala  
(5,400 Facebook supporters and 1,600 Twitter followers)

---

## \$1,000 SPONSOR

This region is made up of wonderful, innovate people bringing unique experiences and products to our community. We want you to be part of the story too. By sponsoring \$1,000 you're making a big difference to us, and all the people we help.

Logo and link on the Wellington Free Ambulance 90th Anniversary website  
([90years.wfa.org.nz](http://90years.wfa.org.nz))

+

Logo placement in our One-of-a-Kindness gala programme (up to 500 copies)

+

Endorsements on social media in the lead up to the gala  
(5,400 Facebook supporters and 1,600 Twitter followers)

---

Your One-of-a-Kindness means a lot to us and we hope you'll join us at this memorable event.

By supporting our gala you are helping buy the 'People's Ambulance' in our 90th year.

To discuss sponsorship options please contact:

Sarah Coulthard on: **+64 4 498 9671** or email [sarah.coulthard@wfa.org.nz](mailto:sarah.coulthard@wfa.org.nz)



We are the ones. 111



WE ARE THE  
NES  
111

---

[90years.wfa.org.nz](http://90years.wfa.org.nz)

---



We are the ones. 111