



# Join us by sponsoring the State's Emergency Rescue Helicopter Services based in Perth and the South West

Organisations that can see the benefit of working with the Department of Fire and Emergency Services to help us achieve our vision of resilient communities, demonstrate a good brand fit as well as a commitment to community safety are strongly encouraged to apply to be our partner to deliver the State's lifesaving Emergency Rescue Helicopter Services.

## What sponsorship opportunities are available?

Two opportunities are available to be the sole and exclusive naming rights sponsor for one or both of the Rescue Helicopter services:

- **Rescue Helicopter based in Perth** from March 2014
- **Rescue Helicopter based in the South West** from 2015/16

Sponsoring one or both of these services represents a unique opportunity to get your organisation noticed in the air and on the ground.

## Tell me more about the Rescue Helicopter based in Perth.

Over the past ten years, the Rescue Helicopter has performed over 3,000 rapid response rescue missions to assist ill and injured people in emergency situations across Western Australia (WA).

The Perth based service mainly undertakes emergency rescue missions for people involved in motor vehicle and motorcycle crashes, and to a lesser extent, farming and work site accidents, and sea search and rescues.

Crewed by aircraft personnel and paramedics, the Rescue Helicopter is on standby every day of the year to provide invaluable lifesaving services for the benefit of the WA community.





## **What are the benefits of sponsoring the Perth based service?**

- Sole and exclusive naming rights – create a lasting link between your organisation's name and this iconic community service
- Media coverage – unparalleled media coverage across print, radio, television and online news
- Prime advertising space – the helicopter can be painted with your corporate colours and logo
- Strategic partnership – joint promotions at key community events and launches to increase brand recognition and awareness

## **Tell me more about the Rescue Helicopter for the South West**

DFES plans to launch a Rescue Helicopter in the South West from 2015/16.

Most of the Perth based Rescue Helicopter missions that are conducted outside of the Perth metropolitan area have involved assisting people in the South West, with refuelling stops required for distances over 200 kilometres from its Perth base.

Now thanks to the WA State Government's commitment to boosting emergency services, the South West will have its own Rescue Helicopter which will mean quicker medical assistance for those in need of rapid response emergency rescue and who would otherwise be waiting for some time to be helped.

The Rescue Helicopter for the South West, a highly anticipated addition to the range of vital emergency services provided by DFES, will provide the same level of service as the current Perth based service.

## **What are the benefits of sponsoring the South West based service?**

As a sponsor, you will enjoy the same benefits as the sponsor of the Rescue Helicopter based in Perth – sole and exclusive naming rights, extensive media coverage, prime advertising space and creation of a lasting link between your organisation and this high profile community service.

You'll also be known as the inaugural sponsor of the Rescue Helicopter in the South West which is expected to generate extensive, invaluable and incomparable Statewide media exposure at the point of launch and once operations commence.

Your organisation will play a pivotal part of establishing a vital community service in WA.

## **Interested in sponsoring both Rescue Helicopters?**

Consider the benefits of sponsoring both Rescue Helicopters based in Perth and the South West – double the exposure, double the recognition, double the positive public relations outcomes and double the attention your organisation can expect to receive.

## **Further Information.**

Download a guide for prospective sponsors from [www.dfes.wa.gov.au/mediareleases](http://www.dfes.wa.gov.au/mediareleases) and submit a sponsorship proposal by no later than **12pm Monday 6 January 2014 WST.**