

# Perth Firefighters Calendar 2025 Sponsorship Packages



Proudly fundraising for



# Background

Since 2008, Perth Firefighters have been raising money for Perth Children's Hospital Foundation and the Perth Children's Hospital Burns Service through the sale of the Perth Firefighters Calendar.

More than \$1.4 million dollars has been raised to support Perth Children's Hospital's world-class Burns Service enabling clinical excellence, innovative research and equipment, education and community engagement.



# Impact

By working closely with those on the frontline, the Foundation has an in-depth understanding of what clinicians and researchers need in order to have a tangible impact where it counts most.

This knowledge guides the solutions being funded, ensuring sick children and young people have access to world-class care through investment in the most advanced equipment and technology, ground-breaking research, innovative education and training programs, investment in the expertise of world class clinicians, and positive patient family experiences.



# Benefits of Partnering

- Unique opportunity to partner with two of Perth's top brands
- Organic social posts across social channels with a collective reach of over 26k followers:
  - **Facebook:** 19k, **Instagram:** 2.9k **LinkedIn:** 2.7k, **Twitter:** 1.3k
- Raise brand profile amongst trusted and affluent local WA businesses who attend the launch event and follow PCHF or PFFC
- Access to emotive story telling content for your channels that demonstrate impact of sponsorship support.



# 2025 Calendar Strategy

- Calendar launch
  - Ticketed event with 800-1200 guests – November 2024
- Distribution Channels
  - PCH Foundation shop and online
  - Over 30 outlets across the metro area
  - Various fire stations and DFES buildings
  - Shopping centre pop up stalls including Murray St Mall, being sold by Firefighters
- Advertising/Exposure
  - Calendar is promoted online via the Calendar Facebook and Instagram pages
  - Numerous radio, television and newspaper interviews



# Partnership levels



Bronze  
\$1,000



Silver  
\$1500



Gold  
\$2000



Platinum  
\$5000

# Partnership levels - Bronze

## Sponsor benefits:

- Shared one month advertisement in the 2025 Perth Firefighters Calendar
- Sponsor links on the Perth Firefighter Calendar website ([perthfirefighters.com](http://perthfirefighters.com)) and Facebook page ([facebook.com/PerthFirefightersCalendar](https://facebook.com/PerthFirefightersCalendar))
- Two launch night tickets to the 2025 Calendar Launch Party - November 2024
- Pre-launch drinks with the Perth Firefighters Calendar Committee

**Sponsorship Package \$1000**



# Partnership levels - Silver

## Sponsor benefits:

- Exclusive one month advertisement in the 2025 Perth Firefighters Calendar
- Sponsor links on the Perth Firefighter Calendar website ([perthfirefighters.com](http://perthfirefighters.com)) and Facebook page ([facebook.com/PerthFirefightersCalendar](https://facebook.com/PerthFirefightersCalendar))
- Two launch night tickets to the 2025 Calendar Launch Party - November 2024
- Pre-launch drinks with the Perth Firefighters Calendar Committee
- Opportunity to place company banner at the launch event

**Sponsorship Package \$1500**





# Partnership levels - Gold

## Sponsor benefits:

- Exclusive one month advertisement in the 2025 Perth Firefighters Calendar
- Sponsor links on the Perth Firefighter Calendar website ([perthfirefighters.com](http://perthfirefighters.com)) and Facebook page ([facebook.com/PerthFirefightersCalendar](https://facebook.com/PerthFirefightersCalendar))
- Four launch night tickets to the 2025 Calendar Launch Party - November 2024
- Pre-launch drinks with the Perth Firefighters Calendar Committee
- Placement of company banner and screen advertising at the launch event

**Sponsorship Package \$2000**



# Partnership levels - Platinum

## **Sponsor benefits: (Negotiable)**

- Exclusive one month advertisement in the 2025 Perth Firefighters Calendar plus one shared month
- Sponsor links on the Perth Firefighter Calendar website ([perthfirefighters.com](http://perthfirefighters.com)) and Facebook page ([facebook.com/PerthFirefightersCalendar](https://facebook.com/PerthFirefightersCalendar))
- Four launch night tickets to the 2025 Calendar Launch Party
- Pre-launch drinks with the Perth Firefighters Calendar Committee
- Placement of company banner and screen advertising at the launch party
- Opportunity for company representative to be on stage for the cheque handover to PCHF at launch event (\$15000)
- Exclusive front cover sponsorship – Logo placement (\$15000)

**Sponsorship Package \$5000 - \$15000**



# Thank you for your consideration

For further information please contact:

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