



SUPPORTER OPPORTUNITIES

The Everyday Heroes awards
Wednesday 26 March 2014
Lancaster London hotel



SUPPORTER BENEFITS

The Everyday Heroes awards will take place on 26 March 2014 at the Lancaster London hotel. With packages starting from £2,000, sponsorship is your opportunity to align your brand with an inspirational event, celebrate acts of heroism in communities, and show the nation your support for promoting awareness of a cause that is the difference between life and death.

We will work with your organisation to ensure you maximise the opportunities from your involvement with this truly uplifting event – and achieve meaningful outcomes from your investment.

Why sponsor?

- Align your brand with **emotive life saving stories** and **acts of heroism** in the communities in which you operate
- Association with **St John Ambulance**, **The Mail on Sunday** and fellow supporters
- Integration in a high profile media campaign devised and delivered by St John Ambulance's **award-winning PR team** (CIPR Excellence Award winners and *Charity Times* PR Team of the Year 2011 and 2013 finalists)
- Your **logo and key message** incorporated in pre-event publicity
- Use of the **Everyday Heroes logo** (subject to guidelines)
- Every year up to 140,000 people die in situations where first aid could have given them a chance to live. Show your audience that by rewarding life savers you're raising awareness of the importance of first aid and **helping reduce unnecessary deaths**
- Your sponsorship would ensure that all individual finalists attend with one guest to celebrate their achievement, and that life

savers can be recognised by and reunited with the person whose life they saved

- This support will be recognised by **prominent branding and messaging** throughout the entire awards programme and the event itself, in PR, marketing and social media activities
- For peace of mind, our experts can carry out first aider calculations to ensure your organisation is first class in first aid and offer you discounts and exclusive offers on life saving training and equipment.

Audience reach

The 2012 awards messages were seen **32 million times nationwide**, thanks to extensive PR, marketing and social media campaigns, including support from media partnerships with **The Mail on Sunday**, **Full House magazine** and **HSW magazine** (Health and safety at work).

As well as the support of our media partners, we also produce branded e-newsletters going out to **20,000 supporters**, along with St John Ambulance communications to **200,000 commercial training contacts** and circa **40,000 St John Ambulance volunteers** of all ages.



To find out more about how your organisation can be part of this inspirational event, contact Will Gunnett by emailing william.gunnett@sja.org.uk or calling 020 7324 4000 ext. 4312



ABOUT THE AWARDS

Everyday Heroes is a special awards programme celebrating the nation's life savers, who have directly used first aid to save lives, or championed the cause, helping create more everyday heroes in our communities.

As the nation's leading first aid charity, St John Ambulance teaches people first aid so they can be the difference between a life lost and a life saved.

Each year, up to 140,000 people die in situations where first aid could have given them a chance to live. Thanks to the knowledge and heroic actions of many of our nominees, more people are alive today.

By sharing triumphant stories, we can make as many people as possible aware of the importance of basic first aid, and the impact it can have.

Everyday Heroes will honour the bravery of members of the public who have used their knowledge of first aid to reduce the number of needless deaths every year. It will also recognise some of the organisations leading the way, and training more people to be heroes in their workplace, school, on the high street and out in the wider community.

Last year's event

Last year's ceremony, held in association with *The Mail on Sunday* and *HSW magazine*, was an incredible evening, and a proud occasion for the life saving individuals and organisations leading the way in first aid. The awards (previously called the St John Ambulance First Aid Awards) were hosted by survival expert Ray Mears, and celebrity guests such as Duncan Bannatyne OBE, cardiac arrest survivor and footballer Fabrice Muamba TV presenters Matthew Wright and Fiona Phillips, television doctor Dawn Harper, joined us to honour all of our finalists.

The ceremony welcomed over 350 guests and recognised 12 deserving winners, including Community Hero award winner, Chris Richards, who saved the life of a man, Paul Tapp, when he went into cardiac arrest during a football match at his local ground. It was fitting that Chris received his award from former Bolton Wanderers star, Fabrice Muamba, who received life saving first aid in similar circumstances in March 2012.

“ Winning these awards will drive us harder. We want to take the first aid message out into our community, and for every student we come across to learn life saving skills.

*Zafar Khwaja from Drayton Manor School
(winner in 2012)*





SUPPORTER PACKAGES

Option one Category supporter

COST £10,000

Benefits include:

- One complimentary **VIP table** (10 guests) at three-course awards dinner
- **Exclusive ownership** of an individual category including your company name in the title (list of categories on following page)
- Free first aider calculation by our field staff to ensure you're providing your staff and customers with the best first aid provision
- Logo will appear in supporter advertising panel next to an editorial about the awards in ***The Mail on Sunday***
- Integration in an extended media campaign by St John Ambulance's **award-winning PR team**
- Credits on marketing, advertising and promotional activity generated from awards
- Branding on post-awards email alert sent out by St John Ambulance
- Company logo on **Everyday Heroes website** with mutual links
- Key executive invited to join judging panel
- Permission to use **Everyday Heroes** awards logo (subject to guidelines)
- Your company branding on your own table
- **Quarter page advert** in the commemorative awards programme
- **Invitation to network** at pre-awards drinks reception
- Opportunity to supply gifts for the attendees' gift bag
- Access to photographs after the event
- Commemorative certification of appreciation
- Opportunity to purchase additional seats at preferential rates
- Commemorative photo opportunity with celebrity host.

“ We've spent 10 years working with defibrillators and promoting first aid in the organisation. We were fortunate enough this year to save someone's life when he collapsed and stopped breathing. One more person's alive because of the work we've done, and that's a really nice feeling.

Steven Carr from Fidelity (winner in 2012)



Option two Event supporter

COST £5,000

VIP reception pre-awards, table drink supplier or gift bag supplier

Benefits include:

- **Exclusive or joint** sponsorship of pre-awards reception with company branding at reception
- Table drink supplier (**exclusive name plaque on tables** with acknowledgement of supply)
- Gift bag – **overall branding** of gift bags
- Invitation to network at pre-awards drinks reception (maximum of two)
- **Two complimentary tickets** to the three-course dinner and awards ceremony
- Integration in an extended media campaign by St John Ambulance award-winning team PR team
- Company logo on **Everyday Heroes website** with mutual links
- Company logo in commemorative awards programme
- Permission to use **Everyday Heroes** awards logo (subject to guidelines)
- Access to photographs after the event
- Opportunity to supply gifts for the attendees' gift bag
- Commemorative certificate of appreciation
- Opportunity to purchase additional seats at preferential rates.

Friend of Everyday Heroes

COST £2,000

Event supplier (entertainment, audio/visuals, table centres or general supporter)

Benefits include:

- Integration in an extended media campaign by St John Ambulance's **award-winning PR team**
- **Two complimentary tickets** to the three-course dinner and awards ceremony
- Company logo on **Everyday Heroes website** with mutual links
- Company logo in commemorative awards programme
- Permission to use **Everyday Heroes** awards logo (subject to guidelines)
- **Photo with finalists** and **letter thanking you** for making it possible for them to attend the awards.
- Access to photographs after the event
- Opportunity to supply gifts for the attendees' gift bag
- Commemorative certificate of appreciation
- Opportunity to purchase additional seats at preferential rates.





EVERYDAY HEROES CATEGORIES

Everyday Hero of the Year Award (18+)

An adult individual who has saved a life with first aid or has made an extraordinary first aid achievement.

Guy Evans Young Hero of the Year Award (ages 10-17)

A young person, under the age of 18, who has saved a life with first aid or has made an extraordinary first aid achievement (in honour of Guy Evans, who died when first aid might have given him a chance to live).

First Aid Champion Award

An individual of any age who has excelled in promoting first aid and educating others.

Top of the Class Award (teacher/educational establishment)

A teacher or education establishment ensuring an exemplary high level of first aid knowledge and practice among pupils.

Workplace Hero Award

An individual who has saved a life with first aid or has made an extraordinary first aid achievement in his/her workplace.

High Street Hero Award

An individual in a high street store or service who has used first aid or has made an extraordinary first aid achievement.

Small Organisation of the Year for First Aid Excellence Award

A small organisation that demonstrates an outstanding level of investment in first aid awareness, equipment and training of staff.

Large Organisation of the Year for First Aid Excellence Award

A large organisation that demonstrates an outstanding level of investment in first aid awareness, equipment and training of staff.

Best TV Programme/Storyline of the Year Award

In the last year we've been glued to the small screen watching some excellent TV programmes and storylines highlighting the importance of first aid. The judges will select the ones which make the final cut, and we'll be seeking votes for which should be the winner later in the year.

St John Ambulance Volunteer of the Year Award

A St John Ambulance volunteer who has excelled at learning, teaching, practising or supporting first aid to an exemplary level. This award recognises an extraordinary individual of any age who goes the extra mile to be the difference between life and death.





AWARDS PROMOTIONAL ACTIVITY

All sponsors and supporters of Everyday Heroes will benefit from the awards' integrated marketing and PR activity.

For 2014, the awards programme will be marketed as a unique and celebratory event to reward the nation's lifesavers, with the ceremony also being positioned as an ideal corporate hospitality opportunity.

The Mail on Sunday

Newspaper

A circulation of **two million** and almost **five million** readers, **3.2 million** of whom are in the influential ABC1 category. The awards will feature a minimum of three times in the newspaper with post-event activity and advertising included.

Web

MailOnline is Britain's number one newspaper site. MailOnline attracts **98.7 million monthly** global unique browsers, of which **33.1 million** are monthly UK unique browsers. Average daily browsers hit **2.3 million**. All print coverage will appear online.

Health and Safety at Work (HSW)

Newspaper

A pass on readership of 2.72, means each issue of *HSW* is read by over **60,000** health and safety professionals. Awards activity will include two full-page awards ads carrying sponsor branding, plus a story on the shortlist and winners. Option for additional supplement available.

Web

Healthandsafteyatwork.com is the editorial site for HSW magazine, and is the most used health and safety news website in the UK, with around **22,400 unique visitors** and **47,000 page impressions** a month.

Email

Ads and editorial content for the awards will appear in eight weekly e-newsletters **c.20,000**.

St John Ambulance

Email

Email to **c.200,000** business contacts via monthly e-newsletter, as well as email to **c.30,000** charity supporters via monthly e-newsletter and to **40,000** volunteers of all ages through our internal comms channels.

Web

Promotion on **Everyday Heroes** website. Promotion through the St John Ambulance website in months leading up to awards gala event.



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WHO WE ARE

We believe that it's absolutely unacceptable that so many people die needlessly – because no one could give them first aid when they needed it.

St John Ambulance teaches first aid to hundreds of thousands of people every year, so that they can be the difference between a life lost and a life saved.

- We teach young people in schools and through our activities for young people
- We teach people in the workplace and provide first aid products
- We teach people in the community
- And we teach people who become our volunteers; who offer their skills and time to be the difference right in the heart of their community – at public events, as first responders or providing back up to local ambulance services.

As a charity, we're committed to making sure more people can be the difference between a life lost and a life saved. To do that, we need your help.

Our vision

Everyone who needs it should receive first aid from those around them. No one should suffer for the lack of trained first aiders. Help us make that vision a reality.

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