



## Vehicle Sponsorship Prospectus

Lee Stones - Fundraising Officer - 03/01/2021



### Introduction

As a mountain rescue team, we are obviously associated with providing help and assistance on the hills. We are playing an increasing role in supporting the ambulance trusts, police force and fire service. We help to treat and recover casualties in hard to reach locations, we help the police search for missing vulnerable persons and we also assist the fire service in swift water and flood situations. We also provide emergency medical care for support local community events, such as mountain bike and fell races.

We are a charity and a team of volunteers, helped by a team of supporters. We are completely self-funded and spend many hours collectively raising funds by various means. The team has annual running costs totalling around £35,000 and with the pandemic, team funds are quickly depleting with no sign of regular income and fundraising options returning anytime soon. The pandemic has resulted a record year for WMRT call outs, which has increased our running costs and put strain on operational capability.

If 2020 hadn't been difficult enough, we had to retire one of our operational vehicles very unexpectedly and we are now a critical front line blue light vehicle short.

The team has never resorted to a mass public fundraising campaign, but we feel that we have no other option at this present time. We understand that it may not be the best time to launch a fundraising campaign, but we are hoping that local businesses that have weathered the pandemic storm, will be a part of our team legacy going forward.

The team has agreed to progress the option of purchasing a Land Rover Discovery that has been on loan the Mountain Rescue England & Wales (MREW). This vehicle will be with Woodhead Mountain Rescue throughout January and February 2021. At the end of this period, this vehicle is due to be handed back to Jaguar Land Rover, but we have the option to purchase at a price that is well below market value, with the added bonus of circa £7,000 of added extras that complement our operational needs.

The purchase price of the vehicle along with all additional purchases required to adapt the vehicle to suit our specific needs, such as; radios, kit management, roof box, signage and servicing package, take our fundraising total to £40,000.



## **Fundraising Strategy**

With a Crowdfunding platform aimed at the general public, a strong team and faithful supporters, a good social media following and a large local business community, we believe that we can pull together and work towards this mammoth goal of £40,000.

Any amount raised above this will put team funds on a stable foundation going into 2021, taking the pressure off fundraising and allowing the team to focus on the primary operational objectives, which are training and saving lives.

It is apparent that there is already an appetite for commercial sponsorship of a new vehicle, as we already have £1,500 pledged before we have even launched this prospectus. We are reaching out to the business community for generous donations and in return, we are offering unique sponsorship opportunities, see below for details.

## Bronze Package for all corporate donations of £500+

- Medium text on our supported by graphic displayed on our rear windscreen
- Join list of supporters on our website until the next similar campaign
- Social media exposure

• Social media exposure

**Your business or personal name could be permanently positioned here**



## Silver Package for all corporate donations of £2,000+

- Large text on our supported by graphic displayed on our rear windscreen
- Join List of supporters on our website until the next similar campaign
- Social media exposure
- VIP launch day invitation for two
- Mountain Rescue corporate day / team building experience for four

Mountain Rescue Corporate Supporter

**Your business or personal name could be permanently positioned here**



## Gold Package for all corporate donations of £5,000+

- Company logo on the side of the new vehicle for the life of the vehicle
- Top five listing of supporters on our website until the next similar campaign
- Social media exposure
- VIP launch day invitation for four
- Tailored Mountain Rescue corporate day / team building experience for eight



## Timetable

With the vehicle in mind being due back to Jaguar Land Rover at the end of February and the purchase option being at the end of this lone period, the end date of this fundraising campaign will be the 28th of February.

Social media coverage will be given during and after the campaign. Website updates will be completed by the end of March. Vehicle graphics, logos, etc will be completed by the end of March. VIP launch events and Mountain Rescue experience / team building days will be complete by late September COVID-19 permitting. In the event that COVID-19 persists and interferes with any of our plans, we will ensure that activities will be re-scheduled at the earliest opportunity.

## Any Questions?

If you have any questions or suggestions, please do contact me for an informal chat. We are very open to suggestions and will consider tailoring any of our packages to meet your specific needs.

Thank you for reading,

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