

Exclusive Sponsorship for the Open Day

Cambridge University Hospitals NHS Foundation Trust – Your Centre of Excellence

Sponsorship over two financial years of the largest, highest profile event in the Addenbrooke's calendar

TOTAL: £10,000
(1st year £5,000)
(2nd year £5,000)

The Addenbrooke's OPEN DAY:

This is the main event in the hospitals' calendar of events, it runs every two years and attracts thousands of visitors from the surrounding community and beyond.

It is a free day out for all the family, giving people the chance to see what happens behind the scenes at the hospital. Many different departments get involved by opening their doors and holding displays and fun activities to explain what they do.

It is the most important public relations event for the hospital

Over an estimated 3,000 people attended the event in 2008

It is covered by all the local media (print and TV)

It is held every two years – the next being Spring 2010

A sponsoring company would have promotional opportunities on the following:

Event advertising material – posters, flyers, banners

Event webpage and associated corporate webpages

Programmes and materials handed out on the day

A highly visible feature display on the day

Attendance at the chairman's lunch for local opinion formers.

Currently our local hospital is one of only five Biomedical Campuses in England. By **2020**, our aim is to be the biggest biomedical campus in Europe. Encompassing a regional centre of excellence for Oncology, Neurocritical Care and Transplant, along with a specialist unit for teenagers with cancer and a stand alone Children's Hospital. **With this all in mind, being able to be part of that growth and development, at this key stage, is a great opportunity.**