

Devon Air Ambulance

DRAGON BOAT FESTIVAL

CORPORATE SPONSOR PACK

11 JULY 2027

EXETER QUAY - 10AM-4PM



ABOUT US

Founded in 1992, Devon Air Ambulance delivers time-critical emergency care to communities across the county, 24 hours a day, 365 days a year.

As a charity that receives **zero government funding**, sustaining this vital lifeline comes with significant challenges. Partnering with us as a corporate event sponsor helps bridge this gap, allowing your business to help us save lives, together.



WHY YOUR EVENT SPONSORSHIP MATTERS

By sponsoring one of our **headline events**, you aren't just increasing your brand visibility in front of an engaged audience; you're directly funding the fuel, equipment, and medical expertise required to keep our helicopters in the sky.

We've carefully designed these sponsorship packages to create a truly mutually beneficial partnership. By aligning your business with Devon Air Ambulance, you will:

- **Elevate your Corporate Social Responsibility profile** by supporting a local charity
- **Connect with the Devon community** through meaningful engagement
- **Generate positive brand exposure** through shared PR and marketing opportunities

Together, we can create a meaningful impact for both your brand and our community.

ABOUT THIS EVENT

The renowned Devon Air Ambulance Dragon Boat Festival celebrates teamwork, community spirit and making a lasting difference.

Set against the backdrop of Exeter's historic quayside, teams of 16–20 participants compete in a series of thrilling heats, with each team guaranteed at least three races. Open to friends, families and colleagues alike, the event combines friendly competition with a fantastic atmosphere.

WHEN: SUNDAY 11 JULY 2027

WHERE: EXETER QUAYSIDE

SUPPORTER PACKAGES

HEADLINE SPONSOR £1000

This package includes:

- **A complimentary Dragon Boat** for 17 people – perfect for both team building and brand exposure
- **Headline multi-media brand placement** across suitable event advertising (including web, digital and print)
- **Social media and PR announcement** as headline sponsor
- **Participant Pack logo feature**
- **Headline sponsor mention in our Helipad magazine** (20,000+ readership) – subject to print deadline
- **Featured placement in corporate newsletter** with testimonial opportunity
- **Promotional event stand** with product placement opportunities
- **Corporate airbase visit** for up to five guests
- **One complimentary CPR and defibrillator training course**

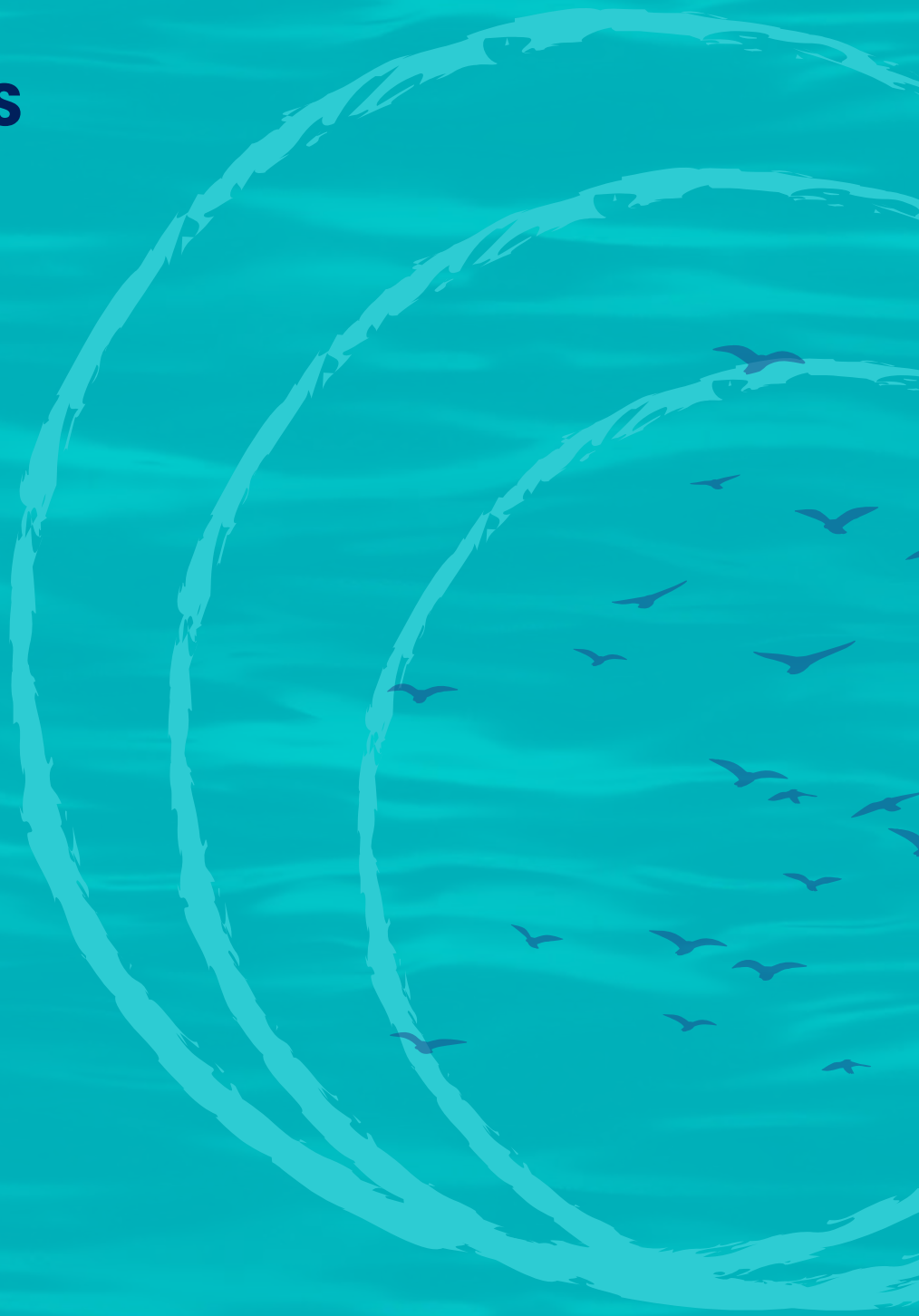
RACE SPONSOR £500

Our four exclusive race sponsor packages include:

- **Multi-media brand placement** across suitable event advertising (including website and newsletter)
- **Participant Pack logo feature**
- **Prominent sponsor branding on our Race Board**
- **Multi-channel social media spotlight** recognising all race sponsors
- **Mention in our corporate newsletter** reaching our wider network
- **One complimentary CPR and defibrillator training course**

CONTACT US

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