

## Club CareFlight

### Business supporter program

An invitation for your business to fly high with CareFlight



- Show your customers you care
- Support the health and safety of your local community
- Join a network of like-minded small to medium businesses
- Engage your staff with a leading charity
- And it is all tax-deductible

## Club CareFlight

Fly high with CareFlight

CareFlight is offering a unique opportunity for businesses to become a member of Club CareFlight through our business supporter program. Offering four levels of membership, businesses are able to make a one-off or an ongoing annual donation, helping CareFlight provide life-saving services to the community.

### Platinum Supporter 2021/2022

**\$5,000** donation (tax deductible)

- Eight entries into the prize draw for Business Logo on CareFlight Aircraft
- A3 framed certificate
- Recognition on CareFlight website, logo, with URL link
- Invitation to Club CareFlight event for prize draw at base
- CareFlight poster provided by CareFlight for staff/client engagement
- Framed photo of your staff with CareFlight crew in front of CareFlight aircraft
- 1 x social media post and LinkedIn post to recognise and promote your business
- Club CareFlight mark – for use on website only
- Acknowledgement of your support displayed on CareFlight's Community Engagement Trailer Hub at over 350 events (COVID-19 restrictions permitting)
- Senior CareFlight staff will attend your workplace for a special CareFlight presentation to your team
- Personalised embroidered CareFlight Bear for your business



### Gold Supporter 2021/2022

**\$2,500** donation (tax deductible)

- Four entries to prize draw for Business Logo on CareFlight Aircraft
- A3 framed certificate
- Recognition on CareFlight website, logo, with URL link
- Relationship Manager to conduct workplace talk to staff
- Invitation to Club CareFlight event for prize draw at base
- CareFlight poster provided by CareFlight for staff/client engagement
- Framed photo of your staff with CareFlight crew in front of CareFlight aircraft
- 1 x social media post and LinkedIn post to recognise and promote your business
- Club CareFlight mark – for use on website only



Should your organisation be interested in additional partnership opportunities with CareFlight, including branding opportunities, please contact us at [partnership@careflight.org](mailto:partnership@careflight.org) or call Timorette on 0448 092 216. Visit the Club CareFlight website: <https://careflight.org/support-us/corporate-support/clubcareflight/>

The winning company logo will be displayed on CareFlight aircraft or road vehicle for a period of 12 months. Sponsorship and logo acceptance is subject to compliance with CareFlight's Sponsorship Policy.  
\* Draw date Terms and Conditions  
The winner of our annual prize draw will have their logo placed onto the local asset in their area from 1st January 2022 for the full calendar year. The winner will be drawn on Tuesday 30th November 2021 at a live prize draw event at the CareFlight base and live streamed on our social media platforms.



### Silver Supporter 2021/2022

**\$600** donation (tax deductible)

- Two entries to prize draw for Business Logo on CareFlight Aircraft
- A4 framed certificate + supporter logo
- Recognition on CareFlight website, logo only
- Invitation to Club CareFlight event for prize draw at base
- CareFlight poster provided by CareFlight for staff/client engagement



### Bronze Supporter 2021/2022

**\$300** donation (tax deductible)

- One entry into the prize draw for your business logo to be put on a CareFlight aircraft
- A4 framed certificate with business name
- Recognition on CareFlight website with your business name (no logo)
- Invitation to Club CareFlight event for the prize draw at our base





## Business Supporter Story

CareFlight talk with Alyssa Nash, Chief Administrator, Pherrus Financial Services

Pherrus, a leading financial services firm with clients across Australia, have partnered with CareFlight as a business supporter since 2018.

*CF: What has prompted Pherrus to support local charities?*

Pherrus: As a rapidly growing company, we feel a corporate responsibility to give back to our local communities, and our customers and our team members, their friends and families to give back too. It is more than just about fulfilling official corporate social responsibility – it is about the opportunity to save lives and help patients.

*CF: What benefits has Pherrus seen in partnering with CareFlight?*

Pherrus: For the past 3 years, Pherrus have partnered with CareFlight and have received some wonderful recognition benefits our relationship. Pherrus has been lucky to have our logo put on a CareFlight Helicopter. While we love that involvement and logo recognitions, we most love the personal touch from our Relationship Manager that helps us feel connected to CareFlight.

We also use the CareFlight partnership to inspire our team members and our business community to branch out and hopefully also give back to community – this is the best incentive of all.

We share photos of our team members at the CareFlight Base with our clients. We have had our teams visit a CareFlight base and meet the crew over the past few years. It has been really enjoyed by all”.

*CF: How does this help you with marketing Pherrus?*

Pherrus: We can share what we do- we are not just an accounting firm, but a holistic solution. Our support of CareFlight evidences this. We love the human connection and it helps us feel grounded and be able to relate this to our clients.

*CF: Is the tax deductibility of donations to CareFlight helpful for Pherrus?*

As an accounting firm, we completely understand this, however we don't strategically say 'oh we are going to give this much at this point for tax breaks'. If you're going to get a tax break on anything, then charity is a wonderful place to start. It builds partnerships and opens so many positive doors than just tax benefits.



*CareFlight's frontline crews across Australia, including this first all-female Registrar team, thank Pherrus and all our Club CareFlight members for their wonderful support.*