The opportunity

The Department of Fire and Emergency Services (DFES) is offering an exciting opportunity for an organisation to become the exclusive naming rights sponsor of our fleet of emergency rescue helicopters.

The Perth and Bunbury helicopters perform hundreds of lifesaving rescue, evacuation and medical missions each year. Providing a lifeline for our community in times of need, the helicopters respond to road crashes, conduct search and rescue missions on land and at sea, and transfer seriously ill patients between medical facilities.

Partnering with DFES is the perfect way to build your brand’s profile across Western Australia and capitalise on your association with a trusted and respected community service.

As the exclusive sponsor, your organisation will enjoy a range of unique benefits allowing you to build meaningful connection with the WA community while becoming synonymous with a service that has been saving lives in WA since 2003.

Unparalleled sponsorship opportunity
Exclusive naming rights
WA’s only 24-hour emergency rescue helicopter service
Support lifesaving missions
Highly visible and trusted community service
The service

DFES established WA’s first emergency rescue helicopter service in August 2003. The service reaches 95% of WA’s population, with a fleet of two helicopters covering over 100,000km of land and up to 110km offshore. The service can reach people requiring aeromedical assistance across heavily populated regional areas including the Peel, South West, Great Southern, Wheatbelt and Mid-West regions, as well as the Perth metropolitan area. The helicopters can be airborne within 15 minutes, getting patients to hospital sooner and resulting in lifesaving outcomes and a better recovery for those rescued.

Going the distance for our community

- **OVER 13,940 MISSION HOURS**
- **1.28 BILLION KM**
- **32 TRIPS AROUND THE WORLD**

The sponsor

As our sponsor, you will be a community-focused organisation which shares our vision for building resilient WA communities. Your brand will align with our core values, including putting the community first and striving to keep ourselves and others safe.

The benefits

As the sponsor of DFES’ fleet of emergency rescue helicopters, your organisation will have access to an impressive suite of sponsorship benefits that include:

- Exclusive naming rights
- Positive brand association, reach and exposure
- Collaborative promotional opportunities
- Highly visible logo placement on both helicopters
- Strategic links to DFES which has been helping build a safer WA over almost 120 years
- Building brand connections with Western Australians through community visits and special events
- Frequent media coverage across traditional, online and social media
- Regular promotion via DFES’ digital media platforms
- Connection with our staff and state-wide network of 26,000 volunteers
- Comprehensive reporting
The numbers

2 helicopters
Perth and Bunbury

15 years serving the community

700 missions undertaken each year

15 minutes to be airborne

1800 mission hours annually

2 year sponsorship agreement

$2 million annual earned media

39 million social media impressions last year

More information
Applications close 12pm WST Friday 9 November 2018.
To download a prospectus and apply, visit www.tenders.wa.gov.au
For more information, or to register your interest to attend a Helicopter Sponsorship Briefing, email sponsorship@dfes.wa.gov.au