

EXMOUTH 2023

RNLI CHARITY FIREWORK NIGHT

SPONSORSHIP INFORMATION



# Contents

1. About the RNLI
2. Why should I support the RNLI
3. What is the Firework event
4. What do I get from the event
5. How much is sponsorship
6. Sponsorship contacts details



# 1.About the RNLI?



## What does RNLI stand for?

RNLI stands for Royal National Lifeboat Institution.

## What does RNLI mean?

The RNLI was actually founded as the Royal National Institution for the Preservation of Lives and Property from Shipwreck in 1824. Thirty years later in 1854, we changed our name to the Royal National Lifeboat Institution - the RNLI - as we are known today.

Having Royal patronage gives gravitas to our cause and is something we're incredibly proud of and thankful for.

It was our founder, Sir William Hillary's, aim to provide a 24/7 search and rescue lifeboat service run, where possible, by volunteers and funded by voluntary donations.

Although the service was to be a national service to protect the coasts of the UK and Ireland, Hillary's vision was to 'extend its beneficial effects to the most distant shores, and to generations yet unborn.'

## Who are the RNLI?

We are a charity founded upon and driven by our values of selflessness, courage, dependability and trustworthiness, with volunteers at our heart. Values shared by generations of supporters like you who have powered our lifesaving work through your kindness and generosity for almost 200 years.

Volunteers make up 95% of our organisation, supported by expert staff, all working together to help communities at home and abroad save lives.

## What is the RNLI?

With our wealth of experience and expertise, we are proud to be a world-leading modern emergency service, separate from the coastguard and independent from government.

## What does the RNLI do?

Every day of every year, people of all backgrounds get into danger in the water. It's a problem that we're here to tackle.

Today, with your support we are working harder than ever to end preventable drowning. In addition to our 24/7 search and rescue lifeboat service, we operate a seasonal lifeguard service. Every year, our volunteer lifeboat crews and lifeguards help and rescue thousands of people and have saved over 143,900 lives since 1824. Countless more lives are saved through our youth education and water safety work.

In an ideal world, **no one** would suffer the devastating loss of a loved one to drowning. We'd reach **everyone** with our water safety advice. If anyone got into trouble, they'd know what to do until help arrived. And our lifesavers would **always** have everything they need to reach them in time and save lives.

**With you by our side, we can move closer to this world.**



## 2. What is the Charity firework night?

Every year in Exmouth the Exmouth Lifeboat Station put on a firework night which is held at the Exmouth Rugby club ground located next to the estuary, a 3 minute walk from the train station.

The key objective of the night is to raise vital funds just for the Exmouth Lifeboat Station to support crew training, kit and purchase other vital equipment. Our secondary objective is to create a family friendly event that brings the community together and is an event that family's can look forward to year in year out.

This year we are aiming to make the event bigger and better than last year and over the last 3 years have achieved year on year growth. We have added almost 25% additional capacity this year enabling more of the community to attend.

This year we are having a larger selection of food stands and confectionary stands. We have also redesigned the venue layout to achieve better crowd flow along with doubling the entrance's and exits to enable faster entry and departing.

The firework display has also received substantially better investment. Translating to a longer display but keeping the entry fee the same at only £5 a head. This should result in greater crowd satisfaction.

We are also investing in better audio delivery with upgraded PA system, a large 3M wide Video wall and 2 sky spots which will make our event visible within a 10-20 mile radius depending on the weather conditions.

## 3. What do I get out of sponsorship?

Firstly, you get the satisfaction of knowing that your money is going into a event that will generate more income. In 2022 for every £1 of sponsorship money that translated into £5 for the station. So it is tremendously important for us to get sponsorship.

Secondly, this year as we mentioned above, we are having a large video wall. This will have video footage on and in that video footage will be our sponsors. We will have the crew say a small intro about themselves, Who they are? What do they do? Why they do it? And then a personal thank you to our sponsors.

Thirdly, you get ultimate bragging rights. Social media is a fantastic tool to help businesses expand their growth and in turn revenue. We will be releasing on our RNLI Page who our sponsors are and you able to share that with your followers too. Showing that your business is a ethnical business that supports a well known and highly respected nationwide charity.

Last but not least, you get to directly help make society a better place. The lifeboats are crewed by volunteers who leave their family's 24/7, walk out on meals, restaurants, school plays, meetings and birthday parties etc. The crew do what they do because they love it, but in order to do it they need training, equipment and moral support of the community that they help keep safe. Sponsorship helps cover the cost of the biggest community engagement the Exmouth RNLI does enabling the crew to meet locals and answer questions and generally get a pat on the back. The firework night is more than just the firework display, its about bringing the community together.

## 4. How much is sponsorship?

For 2023 we are offering 3 levels of sponsorship.

### Level 1 / Main sponsor

Suggested donation £1500 upwards

For this level of donation we will have our Coxswain Steve say in his video on the video wall a huge thank you to you personally.

You will also get your company name in the radio interviews and radio adverts for the event.

Your company logo will be loud and proud on the sponsors page within the video and featured on all the advertising around the area.

### Level 2

Suggested donation £250 - £1499

For this level of donation, you will have your company name mentioned by one of the crew members in their videos on the video wall along with the other Level 2 donations. Your logo will also be displayed on the sponsor's screen, approximately ½ the size of the Level 1 sponsors.

### Level 3

Any donation you can afford from £100 to £250

Your company logo will be displayed on the video wall.

## 5. Sponsorship contact details

Please email,

James@exewake.co.uk

Thanks for your consideration.