

The FOREVER FRIENDS™ Appeal



Giving new heart to the
ROYAL UNITED HOSPITAL

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Working With Corporates Who Care

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With ever increasing expectations on companies and the performance of their brands, the corporate sector will always need to secure a place in consumers' hearts as well as their minds. Value-based brands are increasingly respected in today's world and a successful corporate partnership with a charity can be priceless - building customer awareness and loyalty, as well as encouraging good communication with the community at large and great team spirit within your staff.

An association with The Forever Friends Appeal offers numerous and genuine marketing and PR opportunities including media exposure, access to the hospital's 3400 staff, credits on literature, an association with public events - and sponsorship identification with the building and equipment, including major naming opportunities.

The Appeal enjoys a unique position in that support directly benefits the whole community, including a company's staff. Your company's involvement will help save lives and keep your workforce healthy!

The RUH serves over 500,000 people who live or work across the region - from Keynsham to Warminster, Malmesbury to Street. The Appeal is well respected for its life-saving efforts as well as being dear to many people's hearts who have received treatment at the RUH for themselves, family, friends or colleagues.

With the aim of raising £10 million for state-of-the-art medical equipment for the Royal United Hospital, The Forever Friends Appeal is complementing £39.5 million received by the government to redevelop the RUH.

Due to its work which affects the whole community, the Appeal is arguably the best known charity in Bath and the surrounding area. Involvement with such a high profile and well trusted charity will provide many opportunities.

There are a number of different ways that The Forever Friends Appeal and a company can work in partnership together. Please be a *Corporate Who Cares* - involve your company in giving "new heart" to the Royal United Hospital.

