



# **Blue Care Vehicle Sponsorship Guide 2016**

**1300 BlueCare**  
1300 258 322  
[www.bluecare.org.au](http://www.bluecare.org.au)

## **Blue Care Car Sponsorship Program**

### **Introduction**

Sponsorship of a Blue Care car is one of the simplest yet effective ways to show support for the work we do across the community.

In the city centres and throughout the rural and remote communities, the Blue Care fleet of some 1,539 vehicles, clock up more than 32 million kilometres in the course of reaching people in need and responding to the ever growing demand for support services.

The Blue Care Car sponsorship program is about positive community partnerships with community groups, local businesses and companies who share in the mission and aims of Blue Care. By taking part you are considered a vital part of our journey.

Our car sponsorship program is open to a range of supporters; including local community groups, small businesses and companies and is an ideal opportunity to show their support to people in need.

Each supporter receives acknowledgement and recognition and their name placed on the rear bumper of a Blue Care car used in a local community of their choice.

Sponsorship options are available for a period of one year starting from as little as \$3,500 (including GST) or can involve any number of cars as an added way of showing your valued support and commitment.

### **About Blue Care**

#### **Supporting people to remain independent for as long as possible is our passion**

Since 1953 Blue Care has been caring for the elderly, people with disabilities and others in their time of need. Across Queensland and northern New South Wales, Blue Care aims to support people to remain independent for as long as possible, providing support to them in their own homes, in Blue Care centres and in our residential and retirement living facilities.

Every day, Blue Care reaches out to over 13,000 people through our nursing, allied health, personal care, domestic assistance, respite, palliative care, social support, pastoral and volunteer services.

Today, Blue Care has grown into one of Australia's largest providers of community health and residential aged care. Our services are provided through 260 centres located in 80 communities across Queensland and northern New South Wales.

## Blue Care Car Sponsorship Program

### Our priority is to continue to meet the needs of people requiring ongoing community care and independent living support

The Blue Care Car Sponsorship program was established to help meet the ever growing demand for community service support and to offset some of the vehicle running costs.

Our 1,539 vehicles clock up over 32 million kilometres in the course of conducting some 2,740,576 individual visits per year and form a vital part of Blue Care's ability to service the needs of people in all of the locations we visit.

By joining the Blue Care Car sponsorship program you will be demonstrating your commitment to the mission and aims of Blue Care and be demonstrating your genuine desire to make a difference in the lives of people in need.

Each supporter is considered a vital part of our journey and rewarded with recognition and acknowledgement at a local level. You also gain a visible connection with Blue Care with the placement of your organisation's name on the rear bumper of a Blue Care car traveling about a local community of choice.

The Blue Care Car Sponsorship program is open to community groups, small businesses and companies across Queensland and northern NSW and offers sponsors the opportunity to have a direct link with Blue Care services in a local community of their choice.

## Sponsorship Options

Sponsorship of a Blue Care vehicle is one of the simplest ways of showing support while gaining visible recognition on the rear bumper of a Blue Care car.

### Sponsorship is available through the following options:

Sponsorship Options	Time Period and Cost (including GST)
1	One car for one year - \$3,500
2	One car for two years - \$6,500

### Other sponsorship options available

You may also choose to support a number of cars at a negotiated sponsorship rate. To find out more about this option, please contact Blue Care on 1800 001 953.

## **Sponsorship Benefits**

**By becoming a supporter you will gain a visual link between your organisation and the largest not-for-profit health care providers in Queensland**

Blue Care vehicles are on the road all day...every day around the city and in rural and remote communities.

By joining the Blue Care Car Sponsorship program, your organisation achieves visual and valued recognition.

You have the opportunity to:

- Gain a visual link between your organisation and one of the largest not-for-profit healthcare providers in Australia
- Achieve exposure in a local community in which we operate

What you will receive:

- Your community group, small business or company name on the rear bumper of a Blue Care vehicle for the period of sponsorship
- Be a part of local events where Blue Care has a presence
- Receive acknowledgement in relevant Blue Care publications–

## **How to Become Involved**

To join the Blue Care Car Sponsorship Program please complete the Blue Care Car Sponsorship form.

Or, if you wish to find out more about how to become involved please contact your local Blue Care centre or call the Blue Care Sponsorship team.

## **Blue Care Car Sponsorships**

Blue Care Fundraising  
GPO Box 1269  
Brisbane QLD, 4001

Phone: 1800 001 953

Fax: 07 3236 0929

Email: [fundraising@bluecare.org.au](mailto:fundraising@bluecare.org.au)

# Blue Care Car Sponsorship Form

Please complete the following details and email to [fundraising@bluecare.org.au](mailto:fundraising@bluecare.org.au) or fax to Blue Care Sponsorship team on **07 3236 0929**.

## Details

Company/Business Name:.....  
Contact Name: .....  
ABN:.....  
Postal Address:.....  
Suburb:.....State:.....Postcode:.....  
Phone:.....Fax:.....Mobile:.....  
Email:.....

## Car Sponsorship Options

I wish to sponsor (please tick option)

- One car for a period of one year - \$3,500 including GST
- One car for a period of two years - \$6,500 including GST
- Other option - Number of cars ..... @ ..... per car including GST for a period of .....year/s with a total payment due of \$.....

Car Decal Details (appears on the rear bumper of sponsored Blue Care Car) I would like the car decal to read:

.....

## Payment Options (please choose one option)

- Pay by Cheque** for the amount of \$ ..... (Please make payable to Blue Care and forward payment to - GPO Box 1269, Brisbane QLD, 4001)
- Pay by Credit Card** for the amount of \$ .....  
Payment Option:  Visa  Mastercard  
Card Number: \_\_\_\_\_  
Expiry Date: \_\_\_\_ / \_\_\_\_  
Name (as it appears on the card):.....  
Signature of card holder:.....

## **Frequently Asked Questions**

### **Why does Blue Care need vehicle Sponsorship?**

Although much of the work we do at Blue Care is made possible through government funding and client contributions, we rely on additional support in order to deliver the services that do not receive any, or are only partly funded.

Blue Care is passionate about offering flexible care services that reflect the choices, needs and interests of clients. This allows them as much freedom and independence as possible. With the valuable support of the community, we are able to provide high quality care and peace of mind to our clients, their families and communities.

### **How will my sponsorship be used?**

Your sponsorship will be used to support a local Blue Care service help offset some of the general costs related to the running of a vehicle.

Most importantly through your sponsorship you will be directly helping our team meet the demand for community servicers and reach the elderly, people with disabilities and others in need.

### **Can I put my sticker on the vehicle?**

Unfortunately no.

Blue Care has specific branding guidelines and will supply the completed decals in the dimensions to fit the car you will be supporting. Each decal will include the selected name and be placed on the bumper.

### **What happens if I want to renew the period of my Car Sponsorship?**

Fantastic. Thank for your ongoing support which we welcome. We will contact you before the end of your sponsorship period and send you the necessary form to provide you with the first option in renewing your support.



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