



Palliative Care
Queensland



Ambulance Wish
Queensland

Ambulance Wish Queensland
Sponsorship Prospectus



Louise O'Neill

“Death is not the opposite of life, but a part of it.”
Haruki Murakami

We will all at some time meet the last weeks and days of our lives. How well we are able to live through an illness, dying and meeting our death depends upon the value our communities place on supporting the end of our life. Every person should be able to experience comfort, care and connection to the people and places that have made their life meaningful.

Every wish fulfilled by Ambulance Wish Queensland is an individual experience reflecting the spirit, interests, relationships and heart of that person. Each wish varies in complexity and takes into account the care and support required as well as the desires of the wish recipient.

Wishes may be as simple as visiting the family home, or more complex with a greater distance to travel and an experience that has more logistical and financial complexity such as attending a sporting or musical event.

Ambulance Wish Queensland brings together a team of skilled staff and volunteers using bespoke wish ambulances, for those who would love to experience one last wish with their family and friends. Each wish consists of a qualified lead paramedic, a transport assistant, a support assistant and a clinical escort from the patient's palliative care service.

We also provide a professional photographer on the day, who takes photos and videos which are used to create a wish memory book for the family, clinical partners, and volunteers attending on the day.

Our ambition is to have wish ambulances available across Queensland. We are have now grown from two hubs in Brisbane and Townsville, to four hubs introducing Sunshine Coast and Toowoomba in September 2024. This means that our wishes fulfilled, which already grow on average by 60% per annum since 2020, will now see much greater growth with the new hubs and more vehicles.

In each hub we need to grow and nurture our volunteer village to support wishes, and to expand the footprint of our community education, enabling individuals and organisations to care with compassion for those with life-limiting illness in their community.

To support our continued expansion in providing more wishes for more Queenslanders as they face the end of their life each year, philanthropic and corporate donorship and sponsorship is vital.

Ambulance Wish Queensland is a powerful reminder of how simple acts in a person's final days and weeks can bring joy and peace to them as well as connection, smiles and life-long memories to their family and those who love and care about them.

Thank you for considering Ambulance Wish Queensland as a part of your sponsorship or donorship portfolio.



Louise O'Neill
CEO, Palliative Care Queensland

About Us

Palliative Care Queensland is the leading charity and independent peak body representing palliative care providers, recipients and their families across Queensland since 1988.

Mission & What We Do

To influence, foster and promote quality palliative care for all Queenslanders

EDUCATION

Delivery of palliative care **community education and education webinars**, to support communities right across Queensland.

ADVOCATE

Advocate and influence the development of public policy in relation to palliative care.

AMBULANCE WISH QUEENSLAND

Palliative Care Queensland's signature program fulfilling last wishes since 2019.

CONNECTING END OF LIFE CARE

Supporting a **holistic approach to palliative care** through communities of practice, networks, collaboratives and compassionate communities.



Ambulance Wish Queensland

Giving Queenslanders living with a life-limiting illness, access to planning, coordination, specialist transport and clinical care required to fulfill their last wish and create memories forever



Wishes We Fulfil



**Nature, ocean
and beach**



**Family, home, and
personal experience**



**Parties and
birthdays**



Music and movies



Sports



Animals



**Shows and
theme parks**

Our Reach

We are growing! We have welcomed our new Toowoomba and Sunshine Coast hubs in 2024.

36,003 kms travelled across
Queensland since 2021.

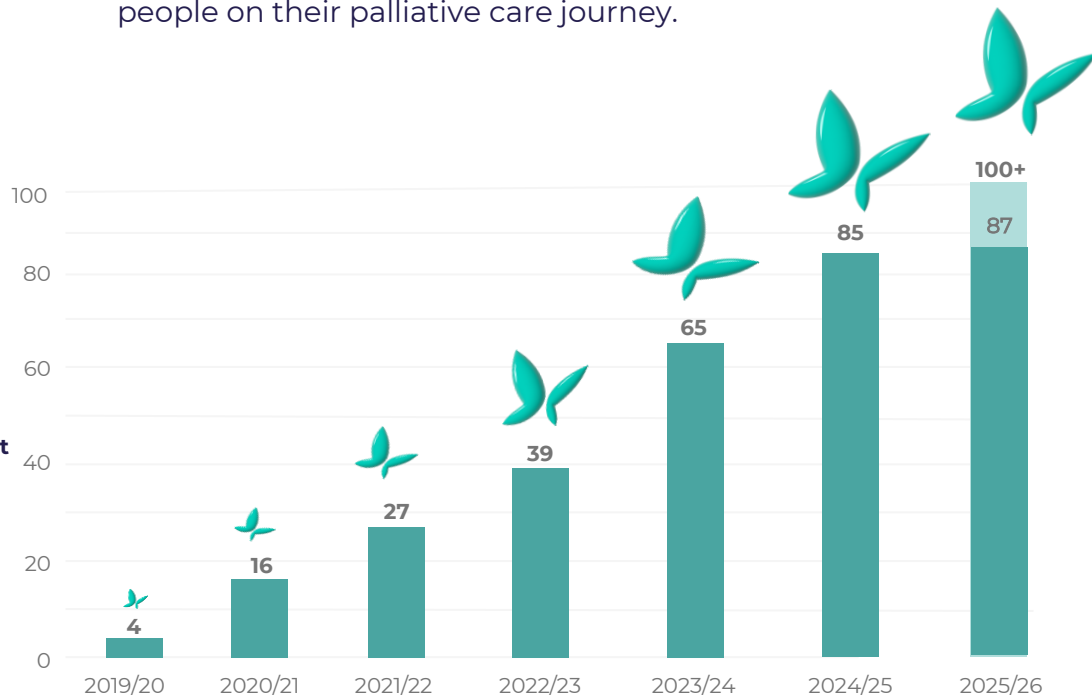


We are now operating **four hubs**, each with a ~200 km reach



Wishes Fulfilled

Our goal is to fulfil many more wishes in 2026. This enables us to continue developing new approaches for wish fulfilment and helps build compassionate communities that support people on their palliative care journey.







Dear Ambulance Wish

My name is Donna, and you supported my darling Mum on the 6th of Jan to attend my wedding. I am yet to find the right words but as I sit here now in Mum's last hours of life, I feel compelled to message you. Justin, my entire family and I are profoundly grateful for making my mum's final wish a reality. Your compassion and support on our special day brought immense comfort.

Your teams compassion care and genuine affection for my darling Mum was obvious and we will truly never be able to thank you enough. I am excited now I have a charity that means so much to my family and has touched my life directly.

- Donna Lockyer (daughter)

Corporate Donors

No matter your industry or company size, you have the power to make a significant impact as a corporate donor. By becoming a corporate donor with us, your organisation can help Queenslanders living with a life-limiting illness build memories, live, die and grieve with dignity and respect.

Join us in creating a compassionate corporate legacy.

Corporate Sponsorship

Becoming a corporate sponsor means partnering with us to make a tangible difference in the lives of Queenslanders. Your sponsorship will help ensure that people facing life-limiting illness can access a last wish in our hubs and that the broader community receives support and education to help others live and die well in their community.

Sponsorship Level	Statewide Presence	Local Hub Sponsorship Categories			
	Statewide Sponsor	Hub Sponsor	Local Hub Coordinator Sponsor	Vehicle Sponsor	Memory Making Sponsor

This prospectus is a conversation starter. We tailor our partnerships individually. Contact our team to start the conversation about how you can support the people in your community through our organisation.

BENEFITS	STATEWIDE PRESENCE	LOCAL SPONSORSHIPS				
	PROGRAM SPONSOR	LOCAL HUB		HUB COORDINATOR	VEHICLE SPONSOR	MEMORY MAKING
	PRICE ON APPLICATION (POA)	Tier 1 - \$50,000 (ex GST)	Tier 2 - \$25,000 (ex GST)	\$50,000 (ex GST)	NEGOTIATED PRICE	\$10,000 (ex GST)
	SUPPORTS ALL AWQ ACTIVITIES ACROSS THE STATE	SUPPORTS AWQ ACTIVITIES WITHIN THE LOCAL HUB		FUNDS A DEDICATED STAFF RESOURCE FOR THE HUB	FUNDS A LOCAL VEHICLE FOR WISH FULFILMENT AND PCQ/AWQ ACTIVITIES	FUNDS MEMORY MAKING FOR OUR WISH RECIPIENTS (10 WISHES PER SPONSORSHIP)
AMBULANCE WISH QUEENSLAND FLEET						
Logo on ALL AWQ ambulances & support vehicles statewide	✓	Logo on Local Hub Wish Ambulance and support vehicle	Logo on Local Hub support vehicle	-	Branded recognition on purchased support vehicle	-
WEB PRESENCE						
Hyperlinked Logo on AWQ website - All Pages	Under Statewide Sponsor	Under Local Hub Sponsor	Under Local Hub Sponsor	Under Hub Coordinator Sponsor	-	-
Logo on AWQ Sponsors Page	Under Statewide Sponsor	Under Local Hub Sponsor	Under Local Hub Sponsor	Under Hub Coordinator Sponsor	Under Vehicle Sponsor	Under Local Memory Making Sponsor
Sponsorship Logo and Recognition of Level for Your Website	✓	✓	✓	✓	✓	✓
DIGITAL & MEDIA PRESENCE						
Dedicated AWQ & PCQ Social Media Post and Media Release	✓	✓	✓	✓	✓	AWQ Platforms Only
Sponsorship Acknowledgement in Each Wish Post	✓	Local Hub Wishes	Local Hub Wishes	-	-	Linked to sponsored Wishes
Logo on all AWQ Flyers/Posters/Promotional Material	✓	Local Hub	Local Hub	-	-	-
EDUCATION AND TRAINING						
Branding on Education and Training Materials in the PCQ LEARN Suite	✓	Organisation logos and branding on all Local training materials delivered through the Hub location	-	Acknowledgement in all Local training materials delivered through the Hub location	Acknowledgement in all Local training materials delivered through the Hub location	-
Co-Hosting Events	Opportunity to co-host a face-to-face education and training event (if desired)	-	-	-	-	-

e-NEWS						
Exclusive Articles and Link to Organisational Website in our PCQ and AWQ eNews	2 x articles/year (250 words)	1 x article/year (150 words)	AWQ eNews only 1 x article/year (150 words)	AWQ eNews only 1 x article/year (150 words)	AWQ eNews only 1 x article/year (150 words)	AWQ eNews only 1 x article/year (150 words)
Advertisement Piece in our Members only eNews	1 x article/year 250 words	-	-	-	-	-
PUBLICATIONS						
PCQ Annual Report Partnership Acknowledgement	✓	✓	✓	✓	✓	✓
Memory Book	Recognition of sponsorship level and logo in all memory books and a personal copy of all memory books	Recognition of sponsorship level and logo in all Local memory books and a personal copy of all memory books	Recognition of sponsorship level and logo in all Local memory books and a personal copy of all memory books	Recognition of sponsorship level and logo in all Local memory books and a personal copy of all memory books	Recognition of sponsorship level and logo in all Local memory books and a personal copy of all memory books	Logo and organisation recognition in associated memory books A copy of all associated memory books for your organisation
EVENTS						
Annual AWQ Fundraising Event	Complimentary group booking of ten to Annual Fundraiser Flights and accommodation for two Full page advertisement in Annual Fundraiser program booklet Opportunity to display organisation collateral at event (e.g. Banners/marketing materials) Opportunity to present a 2-3 minute speech on the night	5 x complimentary tickets to the Annual Fundraiser in their Local Hub ½ page advertisement in program booklet Acknowledgement of sponsorship level at their local event	2 x complimentary tickets to the Annual Fundraiser in their Local Hub ½ page advertisement in program booklet Acknowledgement of sponsorship level at their local event	5 x complimentary tickets to the Annual Fundraiser in their Local Hub ¼ page advertisement in program booklet Acknowledgement of sponsorship level at their local event	5 x complimentary tickets to the Annual Fundraiser in their Local Hub ¼ page advertisement in program booklet Acknowledgement of sponsorship level at their local event	2 x complimentary tickets to the Annual Fundraiser in their Local Hub
Annual AWQ Volunteer Event	2-minute speech + opportunity to present statewide AWQ Volunteer Awards	Opportunity to present local AWQ Volunteer Awards	-	-	-	-
PCQ Events	Acknowledgement at all PCQ hosted Expo/Summit/Community Events	-	-	-	-	-

Thank You!

With your help, we can make a difference to people living with a life-limiting illness in Queensland.



This prospectus is a conversation starter. We tailor our partnerships individually. Contact our team to start the conversation about how we could partner with your organisation.

CEO@palliativecareqld.org.au · 07 3842 3242
www.palliativecareqld.org.au



Palliative Care Queensland is a Registered Charity (registered with ACNC - CH1825) and is endorsed as a Deductible Gift Recipient (DGR), ABN: 49047803923