

Sponsorship Opportunity at  
University Hospital of Wales, Cardiff  
University Hospital Llandough, Vale of Glamorgan



GIG  
CYMRU  
NHS  
WALES | Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board

Cardiff & Vale  
**HealthCharity**  
**Elusenlechyd**  
Caerdydd a'r Fro

# Shine Bright Appeal 2023

**Shine Bright Appeal at University Hospital of Wales**

Monday 20<sup>th</sup> November 2023 to Tuesday 2<sup>nd</sup> January 2024

**Shine Bright Appeal at University Hospital Llandough**

Wednesday 22<sup>nd</sup> November 2023 to Thursday 4<sup>th</sup> January 2024

Help us to brighten up Christmas and light up University Hospital of Wales and University Hospital Llandough with your own personalised illuminated star attached to your local hospital for patients, visitors and staff to enjoy.

With support from Cardiff & Vale Health Charity, University Hospital of Wales and University Hospital Llandough will run this campaign throughout Christmas and they'd like you to be part of its success whilst promoting your business. Each star can be personalised with your company name or logo for everyone to see.

You can choose from two different sized stars: 1.5 metre diameter and 1 metre diameter to suit your business. There are also headline sponsorship opportunities at each hospital with a special extra-large star located in a prime position.

Stars will be fixed to the side of the hospital throughout Christmas where patients will have a beautiful view from their ward. The Health Charity will be organising a light up ceremony at the end of November to launch the campaign where local schools will sing Christmas carols/songs and we'd love you to join us.

After the huge success of last year's campaign, we envisage it will be very popular again this year. We have a limited amount of space at both hospitals so stars will be on a first come first served basis. Once you have chosen which size star you'd like, you will need to let us know which hospital you'd prefer your star to be placed.

**\*Discounts will be offered for a star sponsored at both hospitals\***

**The deadline to secure your star is Friday 22<sup>nd</sup> September 2023 to enable enough time for each star to be created with your company logo.**



# Sponsorship Opportunities

## Main Sponsor with Extra Large Star £2,000

- Extra-large illuminated star with cool white LED rope light on the perimeter, with warm white static LED mini lights, personalised with your company name or logo placed in a prime position on an outside wall of University Hospital of Wales or at University Hospital Llandough in view of patients, staff and visitors.
- Star will be illuminated throughout December
- Opportunity to attend the lights switch on and 'press the button'
- Company branding at the light switch on event
- Company name on Health Charity website, winter newsletter, regular posts on Health Charity social media platforms – Facebook, Twitter, Instagram, Cardiff and Vale Health Board social media platforms, local press releases, local radio and other advertising publications.

## Large Star £1,000

- 1.5 metre large illuminated star with cool white LED rope light on the perimeter, with warm white static LED mini lights, personalised with your company name or logo placed on an outside wall of University Hospital of Wales or University Hospital Llandough in view of patients, staff and visitors.
- Star will be illuminated throughout December
- Company name in regular posts on Health Charity social media platforms – Facebook, Twitter, Instagram, Cardiff and Vale Health Board social media platforms, local press releases, local radio and other advertising publications.

## Medium Star £750

- 1 metre large illuminated star with cool white LED rope light on the perimeter, with warm white static LED mini lights, personalised with your company name or logo placed on an outside wall of University Hospital of Wales or University Hospital Llandough in view of patients, staff and visitors.
- Star will be illuminated throughout December
- Company name in regular posts on Health Charity social media platforms – Facebook, Twitter, Instagram, Cardiff and Vale Health Board social media platforms, local press releases, local radio and other advertising publications.

