

AWARDS CEREMONY

Sponsorship Packages





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MESSAGE FROM THE CHIEF FIRE OFFICER OF ROYAL BERKSHIRE FIRE AND RESCUE SERVICE



As a valued local business, we want to give you the opportunity to be involved in one of our most significant events.

Our staff are our greatest asset and we recognise their efforts and achievements with a flagship Awards Ceremony each year.

The event is a chance to formally recognise our staff for a broad range of outstanding achievements over the last 12 months. During the event,

we also celebrate those that have dedicated 20 years to public service with the Long Service and Good Conduct Medals that are given under Royal Warrant, with the permission of Her Majesty The Queen.

This is a high-profile event that attracts attendance and support from a number of key community leaders and Mayors from the majority of local authorities. Historically, it has been an extremely well supported event and receives coverage from various media channels.

We would be delighted if you would consider supporting the event that recognises the remarkable work that our staff do to serve the people of Royal Berkshire. To allow you to do this, we have a range of sponsorship packages available.

Please take a look at the sponsorship

packages supplied within this brochure. You can discuss your requirements with our Business Support Team, if you would like further information about what is involved.

Thank you for taking the time to read this and we look forward to your involvement with the Royal Berkshire Fire and Rescue Service Awards Ceremony.

We were delighted to hold a Celebration Event in October 2021 at Welford Park to say thank you to all our staff and volunteers. To find out more, watch our [YouTube video](#).

Wayne Bowcock, Chief Fire Officer and Chief Executive



ABOUT ROYAL BERKSHIRE FIRE AND RESCUE SERVICE

Royal Berkshire Fire and Rescue Service (RBFRS) provides cover 24 hours a day, 365 days a year, from 17 fire stations across the County, stretching from Slough and Langley in the east to Lambourn and Newbury in the west.

The role of RBFRS within local communities is evolving. A wide range of services help keep communities safe, including safety and protection advice to residents and businesses, as well as enforcing

fire safety legislation and reducing fire risk in the built environment. This is in addition to highly skilled crews providing a swift and effective response to incidents ranging from road, rail, aviation and waterway accidents, to fuel and chemical spills, collapsed buildings, large animal rescues and, of course, fires.

In 2020-21, our crews responded to 6,642 incidents. In addition, we work alongside teams in the six unitary authorities of Berkshire, as well as, Thames Valley Police, South Central Ambulance Service (SCAS), Public Health, and other public service providers in Berkshire.

In doing so, RBFRS is helping to reduce community risk and contribute to the overall safety of the communities we serve, whilst still

providing a value-for-money service to the local taxpayer.

Within the last few years, Royal Berkshire Fire and Rescue Service has received and been shortlisted for a number of regional and national awards.

In July 2019, the Service was judged as 'good' for: effectively keeping people safe and secure from fire and other risks; efficiently keeping people safe and secure from fire and other risks; and looking after its people. This was followed by an inspection in 2020 which confirmed that RBFRS has "adapted and responded to the pandemic effectively."



LOCAL, REGIONAL AND NATIONAL AWARDS AND RECOGNITION



HMICFRS confirmed that RBFRS is performing to a high standard, receiving three 'good' judgments across the three areas (effectiveness, efficiency and people). An inspection in 2020 also confirmed that RBFRS has "adapted and responded to the pandemic effectively", highlighting the additional support the Service has been offering its communities.



We are proud members of Women in the Fire Service.



We are proud to have received the Disability Confident Leader Accreditation.



Thames Valley Fire Control Service were shortlisted for the Excellence in Fire and Emergency Award for Emergency Services Collaboration of the Year.



We are pleased to be a Stonewall Diversity Champion. Together with Stonewall, RBFRS will be able to build on its commitments to LGBTQ+ inclusion, including the Service's work with Reading Pride.



The Fire Fighters Charity 'Spirit of Fire' Fire and Rescue Service Supporter of the Year Nominee 2018.



Our teams won the 999 Award from Pride of Reading in 2019.



We are proud to be members of the Business Disability Forum, further solidifying our commitment to supporting disabled people within the Service and our communities.



One of our staff was nominated for a High Sheriff Award in recognition of his contribution to improving the lives of those in the community for his work with the Armed Forces Community - named the 'Community Award'.



We have been awarded the Gold Award in the Ministry of Defence's Employer Recognition Scheme, in recognition of our commitment to supporting the Armed Forces.



We have Inclusive Employers Membership.



We have Asian Fire Service Association Corporate Membership and we received Champion of Equality and Diversity at the Asian Fire Service Association Awards for our work with the Leonard Cheshire Change100 Programme in 2019.



» OUR AWARDS CEREMONY

Our Awards Ceremony offers the opportunity to reflect and recognise outstanding public service.

The event also celebrates the work we do with our partners, including Thames Valley Police and South Central Ambulance Service.

The event is attended by various dignitaries, including:

- Royal Berkshire Fire and Rescue Service staff
- External partners who have won an award
- Staff receiving their Long Service and Good Conduct medal (presented by a representative of Her Majesty the Queen) for 20 years' dedicated public service

- Families of those receiving medals and awards
- Fire Authority Members
- Members of the local community that have supported the Service

Due to the COVID-19 pandemic, last year's award ceremony was held virtually, so we are delighted to be back celebrating in person with our colleagues.

The event begins with a drinks reception followed by the formal presentation of the awards and long service medals hosted by the Chief Fire Officer. Attendees then enjoy a buffet meal while celebrating the event with their family and colleagues.



» OPTION FOR SPONSORSHIP BRONZE



£500 +VAT

Included in this package is:

- Logo in Awards Ceremony brochure.
- Logo to be used in presentation slides that will be shown across the venue.
- RBFRS social media posts pre and post event thanking your organisation for their involvement. We will also tag your organisation. We have a total reach of over 16,000 followers on our social media channels.
- Thank you card with

company's logo displayed around the Awards Ceremony.





OPTION FOR SPONSORSHIP SILVER



£1,000 +VAT

Included in this package is:

- Logo in Awards Ceremony brochure.
- Logo to be used in presentation slides that will be shown across the venue on the event.
- RBFRS social media posts pre and post event thanking your organisation for their involvement. We will also tag your organisation. We have a total reach of over 19,000

followers on our social media channels

- Thank you card with company's logo on each table at the Awards Ceremony.
- Company name to be included in the post event press release that is shared with local media across Royal Berkshire.



OPTIONS FOR SPONSORSHIP GOLD



£2,500 +VAT

Included in this package is:

- Two invitations to attend the Awards Ceremony.
- Logo in Awards Ceremony brochure, along with 100-word write up on your Company.
- Logo to be used in presentation slides that will be shown across the venue on the event.
- RBFRS social media posts pre and post event thanking your organisation for their involvement. We will also tag your organisation. We have a total reach of over 19,000

followers on our social media channels.

- Thank you card with company's logo on each table at the Awards Ceremony.
- Company name to be included in the post event press release that is shared with local media across Royal Berkshire.
- Company's pull up banners and leaflets to be displayed at the venue.



»» OPTIONS FOR SPONSORSHIP PLATINUM



£5,000 + VAT

Included in this package is:

- Fire Station experience for up to eight people. During the day, there will be the opportunity to take part in a firefighter drill session, take a guided tour of the local fire station and much more.
- Four invitations to attend the Awards Ceremony.
- Logo in Awards Ceremony brochure, along with 100-word write up on your Company.
- Logo to be used in presentation slides that will be shown across the venue at the event.
- RBFRS social media posts pre and

post event thanking your organisation for their involvement. We will also tag your organisation. We have a total reach of over 19,000 followers on our social media channels.

- Thank you card with company's logo on each table at the Awards Ceremony.
- Company name to be included in the post event press release that is shared with local media across Royal Berkshire.
- Company's pull up banners and leaflets to be displayed at the venue.

»» OPTIONS FOR SPONSORSHIP DIAMOND



£10,000 +VAT

Included in this package is:

- Fire Station experience for up to eight people. During the day, there will be the opportunity to take part in a firefighter drill session, take a guided tour of the local fire station and much more.
- Up to six invitations to attend the Awards Ceremony.
- Opportunity to be interviewed as part of the Awards Ceremony video that will be shared on RBFRS' website and social media channels.
- Logo in Awards Ceremony programme, along with 100-word write up on your Company.
- Logo to be used in presentation slides

that will be shown across the venue at the event.

- RBFRS social media posts pre and post event thanking your organisation for their involvement. We will also tag your organisation. We have a total reach of over 19,000 followers on our social media channels.
- Thank you card with company's logo displayed around the Awards Ceremony.
- Company name to be included in the post event press release that is shared with local media across Royal Berkshire.
- Company's pull up banners and leaflets to be displayed at the venue.



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