



# South Yorkshire Fire & Rescue

Advertising & Sponsorship Opportunities



South Yorkshire  
Fire & Rescue

WORKING FOR A SAFER  
SOUTH YORKSHIRE

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**South Yorkshire Fire & Rescue is proud to be one of the most established and respected brands in the county. Responding to emergencies and carrying out community safety work every single day, our vehicles are seen by thousands of people, and our firefighters and community safety teams engage with and assist hundreds more. We are committed to working for a safer South Yorkshire, and our prevention work continues to have an impact in reducing deaths and injuries from fires and road traffic collisions.**

We are always looking for fresh and innovative ways in which we can continue to deliver first-class emergency response and community safety services, and have recently opened up a number of opportunities for your business to be associated with the work of South Yorkshire Fire & Rescue. This booklet outlines several advertising and sponsorship packages which could help your businesses reach thousands of people across South Yorkshire. We have a number of different opportunities to support a wide range of budgets, whether your target market is a specific local community, young people, older people, or those looking to improve their protection against personal loss. To be associated with such a valued brand could be the perfect way to take your business to the next level.

# Fire Appliances

Advertising

## The Opportunity

South Yorkshire Fire & Rescue (SYFR) has around 50 operational fire appliances in its fleet. As well as responding to emergency incidents across the county 24 hours a day, our firefighters also use these fire engines to attend thousands of homes, businesses, schools and colleges throughout the year to carry out vital community safety work.

We are offering your business the opportunity to advertise on our fire engines. Advertising space is available on the side and rear of our appliances, with options available to either advertise on our entire fleet of engines or on an appliance based at your local fire station. Options are also available to sponsor our fleet of officer cars, which are used by SYFR officers to attend the scene of incidents. The packages range from a minimum of 3 months to a maximum of 12 months.



## The Benefits

Placing an advert for your business on one of our fire appliances will give your business the opportunity to reach thousands of people every single day. Whether it's city centre shoppers, parents on the school run or university students, advertisements on our fire engines give you the potential to reach a wide range of different groups across the county.

Other benefits include:

- Our fire engines attend an average of 300 incidents every week across Sheffield, Barnsley, Doncaster and Rotherham.
- Our fire engines are also used to attend home safety checks at the homes of local residents, with more than 600 HSC's carried out on a weekly basis across the county.
- Our fire engines are also a regular sight at popular community events all year round including open days, fetes and charity days.

# Website

## The Opportunity

Our website includes hundreds of pages featuring information on home safety, road safety and personal safety, as well as a comprehensive guide to the wide range of youth engagement and community safety work carried out by the service all year round. The website's media section is also updated daily with all the latest incidents attended by SYFR fire crews.

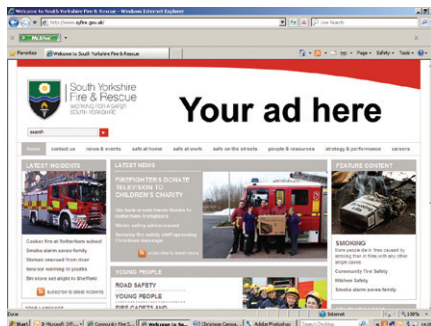
We now have an opportunity for your business to advertise on our website pages. Options are available to advertise on the home page, incident pages and individual fire station pages, with packages ranging from a minimum of 1 month to a maximum of 12 months.

## The Benefits

This is an opportunity for your business to be closely associated with both the emergency response and community

**Each month our website home page receives over 7,000 unique visitors, and around 14,000 views.**

safety services of South Yorkshire Fire & Rescue. Advertising on our website pages will give you the opportunity to reach thousands of people every month.



Among the benefits are:

- Advertisements for your business featuring prominently on some of the most visited sections of our website.
- Each month our website home page receives over 7,000 unique visitors, and around 14,000 views.
- The incident pages of our media section are also among the most visited sections of our website with around 3,000 unique visits each month.
- The pages featuring information on our fire stations are also some of the most popular, with an average total over 1,000 views each month.
- Links to your business website would also be placed on pages of our website.

# Safety campaigns

Sponsorship

## The Opportunity

As part of a wide ranging community safety programme, we run a series of safety campaigns throughout the year to raise awareness about specific issues. Some of our recent campaigns include student safety, reducing chip pan fires, keeping elderly residents safe and reducing arson attacks.



This year we have three major campaigns planned, based around reducing arson, keeping vulnerable groups safe and reducing fire deaths and injuries during the winter. Options are available for your business to sponsor one of our campaigns, or all of them.

## The Benefits

Sponsoring our community safety campaigns will not only give your business the opportunity to reach a range of different groups across the county, it will also closely associate your business with an area of fire service work that makes a positive difference in South Yorkshire's many communities. Our 2010 student safety

campaign, which led to a huge drop in fires at student properties, was recently shortlisted for a Chartered Institute of Public Relations award.

Some of our most recent achievements include a 15 per cent reduction in accidental house fires and a 40 per cent reduction in deaths and injuries from accidental house fires. These reductions are thanks in part to the campaign activity that forms a key part of our work to keep people safe across South Yorkshire.

Among the benefits of sponsoring our community safety campaigns are:

- Your business name appearing on campaign posters and leaflets.
- Inclusion on press releases sent to media about campaigns.
- Inclusion on social media activity, including Facebook and Twitter updates in relation to campaign work.
- Your business having a presence at campaign events and activities.



# Stations & other premises



## The Opportunity

SYFR has 23 fire stations, in addition to a Headquarters building, Training & Development Centre and Workshops. As well as being a base for our fire engines, the stations are also the focal point for a range of community safety activities and events throughout the year.

Sponsorship opportunities are now available for our stations and premises. Your business could sponsor one of our stations, or a number of stations in the same district of South Yorkshire. Sponsorship packages are available for a minimum of 12 months.

## The Benefits

Our sponsorship packages include having prominent branding for your businesses on the outside of the station you choose to sponsor. With several of our stations located on some of the

county's busiest routes and hosting community events throughout the year, this package gives you the potential to advertise to thousands of people every single day. The sponsorship package also includes a number of other benefits:

- SYFR guaranteeing a presence at a number of your businesses' events.
- Your business having a guaranteed presence at SYFR's station open days and other community safety events.
- All station(s) you sponsor to be rebranded for the sponsorship period to incorporate the name of your business, including mentions on our website, press releases, social media and community safety literature.
- Your company occupying advertising space on the side of a fire engine based at the station you sponsor.

# Technical Rescue Unit & Command Support Unit

## Sponsorship

### The Opportunity

SYFR's Technical Rescue Unit is a team of highly skilled, specially trained firefighters who attend large or unusual incidents and rescues. Based at Dearnre fire station, the TRU is equipped with state-of-the-art specialist vehicles and equipment, including cutting gear, water rescue equipment, heavy lifting machinery, life detectors, heat seeking cameras and rope rescue gear, all designed to find and free trapped people and animals in extreme rescue situations.



Our Command Support Unit, based at the Training & Development Centre, is also used at the scene of major incidents. The state-of-the-art appliance features some of the very latest satellite and wireless-based technologies, and acts as a logistical 'hub' for the emergency services at the scene of major incidents.

Sponsorship opportunities are now available for the Technical Rescue

Unit and Command Support Unit. Your business can sponsor either or both of these units for twelve months or more.

### The Benefits

The TRU and CSU attend an average of 300 incidents every year across South Yorkshire. They are often involved in some of the most high-profile, complex and dramatic rescues SYFR carries out, due to the nature of the incidents they are called to. Sponsoring the TRU or CSU will give your business a close association with two of the most advanced and reputable units in the UK fire and rescue service.

The sponsorship package also includes a number of additional benefits:

- Renaming the TRU or CSU for the sponsorship period to incorporate your business name, including mentions on our website, press releases and other community safety literature.
- Branding on the TRU's vehicles and equipment.
- The TRU and CSU guaranteeing a presence at a number of business events during the sponsorship period to perform demonstrations.



# Home safety checks

## The Opportunity

SYFR's home safety check (HSC) service helps thousands of people stay safe from fires in their home every year. Together, our firefighters and community safety teams carry out more than 30,000 HSCs annually. The HSC service is the cornerstone of South Yorkshire Fire & Rescue's community safety programme and has contributed to a 15 per cent reduction in accidental house fires.

An opportunity is now available to sponsor our HSC service. Your business can sponsor the HSC service for twelve months or more.

Rebranding of all HSC literature, including leaflets, posters and website features, to incorporate the name of your business.

## The Benefits

Sponsoring the HSC service would bring a number of benefits including:

- Rebranding of all HSC literature, including leaflets, posters and website features, to incorporate the name of your business.
- The HSC service is the most advertised element of our community safety programme featuring prominently on a number of areas of

the SYFR website.

- As one of our key safety messages, the HSC service is promoted throughout the year in newspaper articles and in radio and television interviews carried out by SYFR staff.



# Station Open Days

## Sponsorship

### The Opportunity

SYFR's fire stations hold open days every year where events, demonstrations and activities are organised for members of the public. Our station open days always prove extremely popular with people of all ages, but especially with families and young children. Some of the activities on offer at station open days include special demonstrations from firefighters and police officers, station tours, competitions and food stalls.

Opportunities are now available for your business to sponsor one of our station open days. You can view a list of the open days planned for 2011 by visiting our website [www.syfire.gov.uk](http://www.syfire.gov.uk)

### The Benefits

Thousands of people enjoy our station open days across South Yorkshire every year. Sponsoring open days will bring a number of benefits including:

- Open days are advertised in the local media, as well as on our

website and external publications such as SYFR's e-newsletter.

- Members of the local media also regularly attend open days to cover them as news items.
- Sponsorship packages include renaming the event to incorporate the name of your business.
- Sponsorship of an open day will also give you the opportunity to have a presence at the event in order to promote your business to members of the public.

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# Annual awards

## The Opportunity

Our prestigious annual awards event recognises the achievements of our firefighters, support staff, partners and members of the public. The event has gone from strength to strength since the inaugural awards ceremony at the Sheffield City Hall in 2008. Last year's event, hosted by the Barnsley Metrodome, attracted over 500 guests, with World Cup Final referee Howard Webb guest of honour for the evening.



Sponsorship opportunities are available for our next annual awards event. Options available include main sponsorship, associate sponsorship, programme sponsorship, pre-dinner drinks sponsorship and individual award category sponsorship.

## The Benefits

Our annual awards ceremony is attended by business leaders, councillors, MP's and MEP's, members of the public and members of the emergency services, as well

as members of the local media. Last year's event was covered by BBC Look North, Calendar News, Sheffield Star, Barnsley Chronicle, Doncaster Free Press, Rotherham Advertiser and BBC Radio Sheffield.

Benefits of sponsoring the annual awards include:

- The opportunity for a representative from your business to speak at the start of the event (main sponsorship only)
- Branding around the event venue, on the event official programme and input into our pre and post-event press releases.
- Associate sponsorship and sponsorship of individual awards also includes options to have a presence at the event and in the official programme.



# Lifewise Centre

## Sponsorship

### The Opportunity

The Lifewise Centre, launched in 2005, has become the focal point for much of SYFR's community safety training for members of the public. The centre, which is operated jointly by SYFR, South Yorkshire Police and local authorities, features a life-size three-dimensional street scene complete with houses, a pub, railway, shops and a bus interchange. The scene is used to deliver safety messages and guidance to people of all ages by working through mock scenarios. A range of events are held at the centre throughout the year including Crucial Crew, which focuses on personal safety, and the Drive for Life scheme, which educates young drivers on road safety.

Sponsorship opportunities are now available in relation to the Lifewise Centre. Your business could secure overall sponsorship of the centre or sponsor one of the many other features inside the street scene. Please note that the centre is due to be relocated and redeveloped later this year so any sponsorship packages will have to be agreed before development work begins on the new centre.

### The Benefits

Each year thousands of people benefit from attending community safety events at the Lifewise centre. Schoolchildren, college students and a number of other groups such as the elderly and disabled all pass through

its doors to learn about a range of issues relating to home fire safety and personal safety. The Crucial Crew event alone attracts around 15,000 pupils every single year.

The state-of-the-art film set is also used by media companies and film crews alike in South Yorkshire to promote important campaigns including bullying awareness and antisocial behaviour.

Other benefits of sponsoring the Lifewise Centre include:

- Branding on different features of the Lifewise set.
- Your business being associated with a brand that has developed a strong reputation for hosting unique and engaging events.
- Lifewise events contribute to continued reductions in arson and other types of antisocial behaviour across the county, and help thousands of people stay safe in their communities.



# Fire Cadets

## The Opportunity

We operate Fire Cadet branches at a number of fire stations across South Yorkshire. Recruits can join from the age of 13 up to the age of 17, with some even progressing to become instructors themselves. Spending one evening a week at stations, the youngsters are put through their paces by a team of dedicated instructors. Recruits learn firefighting skills and techniques, and also spend time away from the station supporting their local community and taking part in team-building exercises.



The programme aims to educate, raise awareness and provide practical work-based learning opportunities for young people. Opportunities are now available to sponsor branches of Fire Cadets. Options are available to sponsor your local Fire Cadet branch or all 13 branches, for a 12 month period.

## The Benefits

Fire Cadets is one of our longest running

and most successful youth engagement programmes. Hundreds of young people have benefitted from the initiative which has grown a reputation for teaching recruits the importance of discipline, effective communication and teamwork. As well as their work on a fire station, the Fire Cadets also make a positive contribution to their local community all year round, through their support of community activities and events.

Sponsoring our Fire Cadets will bring a number of benefits for your business, including:

- Renaming the Fire Cadets for the sponsorship period to incorporate your business name, including mentions on our website, press releases and other community safety literature.
- The Fire Cadets being available to provide support at your businesses' events and promotions.
- A media launch event at the start of the sponsorship period





## Contact Us

If you would like any more information about the options detailed in this brochure, please feel free to get in touch.

Our contact details are:

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Email: [schu@syfire.gov.uk](mailto:schu@syfire.gov.uk)

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