

Sponsorship Proposal

FOR ST MARK'S HOSPITAL
FOUNDATION ANNUAL PUBLICATIONS



St Mark's Hospital Foundation

St Mark's Hospital Foundation supports ground-breaking research, education, and innovation at St Mark's, the UK's specialist national bowel hospital located across two sites at Northwick Park Hospital and Central Middlesex Hospital. With nearly 200 years of accumulated experience, St Mark's Hospital has developed an unrivalled expertise in the treatment and management of bowel disease.

Every year, St Mark's Hospital Foundation relies on charitable support to fund the costs of up to 30 research fellows and contribute to a range of research projects that are pushing the boundaries of what is possible for patients. The projects we support enhance disease understanding, unlock cutting-edge treatment options, and drive clinical improvements for patients. We also work with St Mark's medical faculty to deliver an annual programme of educational courses, hands-on training, master classes and conferences to disseminate clinical best practice to gastroenterology and colorectal healthcare professionals worldwide.

We greatly appreciate your interest in helping us work toward our long-term vision of a future free from the fear of bowel disease.

Our Publications

Re:Mark's

Re:Mark's is our annual newsletter for St Mark's Hospital Foundation supporters and is published in the summer. The newsletter features the activities of some of our community fundraisers and contains information on the latest research and education taking place at St Mark's.

Seasonal Appeal

The St Mark's Hospital Foundation seasonal appeal is one of our most important fundraising appeals of the year, running over the Christmas season and continuing to the end of March. The appeal articulates the impact of St Mark's work on patients and their families through patient stories and encourages recipients to donate to St Mark's Hospital Foundation which helps make this work possible.

Both the seasonal appeal and the Re:Mark's annual newsletter are produced as physical assets that are mailed to a group of dedicated supporters and placed in patient facing areas in the Northwick Park Hospital and Central Middlesex Hospital sites. Both publications are accompanied by a suite of digital content that is disseminated via our social media accounts, email distribution list, and St Mark's Hospital Foundation website.



Our Audience

Whether you are looking to promote your business to individuals in hospital waiting rooms, to dedicated charity fundraisers, or to medical professionals, sponsoring our publications can help increase your business’s visibility to a large number of potential new customers, including Foundation supporters, St Mark’s Hospital clinicians, as well as St Mark’s patients, their families, and friends.

Print

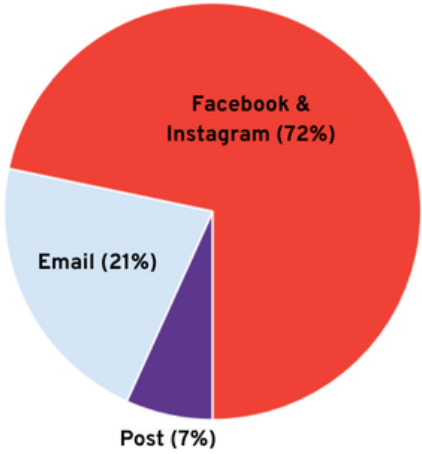
Every year, the Re:Mark’s annual newsletter and the seasonal appeal are mailed to over 500 St Mark’s Hospital Foundation supporters. The vast majority of recipients have a personal or family experience of bowel disease and an existing connection to St Mark’s Hospital. The majority have previously donated to or fundraised for St Mark’s Hospital Foundation. St Mark’s patients come from within the London boroughs of Brent, Ealing, and Harrow as well as through referrals from across the UK.



Digital

Re:Mark’s and the seasonal appeal are also prominently featured on the St Mark’s Hospital Foundation website and seen by 11,200 followers across our social media platforms. On average each month, the St Mark’s Hospital Foundation Instagram alone receives over 14,000 views. We also send digital versions of the publications to 1,950 distinct email addresses. The email list is segmented into general supporters, volunteers, Share Gratitude platform donors, and 297 St Mark’s staff members.

St Mark’s Hospital Foundation Publication Distribution Channel Breakdown



On Site

We print an average of 600 copies of the annual newsletter and 200 copies of the seasonal appeal brochure to be distributed at the Central Middlesex Hospital and Northwick Park Hospital sites. Alongside the seasonal appeal brochure, seasonal appeal posters are placed in prominent locations in patient-facing areas and in staff rooms and offices.

Inclusion in either the printed annual newsletter or seasonal appeal could result in a significant group of new potential customers from on site visibility alone. Central Middlesex Hospital sees an average of 180 St Mark’s Outpatient appointments every day. Every week, this amounts to approximately 900 patients on site for specialist colorectal and gastroenterology clinics. In addition, St Mark’s Hospital as a whole performs around 18,000 endoscopies across three hospital sites every year and currently cares for over 13,000 patients with Inflammatory Bowel Disease, many of whom attend regular clinic appointments.

In addition to patient foot traffic, St Mark’s Hospital is home to around 130 senior consultant clinicians as well as over 300 additional healthcare professionals working across Northwest London.

Flexible Sponsorship Opportunities

*All sponsorship level donations will support the design and printing costs associated with the production of our annual publications. Once production costs are fully funded, the remaining sponsorship donations will be treated as general support for the annual newsletter or matched funding for the seasonal appeal.

Gold Sponsorship

**£3000+
Donation**

Applies to both the annual newsletter AND the seasonal appeal

Benefits:

- Company name and logo included in the sponsor list in both of the printed publications and their digital versions and referenced as a sponsor in all email and social media communications associated with both publications.
- Acknowledgement as a sponsor on St Mark's Hospital Foundation website and on the seasonal appeal JustGiving page.
- Half or full page advertisement space available in the annual newsletter.
- Opportunity for company logo to feature on seasonal appeal posters around Central Middlesex Hospital and Northwick Park Hospital sites.

Silver Sponsorship

**£2000
Minimum
Donation**

Applies to both the annual newsletter AND the seasonal appeal.

Benefits:

- Company name and logo included in the sponsor list in both of the printed publications and their digital versions and referenced as a sponsor in all email and social media communications associated with both publications.
- Acknowledgement as a sponsor on St Mark's Hospital Foundation website and on the seasonal appeal JustGiving page.

Bronze Sponsorship

**£1000
Minimum
Donation**

Can be applied to either the annual newsletter OR the seasonal appeal.

Benefits:

- Company name and logo included in the sponsor list in the printed and digital publication and referenced as a sponsor in all email and social media communications associated with the chosen publication.
- Acknowledgement as a sponsor on St Mark's Hospital Foundation website (and on the JustGiving page if choosing the seasonal appeal).

Matched Funding

**£500
Minimum
Donation**

Help us build a matched funding pot to encourage supporters to give in response to our seasonal appeal by making individual donations go further. In 2022, matched funding helped our seasonal appeal achieve breakthrough performance.

Benefits:

- Company name and logo to be included and referenced as a matched funder in all email and social media communications associated with the seasonal appeal.
- Acknowledgement as a matched funder on St Mark's Hospital Foundation website and seasonal appeal JustGiving page.

Key Sponsorship Benefits

Increased brand visibility	Access to potential new customers
Knowledge that you are supporting a world class specialist hospital	Relationship building opportunity

Example of Previous Sponsorship

Since 2018, Yakult has donated £1,000 annually to support the costs associated with producing the St Mark’s Hospital Foundation seasonal appeal.

As a Bronze level sponsor, their company name and logo has been printed in the seasonal appeal brochure which is sent out to St Mark’s Hospital Foundation supporters, distributed throughout the St Mark’s Hospital sites, and sent as a digital file to many key funders.

They are also featured on the St Mark’s Hospital Foundation website and have been recognised as a sponsor in all email and social media communications associated with the seasonal appeal in that time.



For enquiries, please contact us.

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St Mark’s Hospital Foundation deeply appreciates whatever way your company chooses to get involved. We are a small charity and would love to develop a personal relationship with your team. Please share your own creative sponsorship ideas, and we are happy to discuss partnership opportunities that best suit your business.