

AIR AMBULANCE NI



2026 Sponsorship Opportunities

Every Mission Starts With You

Align your brand to a life-saving service, that is there for our whole community, every day.



Charity No: NIC103900



Our Mission

To provide outstanding pre-hospital critical care where and when it's needed most.



Our Service

Bringing the hospital direct to the patient.

The charity offers advanced pre-hospital critical care across NI, through the Helicopter Emergency Medical Service (HEMS) which is delivered via a unique third sector and public sector partnership between Air Ambulance NI Charity and the Northern Ireland Ambulance Service (NIAS).

The doctor and paramedic team on board the aircraft bring emergency care direct to the patient at the scene, delivering interventions that can be lifesaving. The service operates seven days a week for 12 hours per day, and can get to the furthest locations in Northern Ireland in approximately twenty-five minutes.

Peter Quinn, Ardboe, Co.Tyrone

In July 2024 a young bricklayer, Peter was working on a second storey building when he fell, plummeting 20 feet to the ground. His work colleagues phoned 999 and the HEMS team were dispatched by Air Ambulance alongside their colleagues from NIAS. The presence of the Air Ambulance brought a beacon of hope for Peter, the flight from Moortown to the Royal Victoria Hospital took 9 minutes, a fraction of what the time would have been by road. Peter had sustained a fracture to his L1 vertebra and his lower back, after a week in hospital Peter was dispatched from hospital. We are delighted to share that Peter continues to recover well from his injuries and has returned to work.





A combined reach of
75K
across our social platforms

Our Supporters

It's not only the medical team who save lives, but those who support the service.

Air Ambulance NI aspires to raise £3m annually to sustain and develop the service. By sponsoring an event, project, or part of our operation, more funds can be directed to saving lives.

As well as saving lives, your sponsorship provides an opportunity to align your brand with a respected charity, local to Northern Ireland. We have a combined following of approximately 75K individuals on social media, an average of 40 monthly media mentions, and a network of 1500 Club AANI members and 200 dedicated volunteers.

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James Crawford, Lagan Aviation and Infrastructure

Lagan Aviation are proud to support Air Ambulance NI, an organisation that provides life-saving emergency care when every second matters. Our commitment to this cause is deeply personal, one of our colleagues received critical assistance from their crew in 2018. Their service is vital to communities across Northern Ireland, and we are honoured to help sustain their invaluable mission.



As we move into 2026, we are delighted to continue as Principal Sponsor of the Runway Run at Belfast City Airport. Our support goes beyond sponsorship; it's about active involvement. Every Lagan employee receives a volunteer day, and this year many used it to assist with Belfast Marathon pack distribution on behalf of Air Ambulance NI or to take part in the Runway Run.

We look forward to continuing this partnership for years to come, ensuring Air Ambulance NI can keep delivering the critical care that saves lives across our region.

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Delivering outstanding pre-hospital emergency care

Our charity delivers an advanced trauma team to provide cutting edge medical care at scene.

The HEMS Consultant Doctor and HEMS Paramedic perform innovative and potentially life saving procedures usually found in the emergency department on-scene.

Interventions at scene are individual to the patient, including placing the patient into an induced coma, pre-hospital surgical procedures, administering blood, sedation and amputation.

By providing emergency critical care as quickly as possible, we aim to give patients the best chance of survival, speedy recovery and the best quality of life after a trauma or medical emergency.

We serve the 1.9million population of Northern Ireland, and are needed by an average of two patients each and every day. Help us save lives in Northern Ireland.

Each year it takes
£3 million
to sustain this service

The medical team is needed
Twice a day
on average

Boots
£120

Flight Suit
£468

Base Layer
£27

Waterproof Jacket
£252

Helmet
£2171

#OthersLiveWhenYouGive

Who's on board?

1 Pilot
1 Paramedic
1 Doctor

Types of incidents

Road Traffic Collisions
30%

Falls
11%

Workplace accidents including farming
11%

Blood is given at scene
Twice a month
on average

Your support helps save lives



Sponsorship Opportunities

Pay for a Day

Twice per day Air Ambulance NI is tasked to critically ill or injured people in our community. By sponsoring a day of our service, you could save two lives. Choose a date in the calendar that's important to your business. It could be your company's anniversary, Valentine's Day, Mother's Day, World Heart Day, Emergency Services Day, or another day of your choosing. To continue these life-saving missions, we need your support.

Package includes:

- Feature on our website
- Social profile
- Certificate
- Press release
- Visit to Air Ambulance NI HQ with tour

Cost: £8,200



Hilary Duddy, Derry/Londonderry

"I was coming along the well-known Glenshane Pass and came off my motorbike - I have no memory of it and that is probably for the better. I was knocked unconscious and had severe damage to my head including a bleed in the brain, and facial injuries so having the Air Ambulance NI arrive on scene so quickly made a huge difference. The HEMS team treated me at scene and airlifted me to Royal Victoria Hospital for onward care - if it wasn't for them my outcome could have been much worse and I am forever grateful."



Air Ambulance NI Week Campaign Sponsor

Air Ambulance Week is celebrated annually each September across the UK and is dedicated to raising awareness and funds for air ambulance charities. This is a sponsorship opportunity offering excellent PR & marketing benefits.

Package includes:

- **Brand name on radio advertising**
- **Logo inclusion on promotional materials, campaign emails, and social media**
- **Large social media exposure throughout the week**
- **Feature on our website**
- **Press release**
- **Visit to Air Ambulance NI HQ with tour**

Cost: £10,000



Overall Club AANI Membership Sponsor

Air Ambulance has two membership programmes, Club AANI for adults and Junior Club AANI for children and young people. Members are committed donors who contribute monthly or annually, helping the charity predict income levels and create sustainability.

Members receive a bespoke pack, posted out to them when they register as a member, regular e-zine/postal updates on the service and an invitation to an annual members get-together.

Package includes:

- **Logo inclusion on postal / ezine letters**
- **Brand inclusion on 12 social media posts per annum**
- **Invite to the annual Club AANI members get together, with opportunity for branding and speaking slot at the event in Lisburn**
- **Week long radio advert x 2 per year**
- **Logo branding on advertising placed through EDA Media- x 3 per year**
- **Feature on our website**
- **Opportunity to engage with over 1500 supporters of all ages from across Northern Ireland throughout the term of the sponsorship**

Cost: £10,000



HEMS Cross Channel Swim- 19th June

In an extraordinary feat of endurance and dedication, two members of the HEMS team are preparing to take on the challenge of a lifetime. In June 2026, Dr Darren Monaghan and HEMS Paramedic James O'Callaghan will attempt to swim the formidable stretch from Donaghadee, Northern Ireland, to Scotland.

This epic crossing is expected to take approximately 14 hours in open water, where they will battle the elements, strong tidal currents, lion's mane jellyfish and the ever-present chill of the North Channel.

Package includes: **Cost: £5,000**

- Press Release
- Feature on AANI website
- Brand inclusion on social media posts about the event
- Visit to the Air Ambulance HQ



Sponsor our New Charity Mascot

Our mascot HeliMed Ted is busy! He's travelled to hundreds of events across NI and met with thousands of Air Ambulance supporters. Not shy of a dance off or the mascot race at Balmoral Show, the Air Ambulance charity mascot is a vital member of our team but just as Batman needs Robin, HeliMed Ted needs a helper to attend more events and meet more supporters. This is a great opportunity for your own brand exposure at events across the region throughout the year.



Package includes: **Cost: £4,000**

- Sponsor logo placement on the mascot.
- Promotion through our social media channels and event materials.
- Appearances by the mascot at the sponsor's corporate events or locations.
- Brand exposure at charity events



Air Ambulance Dragon Boat Race

Dragon boating is a fun-filled, adrenaline pumping, water sports activity. Teams of 12-18 people compete in large canoe-like vessels fitted with ornately carved dragon's heads and tails. Managed by Bryson LaganSports, this event offers corporate teams a riverside BBQ with DJ on site and an opportunity to take back to the office the coveted champion cup for the fastest time in the boat race. A fantastic team building event which takes place on the River Lagan, Belfast.

Package includes:

- **A team of 12-18 people for the race ***
- **Logo inclusion on promotional materials, campaign emails and social media**
- **Feature on our website**
- **Logo featured on all winning trophies and certificates**
- **Press release**
- **Space on event day for sponsor promotion**

Cost: £3,000

***sponsorship includes one team entry of 12-18 people, committed to fundraising**



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Jill McCann, Diageo

DIAGEO
Ireland

"As the Community Projects Manager at Diageo, we were delighted to have sponsored the 2025 Air Ambulance NI Dragon Boat Race. This event not only highlighted our commitment to supporting vital community services but also strengthened our ongoing partnership with Air Ambulance NI. We were thrilled to participate in the race and encourage all businesses to rally their teams, register, and support this essential service. Together, we can ensure that the Air Ambulance NI continues to serve our community for generations to come."

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Adrenaline Event Sponsor

Sponsor our adrenaline-fuelled events all through 2026. With 4 events in locations across Northern Ireland throughout the year, this is the perfect opportunity for your company to reach into communities across NI while raising vital funds to sustain the air ambulance for generations to come. Key events and dates below;

Skydive Dates

Garvagh, Co L'Derry

- 6th June
- September



Fairhead, Ballycastle

- Saturday 19th September

Europa Abseil

- Sunday 4th October

Croke Park Abseil

- Date TBC



Package includes:

- Logo inclusion on promotional materials and campaign emails
- Social media exposure throughout the year
- Feature on our website
- Visit to Air Ambulance NI HQ with tour

Cost: £3,000

Sponsor a Flight Suit & Helmet

Support our crew and sponsor a flight suit and helmet. The specially designed suit and helmets the medical team require meet the need to deliver emergency medical care to trauma patients at scene.

Package includes:

- Certificate for office/workplace
- Visit to Air Ambulance NI HQ with tour
- Feature on our website

Cost: £3,104



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Peter Holden, Citi Belfast Site Lead.



“Citi Belfast colleagues selected Air Ambulance NI as our 2024-25 Belfast Charity Partner and their fundraising and volunteering efforts have been inspiring throughout. The charity’s ability to deliver life-saving services makes a lasting impact in communities throughout Northern Ireland and we are proud to have played a small part in supporting and advancing their efforts.”

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“ Meet the Black Family

In March 2024, brothers Joshua and Dylan Black from Co. Fermanagh were involved in a RTC resulting in the Northern Ireland Ambulance Service and the HEMS team being tasked to the scene. After clinical interventions at scene, Joshua was flown from the scene to the Royal Victoria Hospital for Sick Children, Belfast before the HEMS team returned to Co. Fermanagh to retrieve his younger brother Dylan from SWAH. Both brothers were placed into intensive care and spent five months in hospital before returning home where they are continuing to recover from their life-changing injuries.



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5K Family Runway Run - St Angelo Airport

This August, we will host our 5K Family Runway Run at St Angelo Airport — a unique and exciting event that invites families, supporters, and the wider community to take to the runway in aid of the Air Ambulance service.

We are seeking a Title Event Sponsor to invest and play a vital role in making this special fundraising event possible. Funds raised will directly support the lifesaving work of Air Ambulance crews, helping them reach those in urgent need when every second counts.

Package includes:

- A visit to the Air Ambulance base
- PR launch opportunity
- Logo placement on the event landing page and all attendee communications
- Complimentary run places
- Press release
- The chance to engage with the community on the day

Cost: £3,000





Christmas Carol Concert for Air Ambulance NI Patients

This December, we will host a special Christmas Carol Concert at Lisburn Civic Centre, bringing together Air Ambulance patients, their families, and loved ones for an evening of reflection, remembrance, and community.

The concert will offer a meaningful opportunity to reconnect with fellow patients, share the spirit of the season, and take time to remember those who are no longer with us. Through music and togetherness, the evening will provide comfort, hope, and a sense of belonging during what can be a difficult time of year for many. We are inviting a corporate sponsor to support this special event and help us create a memorable and compassionate experience for those whose lives have been touched by the Air Ambulance service.

Package includes:

- Brand name on radio advertising
- Logo inclusion on promotional materials, campaign emails, and social media
- Large social media exposure throughout the week
- Feature on our website
- Press release
- Visit to Air Ambulance NI HQ with tour

Cost: £10,000



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Hannah Babe, Former Patient & Volunteer

The patient concert meant the world to me. Being able to spend time with others who, like me, have been helped by the service, and taking a moment to remember and honour those we have lost, made the evening truly special and unforgettable.



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Everyone in Northern Ireland deserves the fastest pre-hospital critical care whenever and wherever they are.



Andrea Robinson, Aughnacloy

Ben was overcome by slurry fumes on the farm, hitting his head when he fell. Andrea, Ben's mum recalls "The air ambulance team arrived so quickly and were calm and professional. I was pretty hysterical that day, but they took control of the scene and it was reassuring. Thankfully Ben has made a 100% recovery and still loves helping his Dad on the farm"



Watch as the team get tasked to an emergency incident.



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Terry Robb, Head of Branch and Local Banking, Ulster Bank



Ulster Bank

“Partnering with Air Ambulance Northern Ireland is more than a charitable gesture - it's a chance to make a real difference when every second counts. Our collaboration with the team has been very strong and we're proud of the incredible commitment from our colleagues who have not only raised vital funds for the service but also used their skills to volunteer and share knowledge with the charity staff. The level of engagement we have seen in our colleagues has been incredibly high and this is a result of knowing the impact they are making but also from the incredible support we have received from the Air Ambulance Northern Ireland staff. Seeing the lifesaving work of the crew firsthand has inspired our teams and deepened our sense of purpose. Every contribution helps deliver critical care where it's needed most, and we're grateful to Air Ambulance NI for their partnership, which has truly enhanced how we work together for this cause.”

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Thank you for your time and consideration. We look forward to speaking with you.



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