



**HOPE AIR**

MEET A  
MACHINE

AN EVENT PARTNESHIP OPPORTUNITY



## ABOUT HOPE AIR:

**“Hope Air is not an airline. We're a lifeline.”**

We address the consequences of poverty and distance when accessing care. For many Canadians facing serious health issues, getting the care they need isn't as easy as you'd expect. Vital medical appointments and treatments are often far from home. How do patients get there in a timely way? How do they afford the travel costs?

These are things that those suffering from an illness shouldn't have to worry about when they're trying to focus on their health.

**At Hope Air, we believe that all Canadians should have access to the healthcare they need, regardless of where you live or if you can't afford to travel.** This is why we're committed to easing the stress of getting there by providing families, from coast to coast, with free flights and related travel supports.





## EVENT OVERVIEW:

### What is Meet a Machine?

Meet a Machine is a fun, interactive event that allows the community and community partners to come together to explore local machines of all shapes and sizes, like emergency vehicles, construction equipment, military trucks, buses, vintage cars, race cars, tow trucks and much more, are on display for everyone to discover and explore while raising funds to support local patients get to critical health care far from home.



## THE OPPORTUNITY

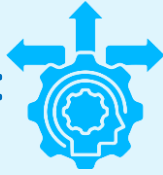
Align your brand with **Hope Air** through an engaging community fundraising event that allows for positive community brand awareness and return on investment.

- Leveraging local stores to host a Meet a Machine event during the summer months.
- Engage local police, fire, emergency services to showcase and 'open their' doors to the public.
- Consider local musical talent to perform (in kind).
- Approach local residence who have vintage/classic cars to 'show and shine' their vehicles at the event.
- Food and beverage sponsor (BBQ)
- Invite local media/radio station (pre-promote via local event pages/social media).





## WHAT'S INVOLVED:



### Items for consideration while planning:

- Promotional items
- Onsite contest/draw (50/50 or raffle item).
- Hope Air to create webpage with ability for ticket purchases.
- Event could be supported via local committees with marketing support from Hope Air.
- Concept is scalable – can be hosted at a local store parking lot or can become a community celebration (local park/city street festival).
- Employee engagement (employees attend along with their families).
- Attendance from a Hope Air patient and staff (TBC).



## MARKETING BENEFITS FOR YOUR BUSINESS:



- Dedicated website with ticket purchase capability
- Custom digital marketing materials
- Promotion via Hope Air newsletter, social properties and website
- Opportunity to raffle airline tickets (provided by Hope Air)
- Additional opportunities to be discussed





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ADDITIONAL QUESTIONS?

**PLEASE CONTACT**

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