



Alder Hey 
CHILDREN'S CHARITY

Christmas Sponsorship 2025
Help bring magic to Alder Hey this Christmas



What does Christmas at Alder Hey mean to Henri and his family?

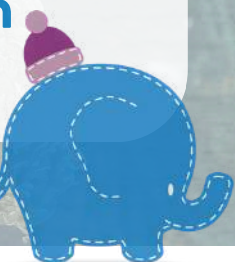


“Being in Alder Hey at Christmas time was the most scariest time not knowing what the outcome would be for our little boy, whilst being far away from home and our other children as well’

The hospital went above and beyond to make every ward look so festive, the tree in the main area was stunning and having Santa come onto the wards was so thoughtful. The ward was decorated beautifully and the staff made it such a happy place despite the circumstances.

The staff on the wards had listened to every little detail about Henri's interests and they did him the most thoughtful Christmas bag of presents of things he'd love. This was left at the bottom of his bed on Christmas Eve. It was such an emotional time yet the hospital went above and beyond to make it feel festive. All the Christmas activities and decorations really did lift you up when you felt so low.

Alder Hey will always be so special to our family.” - Carly, Henri's Mum



What does Christmas at Alder Hey mean to Ivy and her family?



“Ivy was born on the 21st Dec and transferred to Alder Hey the same day. She spent her first Christmas on ward 1c and they made the day magical. All the staff dressed in the Christmas pjs and the ward was decorated with trees and lights. When we walked in to her room on Christmas morning we were shocked to see a pillowcase full of gifts for Ivy and a teddy in bed with her. We were also given a handmade first Christmas bauble and a gift of toiletries etc for ourselves. It brought me to tears because of the generosity that was shown to us.

The kindness was incredible. Father Christmas also visited every child on Christmas day and we were able to have a Christmas dinner at the hospital. The atmosphere in the hospital was lovely considering it was a difficult and emotional time for us as Ivy was our first baby and we knew she would require surgery soon after birth.

We can't thank the hospital and volunteers enough for all they did to make Christmas special.” - Clare, Ivy's Mum





Help Bring Magic to Alder Hey this Christmas

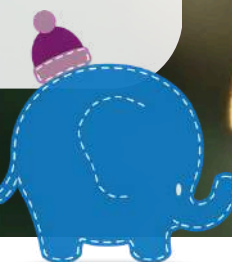
The magic of Christmas will be upon us quicker than we can say Jingle Bells! The little ones giddy with excitement to visit Santa's Grotto.

Family trips out to the Christmas market for mince pies and hot chocolate bigger than your head. The whole family in matching PJs, running downstairs on Christmas morning because Santa's been!

For most families, when they think of Christmas, this is what they'll think of. They won't think of hospital.

However, for the young people and their families who are staying at Alder Hey this festive season, hospital will be their reality.

But that doesn't mean it can't still be magic...





Help Bring Magic to Alder Hey this Christmas

From thousands of sparkling lights and our soaring Christmas tree, to decorations on the wards and gifts from Father Christmas, every year our Alder Hey elves work hard behind the scenes to help bring warmth and wonder to our brave young patients and their families.

The entire Alder Hey family, from nurses and doctors, to chefs and volunteers, give their all to make sure that each child that visits - whether they're here for a day, a week or longer - is made to feel special, and leaves with that magical festive feeling.

But we simply couldn't do it without your generous donations.



Help Bring Magic to Alder Hey this Christmas

To help us provide magic this year, you can choose to pledge one of the following amounts towards Christmas at Alder Hey.

£5000

£2000

£1000

£500

£250

To truly show our appreciation for your generous support, each Christmas sponsorship opportunity comes with a range of benefits such as social assets to share with your staff, invites to our Christmas events and recognition across a number of Alder Hey Children's Charity digital platforms and printed publications.



What does being a Christmas Sponsor mean for you?

£5000 Sponsorship

- An official Invitation to our magical Christmas Lights Switch on Event
- A bespoke tour of Alder Hey for up to 10 members of staff
- Bespoke social assets to share with your staff/clients including virtual Christmas Cards
- Bespoke video thank you message from one of our patient ambassadors
- Signage of your donation surrounding the Alder Hey Christmas Tree
- A company photo in front of the Alder Hey Christmas Tree
- A feature in our Partnership Newsletter 'Insight'
- An official thank you within the Trust CEO welcome at the Light Switch on event and on the Alder Hey NHS Foundation Trust website
- An Alder Hey Christmas bauble to be sent to put on your office Christmas Tree
- Your company logo displayed on the Alder Hey Children's Charity Christmas webpage



What does being a Christmas Sponsor mean for you?

£2000 Sponsorship

- An official Invitation to our magical Christmas Lights Switch on Event
- An official thank you within the Trust CEO welcome at the Light Switch On Event and on the Alder Hey NHS Foundation Trust website
- An Alder Hey Christmas bauble to be sent to put on your office Christmas Tree
- A company photo in front of the Alder Hey Christmas Tree
- Signage of your donation surrounding the Alder Hey Christmas Tree
- A mention in our Partnership Newsletter 'Insight'
- Social assets to share with your staff/clients including virtual Christmas Cards
- Your company logo displayed on the Alder Hey Children's Charity Christmas webpage

£1000 Sponsorship

- An official Invitation to our magical Christmas Lights Switch on Event
- Signage of your donation surrounding the Alder Hey Christmas Tree
- A mention in our Partnership Newsletter 'Insight'
- An acknowledgment on the Alder Hey Children's NHS Foundation Trust website
- Social Assets to share with your staff/clients including virtual Christmas Cards
- Your company logo displayed on the Alder Hey Children's Charity Christmas webpage





What does being a Christmas Sponsor mean for you?

£500 Sponsorship

- Signage of your donation surrounding the Alder Hey Christmas Tree
- A mention in our Partnership Newsletter 'Insight'
- Social media thank you across our number of platforms
- Your company featured on the Alder Hey Children's Charity Christmas webpage

£250 Sponsorship

- Social media thank you across our number of platforms
- Your company featured on the Alder Hey Children's Charity Christmas webpage

We always want our supporters to feel they are able to contribute in a way that best suits them. To discuss ways to support Christmas outside of our sponsorship packages please contact the team on corporate@alderheycharity.org.





From everyone at Alder Hey, thank for your consideration of support. For our families Christmas is a chance to make lasting memories and with your help we can make this year as special as it can be.

For more information of the sponsorship options available please contact the corporate team on corporate@alderheycharity.org.