

# Self-help guides

## Sponsorship opportunities

AvMA's self-help guides are a range of specialist, targeted guides for patients and families affected by medical negligence who are considering making a complaint or taking legal action.

We are the leading UK charity for patient safety and justice and our self-help guides are very popular and highly regarded. Sponsorship of a guide is a significant and cost-effective way of reaching a highly targeted audience.

### Readership

AvMA's self-help guides are published on our website for download on demand and printed copies can be provided on request. Readership varies for each guide, with the most popular guides having thousands of downloads a year.

### Exclusive sponsorship package

- Exclusive sponsorship of the self-help guide of your choice
- Your logo and contact details on the front cover
- Your brand placed in front of a highly-targeted audience
- Recognition in the AvMA Annual Report and on our website
- Most importantly, you will be supporting patient safety and access to justice through AvMA's vital work

### Schedule

Sponsorship is for one year from May to April. Sponsorship of available guides can be purchased at any time at pro-rata rates.

### Cost

Annual sponsorship costs from £250 + VAT. See overleaf for details..

### Contact us

Please contact us for more information on [fundraising@avma.org.uk](mailto:fundraising@avma.org.uk) or call 0208 688 9555.

View our self-help guides at [www.avma.org.uk/guides](http://www.avma.org.uk/guides)

### Subjects covered in our self-help guides include:

- Complaining about NHS or private healthcare
- Help with an inquest
- Instigating disciplinary action
- Making a legal claim for compensation
- Acting for a baby or child

See overleaf for details.



# Sponsorship cost

**Flagship guides:** Our most popular guides  
£2,000/year + VAT

- ✘ Making a complaint to the NHS in England
- £1,000/year + VAT
- ✘ How will I pay my legal costs?
- ✘ Legal action/claiming compensation in England
- ✘ Sample letter of complaint
- ▶ The duty of candour: What it means for patients and their families

**Self-help guides:** Our widest range of guides:  
£750/year + VAT

- ✘ Access to medical records
- ✘ Am I within the legal time limits to bring a claim?
- ▶ Inquests into deaths following medical treatment
- ✘ Serious incident reports
- ✘ Things to consider when choosing a solicitor
- ▶ Understanding legal costs for medical negligence claims

£500/year + VAT

- ✘ Advice for parents acting for babies & children
- ▶ Complaining about private healthcare
- ▶ Health professionals fitness to practise
- ▶ Healthcare regulatory bodies
- ▶ Raising concerns about doctors
- ✘ Template letter requesting your medical records
- ✘ Your rights

**Country guides:** Highly targeted guides  
£500/year + VAT

- ✘ Making a complaint to the NHS in Scotland
- ✘ Legal action/claiming compensation in Scotland
- ✘ Making a complaint to the NHS in Wales
- ✘ Legal action/claiming compensation in Wales
- ✘ Making a complaint about health and social care in Northern Ireland
- ✘ Legal action/claiming compensation in Northern Ireland

**Canllawiau Cymraeg (Welsh language guides):**  
£250/y flwyddyn + TAW (£250/year + VAT)

- ✘ Cwyno i'r GIG yng Nghymru
- ▶ Mynd i gyfraith/hawlio iawndal yng Nghymru
- ✘ These leaflets have sponsors for 2018/19 and are therefore unavailable

View our self-help guides at  
[www.avma.org.uk/guides](http://www.avma.org.uk/guides)



Please contact the fundraising team for more information on

[fundraising@avma.org.uk](mailto:fundraising@avma.org.uk)

or call

0208 688 9555