

A photograph of a modern, multi-story building with a glass and brick facade. The building features a prominent glass section with a geometric pattern of triangles. The text "National Centre for Child Health Technology" is visible on the glass. The sky is blue with some birds flying in the distance.

MTA x The Children's Hospital Charity

**National Centre for Child Health
Technology (NCCHT)**



Message to MTA Members 2024



We'd like you to meet **Charlie**.

Charlie is an exceptional young boy who took part in a research study to see how **augmented reality** could be used as an aid for visually impaired children.

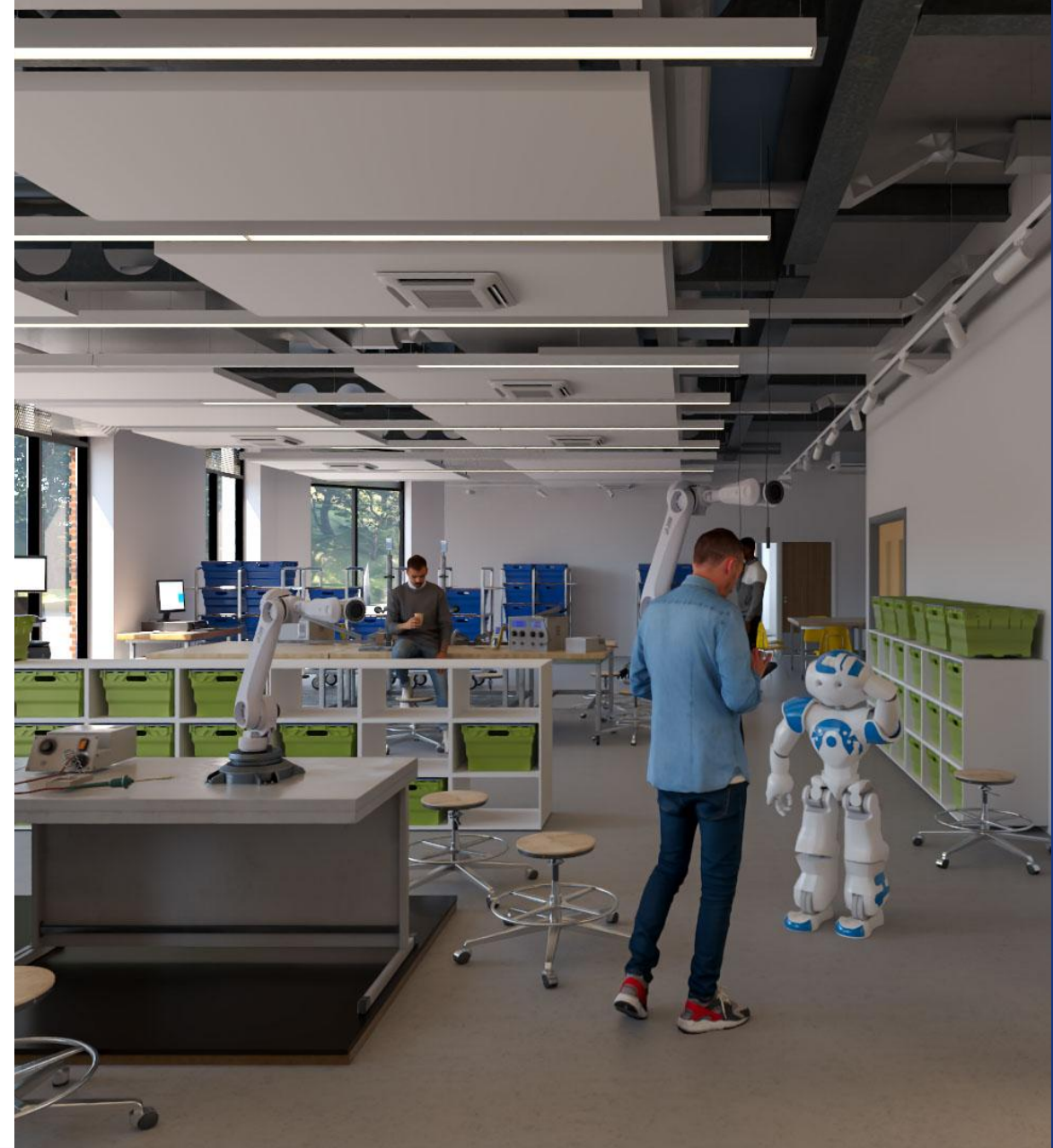
The technology, **SightPlus**, helps those with visual impairment (VI) enhance their remaining sight, and see life in more detail than ever before.





SightPlus is just one example of the groundbreaking technology that will be available to children across the UK at the **National Centre for Child Health Technology (NCCHT)**.

The NCCHT will bring together world-leading universities, industry experts, healthcare professionals, and children and young people **in ways never seen before.**





Why does this all matter?

Children make up 25% of our population, **and 100% of our future.** That makes them, and the care they receive, a national priority.

Today, **MTA members like you** have a unique opportunity to be part of something bigger. You have the chance to play an instrumental role in the **future of paediatric care.**





Some of the best healthcare technology in the world will be used at the NCCHT for NHS care, research and testing, manufacturing development, and educational and training opportunities.

Most importantly, **brilliant minds will work with children and young people** to turn ideas into prototypes. These will be tested in simulation spaces designed to feel like home and a hospital, and **will result in more state-of-the-art healthcare technology.**





For 150 years, Sheffield Children's has been a pioneer in delivering specialised healthcare for children and young people.

Sheffield also has a national and international reputation in the field of child health technology.

This unique approach of the NCCHT will **change the way we innovate and improve health and healthcare for future generations.**





The NCCHT will be a place dedicated to partnerships and connections where **innovation will have everything it needs to thrive.**

Real-life experiences will shape future world-leading healthcare to improve the lives of children and young people.





The **MTA** has partnered with **The Children's Hospital Charity** to support their efforts in raising more than **£2 million** for the NCCHT.

In 2024 and beyond, we'll embark on a journey together to raise vital funds and awareness for this life-changing facility.

The first step of that journey is supporting the Charity's annual **Snowflake Appeal**, and today, we're asking MTA members like you to kindly **take that step with us.**





Here's a look at last year's **Snowflake Appeal**, and the charity's renowned **switch-on event**.





By sponsoring a Snowflake this Christmas, you can play a **foundational role** in the MTA and The Children's Hospital Charity's mission to raise vital funds for the NCCHT.

Your kindness today is the first step towards providing children with the greatest gift of all tomorrow - **a brighter future.**



What's in it for you?



It's not just the NCCHT that benefits from Snowflake sponsorship this Christmas. MTA members do, too.

Invite to the Snowflake Switch-On

Join the MTA, fellow members, and the Children's Hospital Charity for a wonderful evening at the grand Snowflake Appeal Switch-On event on **Tuesday 26th November 2024**.

The event gets underway from 4.30pm at The Library Venue, 10 Leeds Road, Sheffield, S9 3TY.

Your Snowflake will shine brightly alongside others, serving as a glowing reminder of your commitment to brighter futures for children.

Marketing sponsorship pack

When you sponsor a Snowflake, you'll receive a marketing sponsorship pack that includes website badges, email signature banners and social media post templates.

With these digital resources, you can proudly share your support for brighter children's futures with your customers and prospects.

Wide business exposure

The Snowflake Appeal generates hundreds of social media reactions and impressions every year, increasing your exposure online.

Plus, your Snowflake will hang proudly alongside other MTA members and major businesses, offering an opportunity for more eyes to see your company, and its kindness.

Sponsorship pack



2024 design to be revealed

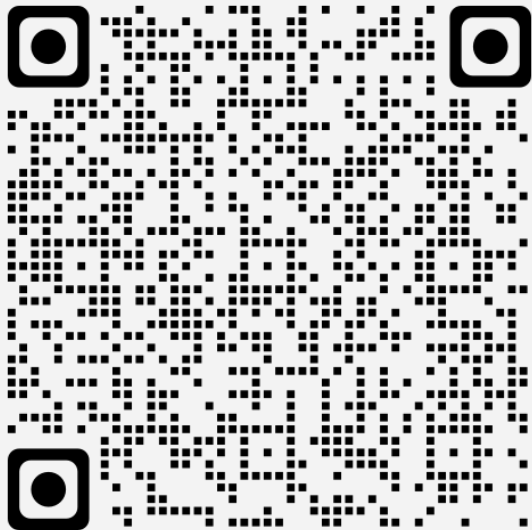


Sponsoring a snowflake



Step one:

Scan the QR code or visit <https://www.tchc.org.uk/get-involved/snowflake-registration-form>



Step two:

Fill out your details and choose the **Sheffield Olympic Legacy Park G1 Building (MTA)** location option:

2. Snowflake details

Where would you like your snowflake?

This is to choose the site in which your snowflake will be located, the specific location

✓ Select a location

- Sheffield Children's Hospital
- The Becton Centre
- Ryegate Centre
- Crystal Peaks Shopping Centre
- Alhambra Centre in Barnsley
- Sheffield City Hall
- St John's Church, Penistone Road
- The Centre, Brinsworth
- Woodhouse Community Hub & Library
- The Moor
- Vicar Lane Shopping Centre
- Sheffield Olympic Legacy Park G1 Building (MTA)**

Step three:

Personalise your tag, complete your payment and we'll see you at the Switch-On on the **26th November!**



Thank you.

MTA

62 Bayswater Road

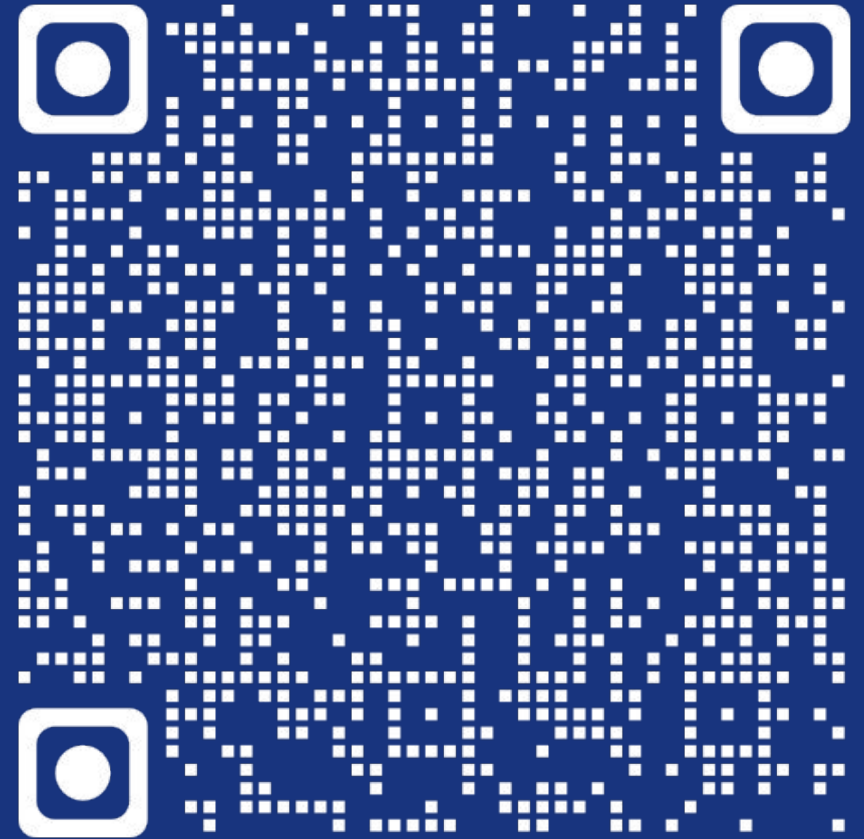
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