



OneDay[™] TO CONQUER CANCER

benefiting **Peter MacCallum Cancer Centre**



Peter Mac
Peter MacCallum Cancer Foundation

SPONSORSHIP PROPOSAL



EVENT OVERVIEW

Join us as participants take to the streets of Melbourne on **Saturday, 22nd October 2016** and ride for 100kms or walk for 25kms, representing the patients and survivors that mean so much to us and raising funds for Peter MacCallum Cancer Centre. OneDay to Conquer Cancer brings the community of thousands of men and women together taking on a meaningful challenge, it is not just for fitness enthusiasts – it's for anyone with the will to make a difference.

You'll start in the heart of Melbourne with an inspirational kick-off, standing shoulder to shoulder with thousands of Riders and Walkers – many of them cancer survivors. You'll see hundreds of people come out on to the streets as you ride and walk past, holding up signs and cheering on complete strangers.

Participants will be supported every step of the way with sweep crew and pit stops, stocked with porta-loos, snacks, water, medical and bike assistance if needed. Then cross the finish line to a roaring crowd knowing each participant gave it everything – their passion, their dedication, their sweat and their fundraising efforts to conquer cancer.

OneDay participants commit to raising \$500 each to help fund cancer research at Peter Mac. Once participants register, they will have access to some excellent tools in the Participant Centre to easily monitor their donations, set up or edit their Personal Page, send emails to potential donors or teammates, and more!



SPONSORSHIP

The main incentive of our partnering sponsors is direct awareness and exposure to a large group of clientele and the ability to support the wonderful work currently being undertaken by Peter Mac. Through cash contributions and in-kind donation of products and services, sponsors are an integral part of our events and a vital element of our success!

YOUR IMPACT

OneDay to Conquer Cancer is raising awareness and funds that will bring us closer to a cure, paved by courageous and generous people just like you who are making an amazing effort through fundraising or sponsorship and on-event presence. Funds raised through OneDay to Conquer Cancer support vital cancer research at Peter MacCallum Cancer Centre. Your support is helping to break new ground. You are helping to change lives.

TARGET GROUPS & DEMOGRAPHIC

It's not a race. We encourage anyone from the age of 14 to get involved, enjoy the people who are also involved in the event, share stories and make friends.



Title Sponsor (\$50,000)

Title Sponsorship is our top tier of sponsorship which offers your company brand naming rights to the event along with the associated benefits:

- Naming Rights to OneDay i.e. *The 'Your Company Name' OneDay to Conquer Cancer benefiting Peter MacCallum Cancer Centre*
- Your company logo will be used as part of the official logo during your sponsorship ensuring maximum exposure
- Category exclusivity
- Logo distinction on website, e-mails, social media, digital collateral and all other communications
- Logo distinction on all online advertising
- Opportunity to brand a specific digital asset such as training tips or safety tips
- Logo distinction on sponsor 'Thank You' signage on event
- Branding on one pit stop along route offering participants the opportunity to take a break and replenish
- On-event activation at main site offering the opportunity to engage individually with participants, crew and volunteers
- Engage with your staff, they can be part of a team or volunteer some time to come along and help make your event an amazing success
- Opportunity for company/brand spokesperson to be included in official speeches on event
- Verbal recognition at opening kick off
- Logo distinction on participant credentials
- First and last KM of the route dedicated to title sponsor
- 10 complimentary registrations (registration fee waived)



Powered By (\$25,000)

This is our second tier of sponsorship, it is open to one company only and offers you excellent brand exposure.

- Logo distinction on website, e-mails, digital collateral and all other communications
- Category exclusivity
- Logo distinction on sponsor 'Thank You' signage on event
- Branding on one pit stop along route offering participants the opportunity to take a break and replenish
- On-event activation at main site offering the opportunity to engage with participants and volunteers
- Engage with staff, they can be part of a team or volunteer some time to come along and help make your event a success and amazing experience for everyone involved
- Verbal recognition at opening rally
- Recognition on a kilometre of the route
- 5 complimentary registrations (registration fee waived)



Pit Stop Sponsor (\$10,000)

This is our third tier of sponsorship, which offers you excellent brand exposure. No category exclusivity.

- Logo distinction on website and e-mails
- Logo distinction on sponsor 'Thank You' signage on event
- Branding on one pit stop along route offering participants the opportunity to take a break and replenish
- Pit stop activation offering the opportunity to engage with participants and volunteers
- Engage with staff, they can be part of a team or volunteer some time to come along and help make your event a success and amazing experience for everyone involved
- Verbal recognition at opening rally
- 5 complimentary registrations (registration fee waived)

Official Sponsor (\$5,000)

This is a great way to show your company's support in the journey to end cancer.

- Logo distinction on website and e-mails
- Logo distinction on sponsor 'Thank You' signage on event
- Engage with staff, they can be part of a team or volunteer some time to come along and help make your event a success and amazing experience for everyone involved
- Verbal recognition at opening rally
- 2 complimentary registrations (registration fee waived)



Thank you for your interest in OneDay to Conquer Cancer.

For your customised sponsorship proposal please contact;

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THEONEDAY.ORG.AU

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