Canberra
Relay For Life 2018

SPONSORSHIP OPPORTUNITIES

Saturday 24 - Sunday 25 March 2018
Australian Institute of Sport Athletics Track

relayforlife.org.au
Canberra
Relay For Life 2018

1 in 2 males and 1 in 3 females in the ACT will develop cancer before the age of 85.
WHAT IS RELAY FOR LIFE?

Canberra Relay For Life is Cancer Council ACT’s, and indeed Canberra’s, largest and most successful annual fundraising event. All money raised by this incredible event stays here in the ACT to fund vital cancer research, patient support and education programs for our local community.

Relay For Life involves teams (usually of 10-15 people) coming together to raise funds for the fight against cancer by participating in a relay style walk or run around the Australian Institute of Sport (AIS) Athletics Track for 24 hours.

The 24 hours represents a day in the life of a cancer patient and their around the clock battle to fight back against cancer.

Relay isn't a relay in the athletic sense; it's a fun event to enjoy with colleagues, friends and family. While we encourage teams to keep at least one team member on the track at all times this is not mandatory. You can set your own pace and simply enjoy participating in an event that makes a real difference in the lives of all those touched by cancer.

INVITATION TO SPONSOR

The Canberra Relay For Life 2018 Volunteer Organising Committee invite you to participate in the 19th annual Canberra Relay For Life event being held at the AIS Athletics Track on the weekend of 24 - 25 March 2018.

Canberra Relay For Life is proud to be part of the largest fundraising event in the world. Each year, up to 3,500 people gather at the AIS to celebrate life, remember those lost and to fight back against cancer.

Relay For Life attracts a wide demographic, including families with children, corporate teams and school students.

SPONSORSHIP BENEFITS

- Your organisation’s commitment to the health and wellbeing of others will inspire a sense of pride among your employees and encourage a culture of participation and community spirit.
- You will be acknowledged as a sponsor of Canberra Relay For Life 2018 on a variety of electronic and printed materials.
- Allows you to actively support your local community while creating awareness and promoting your business to a local captive audience. The impact of the event is felt in the community all year round.
KRISTIE’S STORY

‘I Relay to say thanks for the support’

Kristie Ryan has been a supporter of Canberra Relay For Life for many years now along with her husband, two children and close friends. She shares her Relay story below.

“I was diagnosed with breast cancer in 2008. From the beginning of my cancer journey I had wonderful support from medical staff, friends and family. I Relay to say thanks.

My family and I started participating in Relay For Life to help raise money to ensure people who have to go on their own cancer journey have the same wonderful support I received. I’m also hoping some of the money raised will help find a cure.

Every year my husband, two children (Alex, twelve and Tom, seven), parents and close friends join me for this special event, not only to raise money for Cancer Council, but also to celebrate our friends and family who are survivors and remember those who haven’t made it.

As a business owner of a company that deals with women, I hope my story raises awareness of breast cancer among younger women and helps save more lives.”
MHANDA’S STORY

‘The spirit and energy on the track - even if its 1.00am and drizzling - is just amazing’

Like many of our volunteer Relay Committee members, I've been involved in Relay for many years. I first became involved in Relay in Cairns as a team member.

Cancer will affect all of us in one way or another and having lost family members to cancer (like almost everybody I know), I felt that participating and raising funds was a way to honour those that have been taken by this horrible disease. Just as importantly - Relay helps those battling cancer now and in the future.

Participating in teams in Cairns and then organising teams when I moved to Canberra has been incredibly rewarding. Seeing the community come together and the amount of money that is raised is so uplifting. The spirit and energy on the track - even if its 1.00am and drizzling - is just amazing. As a committee member now, it's been very fulfilling to be behind the scenes working with some really friendly and motivated people to help bring Relay together every year.
Canberra
Relay For Life 2018

Sponsorship at a glance

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Number Available</th>
<th>Price (ex. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Sponsor</td>
<td>Exclusive</td>
<td>$7,500</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>3 available</td>
<td>$5,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>5 available - 4 available</td>
<td>$2,500</td>
</tr>
<tr>
<td>Survivors &amp; Carers Morning Tea</td>
<td>Exclusive</td>
<td>$1,800</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>7 available</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

All prices are exclusive of GST

Your sponsorship helps people who Relay get one step closer to our collective goal - A cancer free future

Saturday 24 - Sunday 25 March 2018
Major Sponsor

$7,500 (ex GST)

As the major sponsor of Canberra Relay For Life 2018, you will be awarded **exclusive presenting partner rights** and will receive the following:

**Logo Placement**
- Corporate logo and promotional paragraph (150 words) in the official event program
- Corporate logo on the front and back of the Volunteer Organising Committee shirts
- Corporate logo in all newsletters and email/mail correspondence relating to Canberra Relay For Life 2018
- Corporate logo on event posters displayed at companies, hospitals, organisations and schools within the community
- Logo displayed on the Canberra Relay For Life website and the Cancer Council ACT website as the major sponsor with link to your homepage
- Logo displayed on participant thank you certificates
- Logo posted on the Canberra Relay For Life Facebook & Instagram Pages

**Corporate attendance**
- Complimentary registration of your corporate team including RFL shirts (up to 15 participants)
- Promotional tent* at the event for your organisation and the opportunity to have your promotional items made available to event participants

*supplied by sponsor

**Other**
- Corporate listing in the Cancer Council ACT Annual Report
- Framed personalised certificate of appreciation to display in your shopfront/office

**SPONSORSHIP CONDITIONS:**
- **All signage and promotional items to be provided by sponsor and approved by Cancer Council ACT**

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**Corporate Signage and Event Acknowledgements**
- Trackside and entrance corporate signage
- Verbal acknowledgment of sponsorship throughout the event including the Opening & Closing Ceremonies
- 5 minute speaking opportunity at Opening Ceremony
Canberra
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Gold Sponsor

$5,000 (ex GST)

An opportunity to show your support

Corporate attendance
- Complimentary registration of your corporate team including RFL shirts (up to 15 participants)
- Promotional tent* at the event for your organisation and the opportunity to have your promotional items made available to event participants
  *supplied by sponsor

Other
- Corporate listing in the Cancer Council ACT Annual Report
- Framed personalised certificate of appreciation to display in your shopfront/office

Corporate Signage and Event Acknowledgements
- Trackside and entrance corporate signage
- Verbal acknowledgment of sponsorship throughout the event including the Opening & Closing Ceremonies

Silver Sponsor

$2,500 (ex GST)

An opportunity to show your support and engage with your community

Corporate attendance
- Complimentary registration of your corporate team including RFL shirts (up to 15 participants)

Other
- Corporate listing in the Cancer Council ACT Annual Report
- Framed personalised certificate of appreciation to display in your shopfront/office

Corporate Signage and Event Acknowledgements
- Verbal acknowledgement of sponsorship throughout the event including the Opening & Closing Ceremonies

SPONSORSHIP CONDITIONS:
- All signage and promotional items to be provided by sponsor and approved by Cancer Council ACT

Saturday 24 - Sunday 25 March 2018
Survivor & Carer Morning Tea Sponsor  $1,800 (ex GST)

Exclusive sponsor of the Survivor and Carer Morning Tea, held immediately following the Opening Ceremony. A morning tea to celebrate life, remember those lost and to fight back against cancer. An exclusive event for survivors and carers.

Logo Placement
- Corporate logo in the official event program
- Logo displayed on the Canberra Relay For Life and the Cancer Council ACT website
- Logo posted on the Canberra Relay For Life Facebook & Instagram Pages
- Logo on the invitation to the Survivor and Carer Morning Tea

Corporate attendance
- 50% discount on registration of your corporate team including RFL shirts (up to 15 participants)
- Other
  - Corporate listing in the Cancer Council ACT Annual Report
  - Framed personalised certificate of appreciation to display in your shopfront/office

Corporate Signage and Event Acknowledgements
- Corporate signage* in the Survivor and Carer Morning Tea marquee
- Verbal acknowledgment of sponsorship throughout the event including the Opening & Closing Ceremonies

SPONSORSHIP CONDITIONS:
- All signage and promotional items to be provided by sponsor and approved by Cancer Council ACT

Bronze Sponsor  $1,500 (ex GST)

An opportunity to show your support

Corporate attendance
- 25% discount registration of your corporate team including RFL shirts (up to 15 participants)

Other
- Corporate listing in the Cancer Council ACT Annual Report
- Framed personalised certificate of appreciation to display in your shopfront/office

Corporate Signage and Event Acknowledgements
- Verbal acknowledgement of sponsorship throughout the event including the Opening & Closing Ceremonies

SPONSORSHIP CONDITIONS:
- All signage and promotional items to be provided by sponsor and approved by Cancer Council ACT
Prostate cancer is the most common cancer diagnosed in the ACT followed by breast cancer, bowel cancer, melanoma and lung cancer.

Cancer Council ACT provides over 400 hours of support per year to those suffering with cancer, their loved ones and carers.

Around 66% of patients will survive more than 5 years after diagnosis.

Average age at diagnosis is 65 in males and 61 in females.
Contact Details

Title: ……………First Name: …………………………………………………… Surname: ……………………………………………………
Organisation: ………………………………………………………………………… ABN: ……………………………………………………
Address: ……………………………………………………………………………………… State: ……… Postcode: ………
Phone/Mobile: ………………………………………………… Email: …………………………………………………………………………

Sponsorship Booking

I would like to purchase the following package/s:

- [ ] Major Sponsor at $7,500 ex GST
- [ ] Gold Sponsor at $5,000 ex GST
- [ ] Silver Sponsor at $2,500 ex GST
- [ ] Survivor and Carer Sponsor at $1,800 ex GST
- [ ] Bronze Sponsor at $1,500 ex GST

Conditions

I understand the terms and conditions as outlined under my chosen sponsorship package for Canberra Relay For Life 2018.

Name: ………………………………………………… Signature: …………………………… Date: ……………

Payment Details

- [ ] I enclose a cheque payable to Cancer Council ACT
- [ ] I wish to pay by electronic funds transfer. Bank details will be provided on your invoice
- [ ] I wish to pay by credit card and hereby authorise Cancer Council ACT to charge $…………………to my credit card.

Visa ☐ Mastercard ☐ AMEX ☐

Card Number _ _ _ _ - _ _ _ _ - _ _ _ _ - _ _ _ _
Expiry _ _ / _ _
CCV _ _ _

Card Holder Name ………………………………………………… Signature………………………… Date………………

Please forward completed form to: rflcanberra.sponsorships@hotmail.com
For more information please call (02) 6257 9999 or email RFLCanberra.SPONSORSHIPS@hotmail.com