

CONQUER NF IN COLOUR



**CHILDREN'S TUMOUR FOUNDATION
2023 CONQUER NF IN COLOUR SPONSORSHIP PROPOSAL**

THE CAUSE

TUMOURS SHOULD NEVER BE A CHILD'S NORMAL

If you haven't heard of **neurofibromatosis (NF)**, you're not alone. So, it may surprise you to learn that a child is born every 3 days with NF in Australia.

A SINGLE GENE CHANGE CAN LEAD TO A LIFETIME OF TUMOURS

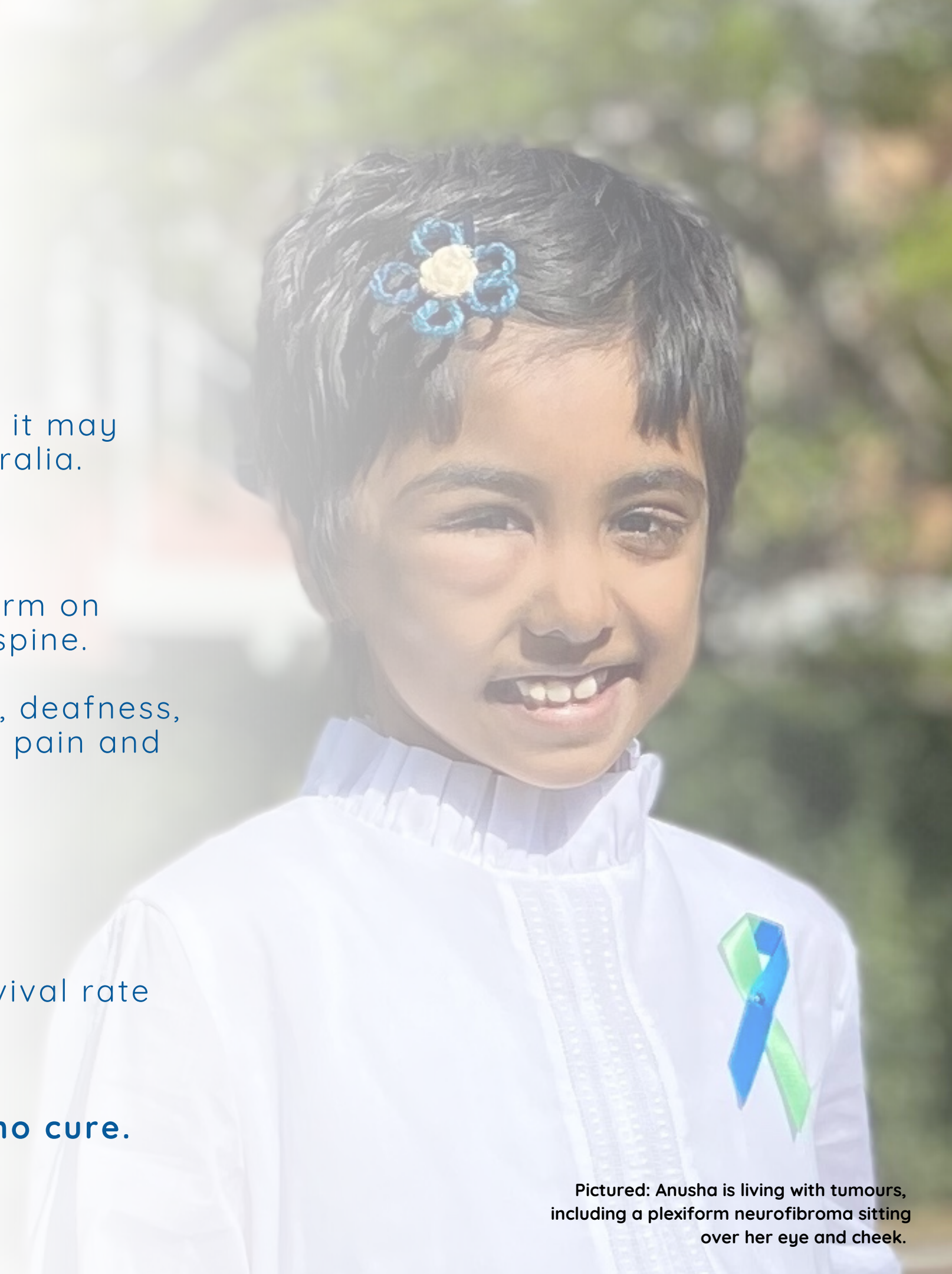
NF is a group of complex genetic conditions that cause tumours to form on nerves, under the skin and deep in the body, including the brain and spine.

It can lead to a range of significant health issues, including blindness, deafness, physical differences, bone abnormalities, learning difficulties, chronic pain and even cancer.

THE REALITY

- More than 10,000 Australians are living with NF
- 1 in 5 children with NF will develop a brain tumour
- Around 10% of NF1 tumours will become cancerous with a 60% survival rate
- Women with NF1 are 5x more likely to develop breast cancer
- Up to 80% will experience learning and behavioural issues

There is significant under-funding, limited treatment options and no cure.



Pictured: Anusha is living with tumours, including a plexiform neurofibroma sitting over her eye and cheek.

CHILDREN'S TUMOUR FOUNDATION

AUSTRALIA'S ONLY DEDICATED NF SUPPORT SERVICE

The Children's Tumour Foundation is a patient advocacy and support service for children and adults living with neurofibromatosis (NF), as well as their families.

Our vision is a life without limitations for everyone living with NF in Australia.

The NF journey from diagnosis to treatment is challenging and most of what people will experience is unknown.

We provide personalised, accessible support and resources free to every person impacted by NF, while also investing in promising research and advocating for better access to treatment and care.

Learn more at ctf.org.au

CONQUER NF IN COLOUR directly funds programs and services that improve health outcomes for families impacted by NF in Australia.



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A FUN RUN THAT IS
BOLDLY BLUE AND GREEN



A COLOURFUL FUN RUN FOR EVERYONE

CONQUER NF IN COLOUR (CNFIC) is a fun run that is boldly blue and green.

Young children, first time runners and seasoned athletes can chalk it up over 2km, 4km or 10km in a colourful event that is inclusive, accessible and safe.

2km Kids Colour Dash
4km Family Fun Run
10km Runners Run

The finish line is just the beginning, The fun continues at the NF Village live music, food vans, entertainment and more.

WHY BLUE AND GREEN?

So many children and adults with NF feel invisible and unsupported.

We could have done a traditional colour run with every colour of the rainbow, but we wanted to make ours memorable and meaningful.

NF is represented by blue and green in Australia and around the world. We want to celebrate that and build connections between the cause, condition and colours.

This event joyously brings those impacted by NF together, connecting them with a supportive community that recognises the visible and invisible struggles of their condition.





CORE AUDIENCE

FAMILIES WITH YOUNG CHILDREN & YOUNG ADULTS



MEDIA COVERAGE

WE MADE A SPLASH IN 2022 ACROSS PR AND TRADITIONAL MEDIA

MEDIA EXPOSURE: In 2022, our partner media agency successfully secured over \$240,000 of key media coverage and exposure for our sponsors across TV, print, digital and outdoor

PR EXPOSURE: In 2022, more than 60 news articles appeared in the lead up to the event, including tv coverage on the day across Channel 9 and Channel 10

SOCIAL MEDIA: Owned, earned and paid media formed part of a broader strategy to grow participation and awareness. Key personalities, including Pete Deppeler (Pete the Intern) and Dan Ewing will be back again in 2023







2023 PROGRAM

ROLLING OUT ACROSS EASTERN AUSTRALIA



POWER OF THREE

THREE EVENTS OVER THREE WEEKS IN THREE STATES

Based on the over-whelming success of the 2022 event in Sydney, we are now rolling the event out over three central CBD locations in 2023.

SYDNEY: Sunday 12 November 2023
Wentworth Park in Glebe

BRISBANE: Sunday 19 November 2023
Victoria Park in Spring Hill

MELBOURNE: Sunday 26 November 2023
Princes Park in Carlton



Inclusions: Entry into any race, sunglasses, shirt and chalk are all included in the ticket price!

Get smashed by our crew of cheeky chalkers or become one yourself. There are plenty of opportunities to join in or volunteer!

“It was weird - but in a good way - to have Mum and Dad and all these adults covered in chalk. I loved it because everyone understood NF and I didn't need to explain it to anyone. We couldn't stop smiling all day”!

Adam - Sydney participant 2022

TEAM ENGAGEMENT

GET MESSY AND BUILD A STRONGER WORKPLACE CULTURE

Bring your team together for a great team building fun day out - whether they are running or volunteering, they will leave feeling like winners! Sponsors can also set up their own company branded marque or pop-up space at the NF Village.

“The Edge team loved being part of the event - fantastic to get together to support NF and have some fun! A great day out - and we'll be back in force for the next one!

David Stretch, Managing Director at Edge

“Our team love getting involved with events that support communities that are often overshadowed by more well-known charities.

It helps give us a sense of purpose, makes us tighter as a team and we have the privilege of seeing that impact reflected back immediately. We'll be back in 2023!

Matthew Forzan, Managing Director at Yoghurt Digital



OPPORTUNITIES FOR SPONSORSHIP

OPPORTUNITIES FOR NATIONAL AND STATE BASED INVOLVEMENT

MAJOR EVENT SPONSOR

Tier One

As Major Event Sponsor, your brand will dominate the event - online and on the ground.

Gain access to additional benefits, greater exposure and have a more profound impact on the community we support.

This is an exclusive opportunity and must be and authentic brand fit with the event.

BLUE LEVEL SPONSOR

Tier Two

Blue is a stabilising colour and is the dominant colour in our brand palette.

Dark and light variations represent our strength and reliability, while also giving us a friendly, open feel.

Sponsorship includes opportunity to take ownership of blue colour stations, along with premium benefits

GREEN LEVEL SPONSOR

Tier Three

Green has always represented new beginnings and growth.

We are also proud that our powder is environmentally friendly and bio-degradable.

Sponsorship includes opportunity to take ownership of green colour stations, along with additional sponsorship benefits.

MAJOR PRIZE PARTNER

We are seeking up to three major prize partners to reward individuals and teams who hit their fundraising hard!

MATCHED GIVING

Every dollar donated will be doubled by our generous match giving partner ...

(and tax deductible)

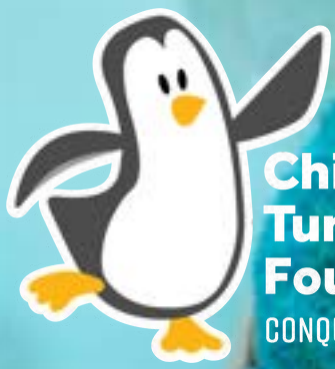
MINOR PRIZE PARTNER

We are seeking up to three minor prize partners per state to support fundraising efforts

LOCAL BUSINESS

Showcase your business to the community and customers that live, work and play on your doorstep.

Community Engagement



**Children's
Tumour
Foundation**
CONQUERING NF

CONQUER NF IN "COOL"

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