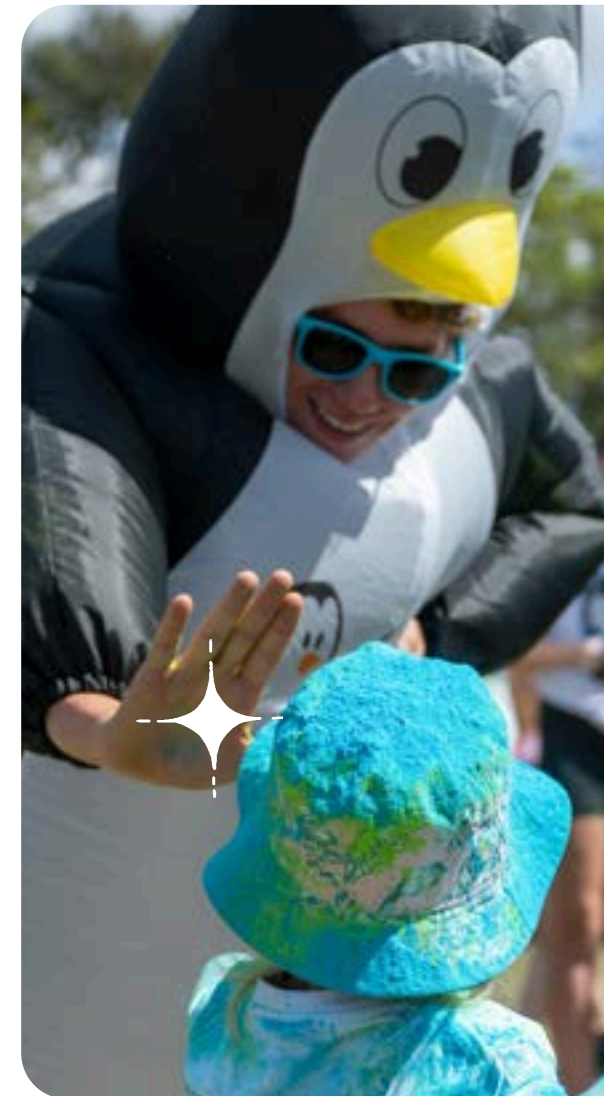




CONQUER NF IN COLOUR



A FUN RUN THAT'S BOLDLY BLUE & GREEN



2024 SPONSORSHIP PROPOSAL





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ABOUT THE CHILDREN'S TUMOUR FOUNDATION

AUSTRALIA'S ONLY PATIENT ADVOCACY AND SUPPORT SERVICE FOR FAMILIES IMPACTED BY NEUROFIBROMATOSIS (NF).

The Children's Tumour Foundation provide access to free support services, advocate to improve health outcomes and invest in research with the goal to make life more equitable for everyone impacted by neurofibromatosis (NF).

We expand patient support networks and create opportunities for community connection around Australia.

We provide access to balanced information and resources that help improve health literacy and enable self-advocacy.

We help families navigate a complex condition and health system, and fund multi-disciplinary clinical nurse specialists.

WE ARE LEADING CHANGE FOR A BETTER TOMORROW.

ABOUT THE CONDITION

Neurofibromatosis or NF, is a complex genetic condition that can cause tumours to grow on nerves, under the skin and deep in the body, including the brain and spine.

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

It can affect anyone regardless of ethnicity or gender and **roughly half of all cases arise in families with no history of the condition.**

A SINGLE GENE CHANGE CAN LEAD TO A LIFETIME OF TUMOURS.

From the time a family first learns that their child has neurofibromatosis or NF, they take their first step on a heart-wrenching journey— one where the outcome will always be uncertain.

Beyond the initial shock and grief of a diagnosis comes the realisation that NF is a progressive condition, with few treatments and no known cure.

NF TUMOURS SHOULD NEVER BE A CHILD'S NORMAL.



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

ABOUT THE EVENT

CONQUER NF IN COLOUR is a major fundraising event and fun run that's boldly blue and green.

Young children, first-time runners, and seasoned athletes can take a 2km, 4km or 10km dash through vibrant clouds of blue and green powder in a lively event that is inclusive, accessible, and safe.

The finish line is just the beginning,

The fun continues at the NF Village live music, food vans, entertainment and more, creating a welcoming atmosphere for young and old.

THREE BIG CBD LOCATIONS IN THREE WEEKS

In 2023, we welcomed close to a thousand runners and volunteers to locations up and down the east coast of Australia.

After the success of these events, we will be returning to the same CBD locations in 2024 bigger and better!



A FUN RUN FOR EVERYONE



REASONS TO SUPPORT

There are a number of benefits that extend beyond mere visibility, fostering long-term positive outcomes for both the community and you as the sponsor.

BRAND VISIBILITY AND EXPOSURE

In 2023, we achieved significant brand exposure for our event and partners across the campaign via owned and earned channels

- **\$1,130,270 in probono media** across Digital OoH, online and TV
- More than **6.2 million people reached** through online stories, tv news broadcasts in multiple markets and national press.
- From launch to post-event, **over 140,000 individual emails were sent** throughout the campaign period for acquisition and nurturing, each featuring sponsor logos, spotlights and stories.
- Social media reach opportunities **extended to 300,000 people** through support of event ambassadors and emcees, Pete Deppeler, Dan Ewing and Alicia Loxley + this year we will also be supported by Football Commentator, Simon Hill.
- Logo placement across Local Area Marketing posters, banners and flyers within a 4-5km radius around each park



REASONS TO SUPPORT

COMMUNITY ENGAGEMENT

By aligning with a charity can enhance public goodwill and loyalty towards your brand. Not only are these events beloved by the NF community, with almost 40% of participants in 2023 having no connection to the condition or cause.

“The Children’s Tumour Foundation has had a profound impact on Katya and our family since her diagnosis. The colour run was not just a joyful event filled with sunshine and laughter, it helped Katya understand that NF affects many people and that she is not alone”, says Ann, Katya’s mum.

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!

“Participating in the Colour Run not only brought us closer together as a team, but also gave us a chance to support an amazing cause. We shared laughs, created lasting team memories, and united for the Children’s Tumour Foundation. _ The Card Network

Katya and her family at Sydney CNFIC event 2023



HOW TO GET INVOLVED

MAJOR EVENT SPONSOR

Exclusive major event sponsor with significant online and on-ground exposure

- Premium logo recognition across all owned and paid channels, including website event pages, eDMs (13,000+), promotional materials and any probono ad space secured.
- Dedicated social posts (10,000+) + paid advertising
- Online voucher or offer to be available to participants/donors
- Space for a marquee in the NF village + stage and NF village signage
- Opportunity to dress volunteers in branded shirt or hat (approx 100 people)
- Logo inclusion on shirt*
- VIP Passes for corporate team for 10 people
- Volunteering opportunities on event day

\$20,000

(see appendix for full details / * pending costs)

MATCHED GIVING PARTNER

Seeking at least one matched giving partner per location to support “double donations” message.

- Significant brand exposure during matched giving period, including premium position on event page, referenced on every tax receipt, donor giving pages and dedicated eDMs/social media posts to promote “double donations”
- Premium logo recognition on supporters page, website event page and state-based eDMs and promotional materials during campaign period
- Space for a marquee in the NF village + signage within village
- VIP Passes for corporate team for 5 people
- Volunteering opportunities on event day

\$10,000

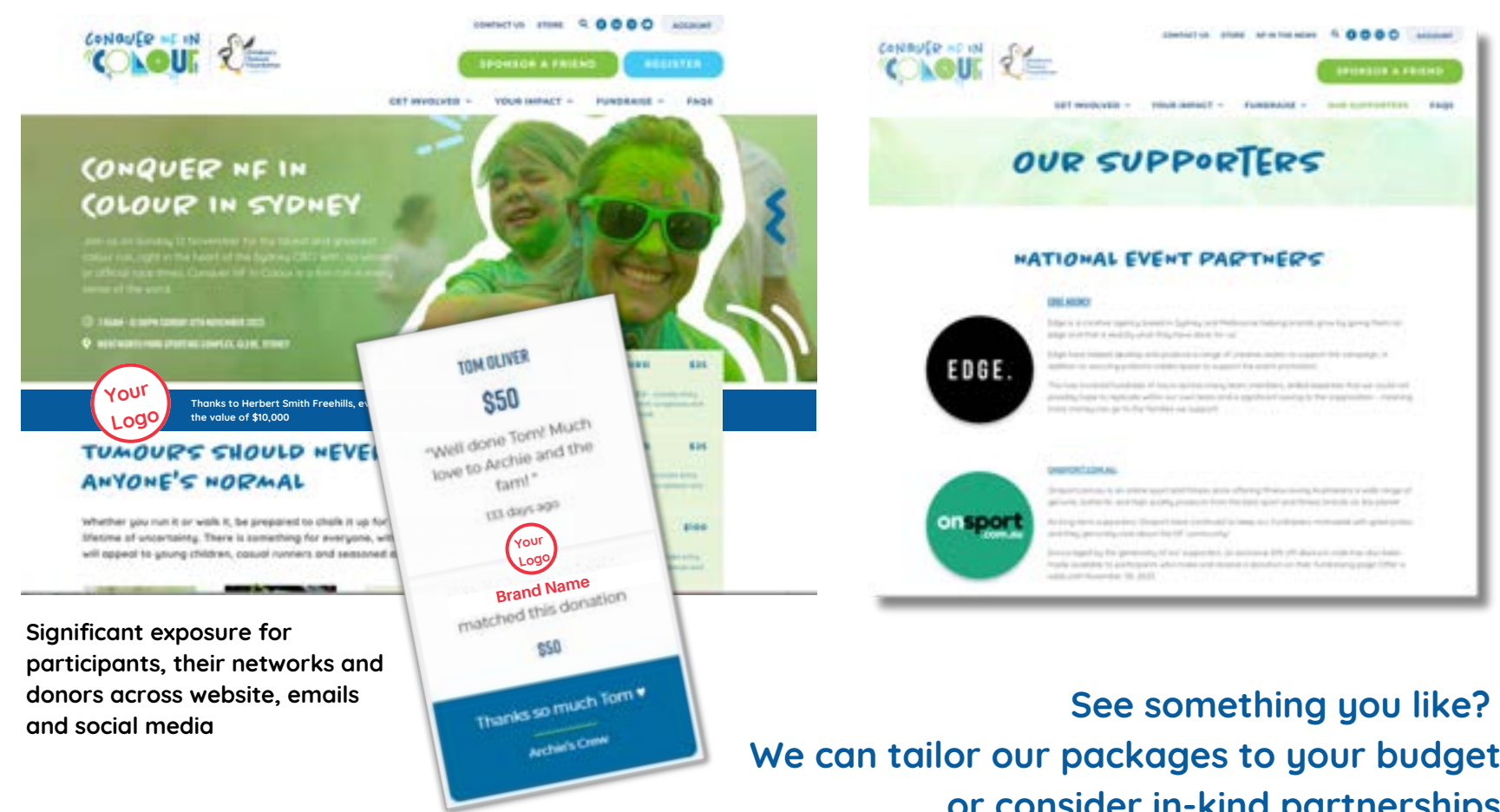
(see appendix for full details)



Promotional materials like posters, DL flyers and banners

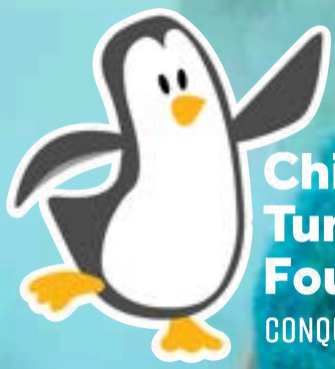
Logo placement across eDMs, website and all other owned channels

creative and authentic social stories



Significant exposure for participants, their networks and donors across website, emails and social media

See something you like?
We can tailor our packages to your budget or consider in-kind partnerships



**Children's
Tumour
Foundation**
CONQUERING NF

CONQUER NF IN COLOUR

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APPENDIX: DETAILED SPONSORSHIP INCLUSIONS

CONQUER NF IN COLOUR SPONSORSHIP INCLUSIONS	MAJOR EVENT SPONSOR \$20,000	MATCHED GIVING PARTNER \$10,000
NAMED AND FAMED		
Premium placement of logo on homepage, event pages and all website pages	x	
Logo recognition across all owned channels, including homepage, website event pages, eDMs	x	x
Logo recognition on video ads (pending timing)	x	
Dedicated banner on event homepage	x	
Logo recognition on posters, postcards, outdoor signage and other promotional materials (pending timing)	x	x
Logo recognition at top of event pages during matching period		x
Brand recognition on every donation receipt during matching period		x
Supporter Page: Image and 100 words of copy	x	x
Social posts on the grid	4	1
Social posts on stories	4	2
Online voucher / Offer for participants	x	
Custom assets for remarketing to your customers	x	
ON-GROUND/EVENT ENGAGEMENT		
Event Entry (inc shirt, sunglasses, socks, hat and 100g blue and green powder)	10	5
Logo Inclusion on shirts *	x	
3m x 3m Marquee (opportunity for sampling etc)	x	x
Dress Volunteers (shirt, hats, bandanas etc)	x	
On Stage Corflute Toblerone or banner	x	
Tear Drop Banners in NF Village	4	2
Verbal acknowledgement during event and within post-event eDM	x	x

• pending costs

APPENDIX: PARTNER AND SUPPORTER HIGHLIGHTS FROM 2023

