

# Help us **find a cure** for **Neuroblastoma**



## **NEW FARM PARK BRISBANE**

**SUNDAY 10 AUGUST 2025**

**7.00 AM - 12.30 PM**

**10  
KM**

**5  
KM**

**3  
KM**

**1  
KM**

**RUN2CURE** is a fundraising initiative of Neuroblastoma Australia,  
to support vital research into neuroblastoma childhood cancer.



**Neuroblastoma**  
AUSTRALIA

[RUN2CURE.ORG.AU](http://RUN2CURE.ORG.AU)  
[NEUROBLASTOMA.ORG.AU](http://NEUROBLASTOMA.ORG.AU)



# NEUROBLASTOMA RUN2CURE 2025

WALK OR RUN FOR CHILDREN'S CANCER RESEARCH



The fun run starts in New Farm Park and travels along the riverside taking in views of Brisbane's heritage-listed sites. The location is easily accessible being only 3 CityCat stops from the CBD, with a River Hub pontoon, and with frequent buses servicing the area. There's also parking close by.

## 10KM TIMED RUN

The 10km fun run is a great opportunity to challenge your team. Whether you start a lunchtime run club or hold a series of fitness activities in the lead-up to the event, the 10km run will inspire your team to work together and achieve their goals.

## 5KM TIMED RUN

The 5km run is our most popular event and the ideal length for team members who are learning to run or want to boost their fitness. Many people find training for the 5km run gives them the confidence to pursue other physical challenges and commit to a healthier, more active lifestyle. Whether you walk together or run alone, our 5km event is a lovely way to warm up on a Sunday morning.

## 3KM TIMED RUN

The 3km run is perfect for team members who want to participate but aren't up to a big physical challenge. You can sprint, jog or enjoy a casual stroll around the harbour—the choice is yours. If your team members have school age kids who want to join the fun, the 3km is a fun physical challenge they can do alone or with friends. The more people on your team, the more fun you'll have and the more funds we'll raise!

## 1KM LITTLE HEROES

The 1km Little Heroes event is for parents with children 5 and under. Run2Cure is suitable for the whole family so after individuals have completed their own challenge, they can run or walk with their children in the 1km or even 3km. Kids are encouraged to dress up as their favourite superhero, with prizes available for the best costumes.

## WHAT IS NEUROBLASTOMA?

Neuroblastoma is an aggressive form of childhood cancer that primarily affects young children under five years of age.

It kills more children under five than any other cancer, and one in three children experience long-term side effects from the treatments they endure. If the child relapses or initial life-threatening treatments don't work, families are left with very few options.

As neuroblastoma is a rare disease, it receives relatively little funding for research. Our fundraising efforts are focused on finding a cure and developing treatments that are less toxic and cause fewer side effects. Together, we can make a real difference to the lives of children with neuroblastoma.

# 5 WAYS TO GET INVOLVED & SUPPORT THE UNDER 5's

If you're looking for a way to inspire your team and make a difference, support Run2Cure. You'll help us fund important research, while extending the reach of your brand across Brisbane. The event, which started in 2013, has raised over \$2 million for research projects into neuroblastoma. You can help us raise a further \$150,000 to help find a cure for this aggressive disease.

## 1

### SPONSOR A RUN2CURE EVENT

Your financial contribution helps us cover event costs and make the event bigger and better each year. We offer platinum, gold, silver, bronze and supporter sponsorships ranging from \$1,000 to \$25,000, with a range of exciting benefits that allow you to connect with key demographics across Brisbane. We'll work in partnership with you to deliver a tailored sponsorship that will meet your business objectives and add value to your corporate social responsibility program.

## 2

### ENTER A TEAM

You only need four people to enter a team in Run2Cure, which makes it easy for businesses of all sizes to participate. Encourage your staff to team up and start training for our 3km, 5km or 10km events, or bring their family along for our fun Little Heroes 1km walk. Suitable for all levels. Contact [Lucy.Jones@nb.org.au](mailto:Lucy.Jones@nb.org.au) for more info.

## 3

### HOST A CORPORATE MARQUEE

Turn Run2Cure into a social event for your company, with a corporate marquee located in New Farm Park. Your team can meet up after the event to enjoy delicious catering and a range of family activities on offer. It's a great opportunity to network with clients and bond with staff in a relaxing, fun and inspiring atmosphere. Marquees available from just \$1,500.

## 4

### DONATE A PRIZE OR SERVICE

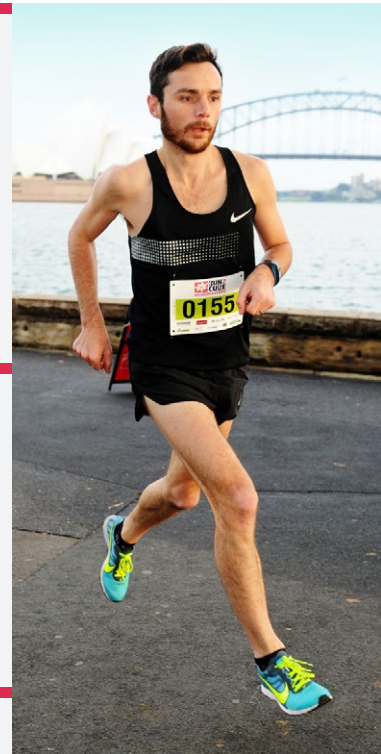
We offer prizes each year which are awarded to race winners, as well as top fundraisers and children who have the best superhero costumes.

If you have a prize or a service which may be of use on the day, please contact us. We are running a school competition for the second year running and are seeking prizes for the winning schools.

## 5

### VOLUNTEER AT RUN2CURE

We couldn't organise Run2Cure without our wonderful team of volunteers, who make sure the event runs smoothly and everyone has fun! If you have team members who would prefer to support us by volunteering on the day, or before the event, rather than running or walking in an event, we'd be happy to have them.



# CREATE POSITIVE PUBLICITY

Get direct access from your target audience. Get Significant exposure at iconic Brisbane Location. Increase your brand awareness and showcase your products.

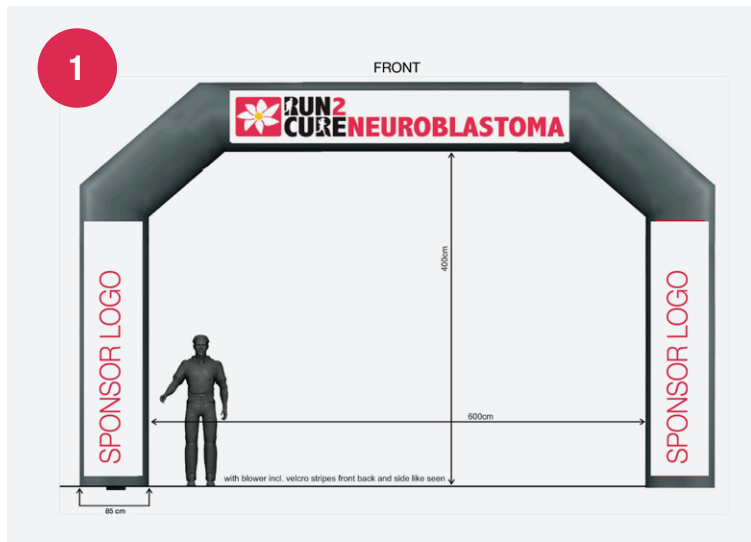
## Sponsorship Levels and Packages

Naming rights can be negotiated for an additional fee, contact Lucy at [Lucy.Jones@nb.org.au](mailto:Lucy.Jones@nb.org.au) for more information.

|   | PLATINUM        | GOLD            | SILVER      | BRONZE  | LOCAL BUSINESSES |
|---|-----------------|-----------------|-------------|---------|------------------|
| <b>Level of Investment</b>  | \$25,000        | \$10,000        | \$5,000     | \$3,000 | \$1,000          |
| Max number of sponsors in each category   | 2               | 3               |             |         |                  |
| <b>EXCLUSIVE BENEFITS</b>   |                 |                 |             |         |                  |
| First right of refusal to sponsor the event next year   | yes             |                 |             |         |                  |
| Category exclusivity  | yes             | yes             |             |         |                  |
| <b>MARKETING BENEFITS IN THE RUN UP TO THE EVENT</b>  |                 |                 |             |         |                  |
| <b>Digital flyers</b>   |                 |                 |             |         |                  |
| Logo on flyers  | yes             | yes             | yes         |         |                  |
| <b>eDMs</b>   |                 |                 |             |         |                  |
| Logo in eDMs to registrants for the run (estimated 10,000)  | yes             | yes             | yes         | yes     |                  |
| <b>PR and Social Media</b>  |                 |                 |             |         |                  |
| Logo included in targeted Facebook campaigns  | yes             |                 |             |         |                  |
| Logo on Run2Cure website linking to websites  | yes             | yes             | yes         | yes     | yes              |
| Recognition on Neuroblastoma Australia website and Facebook (10,000), Instagram and Twitter and link to sponsor's website | yes             | yes             | yes         | yes     | yes              |
| Permission to video part of the event   | yes             | yes             |             |         |                  |
| <b>Registration packs</b>   |                 |                 |             |         |                  |
| Option to brand the race bib pack by supplying branded envelope/bag   | yes             |                 |             |         |                  |
| Option to include literature or offer to registrants in race pack   | yes             | yes             | yes         | yes     |                  |
| <b>ON THE DAY</b>   |                 |                 |             |         |                  |
| <b>Branding</b>   |                 |                 |             |         |                  |
| Logo included in stage area   | front of stage  | side of stage   |             |         |                  |
| Logo on start and finish arch (sides)   | front arch side | front arch side |             |         |                  |
| Logo on mesh or corflute signs around the track   | 6 (1m x 70 cm)  | 4 (1m x 70)     | 2 (1m x 70) |         |                  |
| <b>Event merchandise</b>  |                 |                 |             |         |                  |
| Logo on Runners' bibs (estimated 1,500)   | yes             | yes             | yes         | yes     |                  |
| Option to supply and brand children's capes for 1k and/or 3k  | yes             | yes             |             |         |                  |
| Option to provide a Volunteer tshirt with company logo with the name and logo of the fun runs                             | yes             | yes             |             |         |                  |
| Number of free entries into 5k and 10k (individual entries)   | 15              | 10              | 8           | 6       | 4                |
| Mention at the start of each run/walk by the MC   | yes             | yes             | yes         |         |                  |
| Option have a corporate tent for employees and their families (cost of marquee not included)                              | yes             | yes             | yes         |         |                  |
| <b>Communication options</b>  |                 |                 |             |         |                  |
| Option to present winners' medals   | yes             |                 |             |         |                  |
| Option to have a merchandise tent/area to present and sell your products (cost of marquee not included)                   | yes             | yes             | yes         |         |                  |
| Option to have a video with charity CEO   | yes             | yes             | yes         |         |                  |
| Option to run competition to collect data   | yes             | yes             | yes         |         |                  |

# BRANDING EXAMPLES

1. ARCH
2. VOLUNTEER T-SHIRTS (170 REQUIRED)



## ADDITIONAL SPONSORSHIP OPPORTUNITIES



### SPONSOR OUR WATER STATIONS

The water stations are a high-profile branding opportunity that will reach every participant at our event. It includes the option to provide three branded gazebos, branded paper cups and eight volunteers. Available for \$3,000.



### ENTERTAIN THE KIDS

Delight kids with fun activities, while showcasing your business to thousands of Brisbane families. Opportunities include sponsoring various activities including live music, magic shows, petting farm and fun games.



### SUPPORT NEUROBLASTOMA FAMILIES

Sponsor the neuroblastoma Family area where families can meet other families and bring their teams. Sponsor a 6m x 3m marquee (\$750) or 3m x 3m marquee (\$500) for families with children with neuroblastoma.



# ABOUT NEUROBLASTOMA AUSTRALIA

Neuroblastoma Australia is a registered charity set up in 2012 by two parents of children affected by neuroblastoma. It was inspired by a little girl called Sienna Hoffmann. Sienna was diagnosed with high-risk neuroblastoma at just nine months of age. Sienna was initially successful in her fight against neuroblastoma and went into remission,

but she sadly relapsed and lost her battle when she was just two and a half years old.

Since 2010, we have raised more than **\$2.9 million dollars** for neuroblastoma research, with benefactors including the Children's Cancer Institute, Cancer Council NSW and The Kids' Cancer Project.



## HARRY SUMMER RUN2CURE AMBASSADOR

We are delighted to have top runner Harry Summers as an ambassador for Run2Cure. He is a three times City2Surf Winner and had the second fastest time ever. He is the Oceania & National Champ. Harry says "I'm excited to be involved in Run2Cure and raising funds for a great cause."



## PETER OVERTON RUN2CURE AMBASSADOR

Peter Overton is one of Australia's most respected news journalists, working as chief newsreader for Sydney's Nine News and special reporter for 60 Minutes. He met Sienna Hoffmann at Sydney Children's Hospital during filming of a 60 Minutes episode and has supported Run2Cure since its inception, helping us raise awareness of neuroblastoma.

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**DEATHS**  
IN CHILDREN  
**UNDER 5**



**Neuroblastoma**  
AUSTRALIA

To discuss sponsorship opportunities in more detail, please contact Lucy Jones on **0406 991 606** or **info@nb.org.au**.