

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



## MELBOURNE

SUNDAY **10 NOV 2024**

6.30AM - 1PM

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](https://run2cure.org.au) | [NEUROBLASTOMA.ORG.AU](https://neuroblastoma.org.au)



# NEUROBLASTOMA RUN2CURE 2024

WALK OR RUN FOR CHILDREN'S CANCER RESEARCH



The fun run takes place in Albert Park, with some stunning lake views. The route is easily accessible by public transport and can be achieved by all ages and abilities.

## 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 Spring 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—the choice is yours. If your school age kids want to join the fun, the 3km is a nice 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 child 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 2024. You'll help us fund important research, while extending the reach of your brand across Melbourne. The event, which started in Sydney in 2013, has raised over \$2 million for research projects into neuroblastoma. You can help us raise a further \$250,000 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 \$500 to \$25,000, with a range of exciting benefits that allow you to connect with key demographics across Melbourne. 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.

## 3

### HOST A CORPORATE MARQUEE

Turn Run2Cure into a social event for your company, with a corporate marquee located in Albert Gardens. 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 \$1000.

## 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 third 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 an iconic Melbourne Location. Increase your brand awareness and showcase your products.

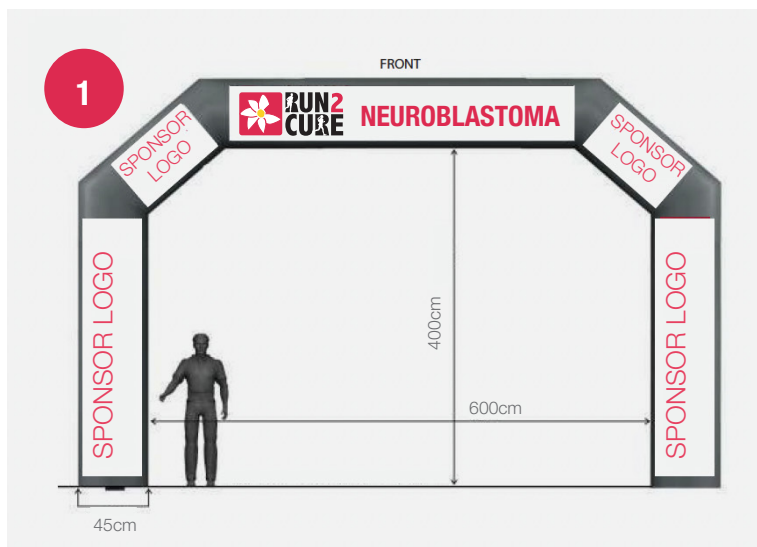
## Sponsorship Levels and Packages

Naming rights can be negotiated for an additional fee, contact Lucy at Lucy.Jones@nb.org.au for more information.

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	LOCAL BUSINESS
<b>Level of Investment</b>	\$25,000	\$10,000	\$5,000	\$2,000	\$1,000	\$500
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>Printed materials</b>						
Logo on flyers (10 000)	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					
Written mention in Press Releases	yes	yes				
Logo on Run 2 Cure website and Neuroblastoma Australia website linking to websites	yes	yes	yes	yes	yes	
Recognition on Neuroblastoma Australia website and Facebook (8,000), Instagram and Twitter and link to sponsor's website	yes	yes	yes	yes	yes	yes
Permission to video part of the event	yes	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 pack	yes	yes	yes	yes		
<b>ON THE DAY</b>						
<b>Banners</b>						
Banner at main stage	front of stage	side of stage				
Banner on start and finish arch	front arch side	front arch side	front arch corner or back arch side*	yes		
Banners around the track	6 (1m x 70 cm)	4 (1m x 70)	2 (1m x 70)			
Large event banner depicting sponsors' logos	yes	yes	yes	yes		
<b>Event merchandise</b>						
Logo on Runners' bibs (estimated 4000)	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	2
Mention at the start of each run/walk by the MC	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 of on stage interview about company's involvement	yes	yes				
Option to run competition to collect data	yes	yes	yes			
Option to provide a sample or insert for 2000 goody bag	yes	yes	yes	yes	yes	yes

# BRANDING EXAMPLES

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



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## BOOK AN EVENT MARQUEE

Why not get a group together of employees or friends and book your own exclusive marquee. Great to have a meeting place and you can even have your own catering. Prices start from \$1500.



## ENTERTAIN THE KIDS

Delight kids and sponsor fun activities. Opportunities include a craft tent, face painters, magician and live music. Prices start from \$1000.



## SUPPORT NEUROBLASTOMA FAMILIES

Sponsor the neuroblastoma Family area where families can meet other families and bring their teams (\$500 to \$1000).



## 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 \$2.7 million dollars for neuroblastoma research, with benefactors including the Children's Cancer Institute, Cancer Council NSW and The Kids' Cancer Project. We're proud to donate 70% of all funds raised during Run2Cure to neuroblastoma research projects. For information on these projects visit [www.neuroblastoma.org.au](http://www.neuroblastoma.org.au)

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**NO.1 CAUSE OF CANCER 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](mailto:info@nb.org.au)