



PARTNERSHIP PROPOSAL

MELANOMA

MARCH

MARCHING FOR A CURE

An Initiative of Melanoma Institute Australia

WORLD LEADING CENTRE FOR MELANOMA RESEARCH, TREATMENT AND EDUCATION


Melanoma
Institute Australia

MELANOMA - AUSTRALIA'S NATIONAL CANCER

Approximately 2,500 young people in Australia are diagnosed with melanoma every year

Approximately 12,500 people in Australia are diagnosed with melanoma every year

90% of melanomas can be successfully cured if detected early enough. This partnership will help to promote our crucial message.

1 person dies every 6 hours from melanoma, and this partnership can help us save lives!

Recent research led by MIA has tripled the life expectancy of stage IV melanoma patients, your support is crucial to our ongoing work.

Melanoma kills more young people than our national road toll

Melanoma is responsible for 8% of all young deaths in Australia.

Katie-Lee Spence lost her life to melanoma in October 2012, aged 30. Each year, Lane Spence (pictured) marches in Townsville with Katie-Lee's daughter Violet in memory of her late-Aunt and in support of her cousin.



Marching for
Auntie Katie

Marching for
Auntie Katie

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EXECUTIVE SUMMARY

This proposal offers your organisation a unique opportunity to become involved with one of the world's leading and most respected single tumour cancer centres, Melanoma Institute Australia.

This proposal outlines an exciting partnership opportunity for your organisation to take the lead on melanoma in Australia by becoming a sponsor of our national annual fundraising campaign, Melanoma March. This event will take place throughout March in 2017.

The return of investment is significant and includes exposure and engagement across multiple elements to a direct audience of up to 40,000 of our supporters.

Prior to the event your organisation receives brand exposure through advertising, email newsletters, printed brochures, posters, social media and the website. At the event, your branding will be reinforced to potentially 8,000 participants, spectators, volunteers and sponsors via product distribution, signage throughout the event area and sponsor announcements - not to forget the opportunity for prizes and giveaways.

Our goal is to secure partners whose core values are centered around health and wellbeing, and who want to connect with families and young people from communities around Australia (metro, regional and rural).



ABOUT US

Melanoma Institute Australia (MIA)

Headquartered at the Poche Centre, MIA is an internationally recognised melanoma treatment facility dedicated to preventing and curing melanoma.

Established in the mid-60s, MIA is affiliated with the University of Sydney, Macquarie University, St Vincents and Mater Health Sydney, The Royal Prince Alfred Hospital and Australian & New Zealand Melanoma Trials Group (ANZMTG).

MIA has been able to build the world's largest research database with over 39,000 entries. It is the accessibility to this data which enables our researchers and clinicians to be at the forefront of recent discoveries, and to develop ground breaking research and trials for our patients.

MIA is improving the lives of people living with melanoma, and we're on track to one day finding a cure!



MELANOMA MARCH

MARCHING FOR A CURE

Melanoma March was first established in 2012 by a local Sydney businessman who lost his 18 year old son to melanoma.

What started in Manly, Sydney as a local event to honour those who had been lost to melanoma and to raise vital funds and awareness, quickly grew into a national initiative and the major annual fundraising campaign to support MIA.

In 2016 our goal was to raise three quarters of a million dollars to fund a research project of national importance and continue our work to find a cure for melanoma. The campaign ran as the largest to date with 24 locations and over 7,000 participants around Australia, with the total revenue exceeding \$850,000.

The goal in 2017 is to raise \$1 million dollars.

To do this, we need your help!



2017 CAMPAIGN REACH

Melanoma March connects with communities all over Australia.

NEW SOUTH WALES

- Wollongong Sunday 12 March
- Newcastle Sunday 19 March
- Bathurst Sunday 26 March
- Western Sydney Sunday 26 March
- Sydney Sunday 2 April

QUEENSLAND

- Brisbane Sunday 12 March
- Bribie Island Saturday 18 March
- Coolangatta Sunday 26 March
- Townsville Sunday 26 March

VICTORIA

- Melbourne Sunday 5 March

ACT

- Canberra Sunday 19 March

SOUTH AUSTRALIA

- Mount Gambier Sunday 5 March
- Adelaide Sunday 26 March

TASMANIA

- Devonport Sunday 26 February

WESTERN AUSTRALIA

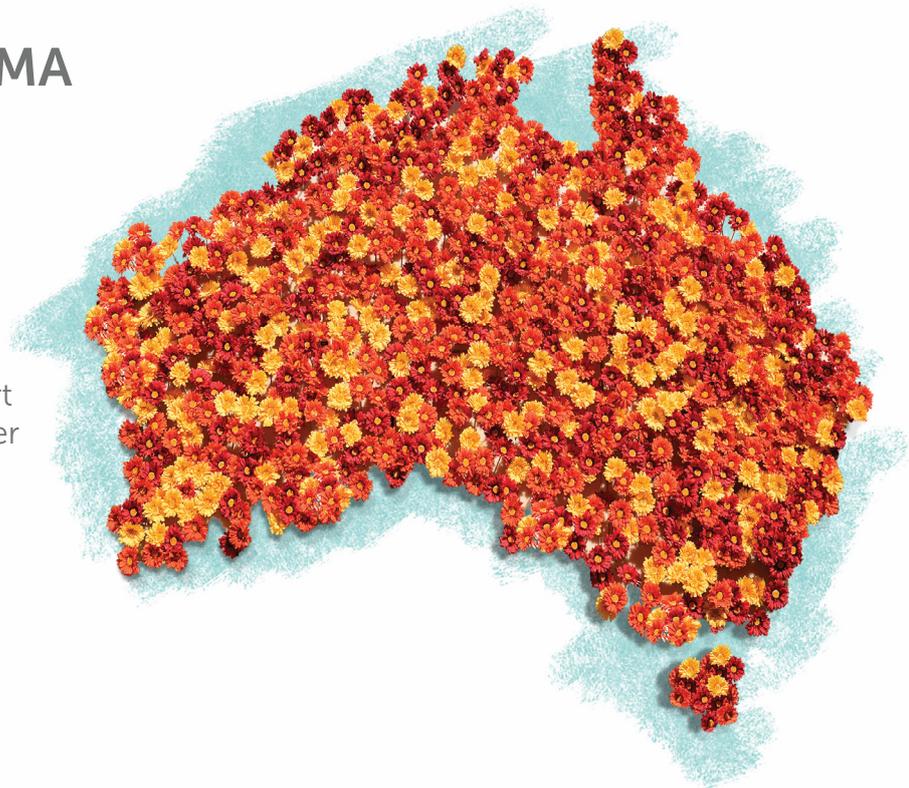
- Bunbury Sunday 19 March
- Mandurah Sunday 26 March
- Perth Sunday 2 April

MOVE FOR MELANOMA

Move for Melanoma is an exciting new initiative to complement Melanoma Institute Australia's (MIA) annual Melanoma March campaign.

It is an easy way for Australians to unite against melanoma and support research wherever they live, however they like and whenever suits them.

You can Move for Melanoma by organising your own local march or group activity, or set yourself a personal challenge to get moving in March.



THE OPPORTUNITY

We have five sponsorship levels available.

PRINCIPLE PARTNER	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	TEAL SPONSOR
We request \$50,000 (plus GST) to secure this level of sponsorship. This level includes 'The Longest Melanoma March'	We request \$40,000 (plus GST) to secure this level of sponsorship.	We request \$25,000 (plus GST) to secure this level of sponsorship.	We request \$15,000 (plus GST) to secure this level of sponsorship.	We request \$5,000 (plus GST) to secure this level of sponsorship.

Please note:

- 1) The sponsorship reach to be discussed with MIA and will be dependent on level of sponsorship secured.
- 2) All payment to be paid as a tax deductible contribution to Melanoma Institute Australia



PARTNERSHIP INCLUSIONS

Event Exposure for YOUR BRAND

If your aim is to be aligned with a global leader in melanoma treatment and research and to get your branding front and centre in the face of our participants, then we have plenty of opportunities.



- Regular sponsor references are made throughout the day by emcees at all 17 Melanoma March events
- Sponsors have the opportunity to spruik their brand/ product at the events
- Logo placement is available on selected marketing materials both online and offline, as well as on-the-day signage at all major events.
- There is also opportunity for branding on the website www.melanomamarch.org.au in the lead up to the event – October through to April.

Media

Melanoma March will produce a new television advertisement for use in media as well as online. The concept is based on capturing the fun and festive spirit of the March whilst reflecting an emotive message about the important reason behind the event – raising awareness and funds for melanoma research.

Media snapshot:

- Secured media support in 2016 was across 10 networks – both digital and broadcast plus a number of additional regional TV networks as well as online via YouTube and Facebook. We will be looking at engaging the above media platform again for Melanoma March 2017
- Logo placement is available for the principle partner across the commercial (if contracted before TV commercial is created)
- Total media inclusive of TV, radio, print media and social reached an audience of more than 41 million people in 2016

Digital Assets

You will have access to our community not only at events, but also through our social and digital media platforms. Our digital media platforms had increased visitation for our 2016 event.

During Melanoma March 2016 the Melanoma March website had over

185,000

unique page views

MIA speak to a captive audience of

21,000

on social media and more than

30,000

on our print & email database

Digital snapshot:

- A new look and feel has been created for Melanoma March 2017, which will broaden this reach even more
- Social media posts with an audience of 20,000+
- There are specifically designed weekly post templates available to our sponsors – key message tiles and branded weekly motivational messages
- All sponsors are provided with key share tiles and suggested messaging to use on their own social media accounts
- Website logo tiles with link to corporate sponsors

Event Volunteer Opportunities

Without volunteers, large scale events like ours don't happen, and that is why our volunteers are the most loved part of our events. So why wouldn't you want your brand to be known as the one that has helped supply this love?

- Sponsoring our volunteers could well and truly make sure they are looked after on the day
- There are many volunteer roles across Melanoma March available for your staff to participate in
- Managing information desks, registration, merchandise sales, finish and start line marshalling, race bib pick-up, face paintings, drinks stations and much, much more!



Move for Melanoma

In 2017 we are embarking on a new initiative ... Move for Melanoma. We can't hold a Melanoma March in every location around Australia, but that doesn't mean our participants can't MOVE for melanoma anywhere across Australia to unite against melanoma and raise awareness and funds for research.

Move for Melanoma is integrating with FITBIT across our online fundraising platform allowing our supporters to participate in the march whilst tracking their fitness activity key metrics across the campaign.

...The Longest Melanoma March

As part of Move for Melanoma, MIA's Community Officer and melanoma survivor, Jay Allen will walk from Brisbane to Sydney to raise vital funds to help find a cure for melanoma. Over 29 days, Jay will cover almost 1200kms with up to 6 different cowwalkers by his side every day.

Branding exposure across multiple elements of the event is available, including:

- Logo placement on the support vehicles for the walk
- Logo placement on the walkers apparel
- Pull up Banners
- Each day the team will stop in local towns to engage with the community and build awareness of melanoma. The visits will include school talks and fundraising events at local clubs
- Official Launch opportunities (Brisbane)

Other opportunities to get involved:

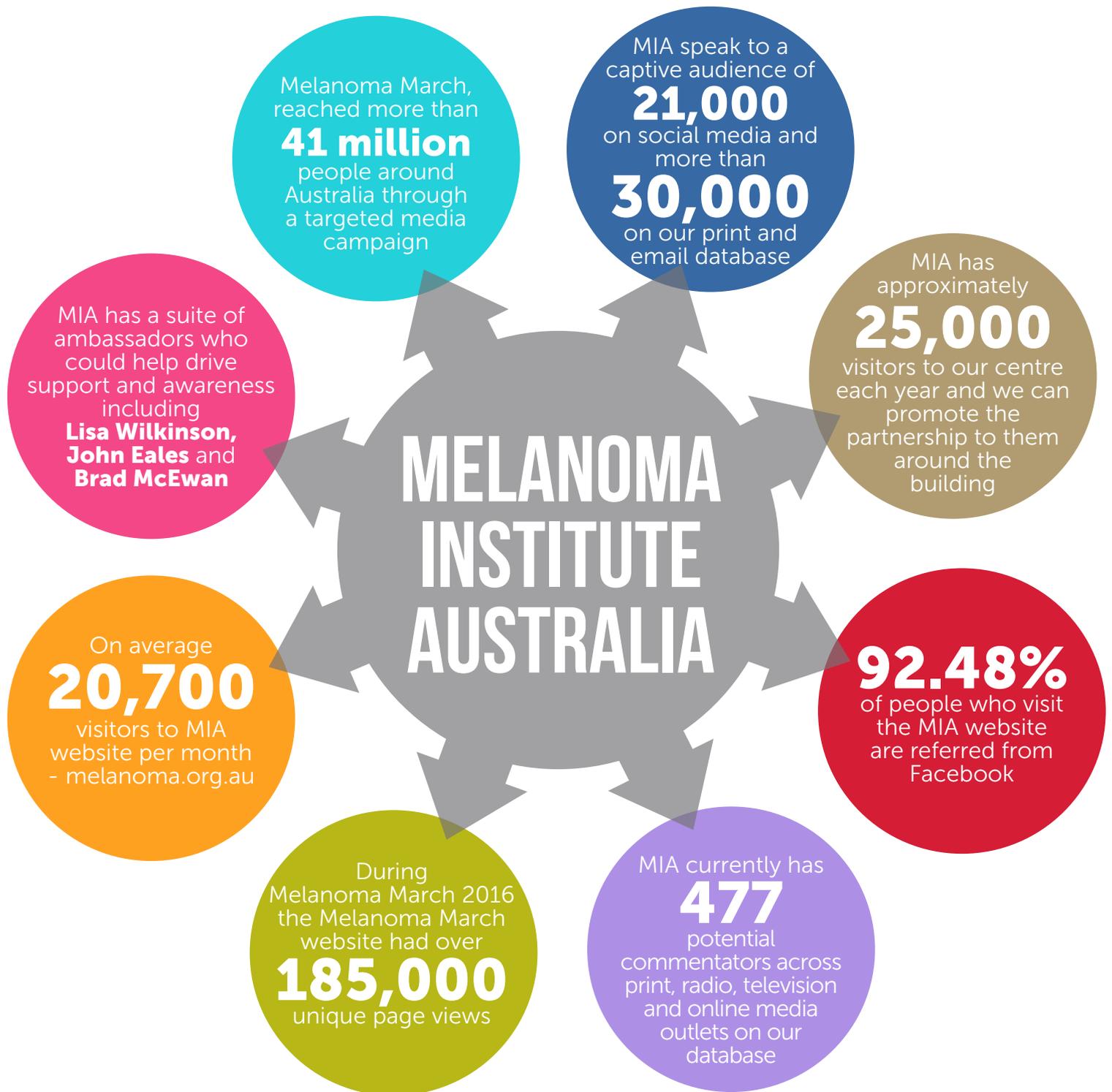
- 1200 skin check stops
- Media opportunities
- Sampling opportunities are available for the extent of the march from Brisbane to Sydney

Sampling Opportunities

Across all the events nationally or by state inclusive of The Longest Melanoma March, your branding will be reinforced to potentially 8,000 participants, spectators, volunteers and sponsors via product distribution, signage throughout the event area and sponsor announcements – not to forget the opportunity for prizes and giveaways.



A SNAPSHOT OF OUR REACH



MELANOMA MARCH - MEDIA SNAPSHOT 2016

An overview of the reach of the 2016 media campaign are:

- In excess of 41 million people reached nationally through print, radio and TV.
- Received PR to an editorial value of \$13.1M across all platforms.
- Had 19 TV segments including Channel 7 News, Win TV Wollongong, National ABC News, Network Ten Eyewitness News.
- Targeted TVC aired across all networks as a CSA for 6 weeks
- Reached a social media audience in excess of 250,000 (21,000 through MIA corporate and community pages and over 200,000 through tweets and posts from celebrity ambassadors and prime time television shows such as Today)
- Digital - Over 1 million impressions were delivered across the campaign period through partners Yahoo7, Mi9 and MCN with an average click through rate of 0.15% (industry average click through rate 0.05%).

Over \$40K in value was delivered in advertising from Pacific Magazines.

3/20/2014 NewsLocal digital edition - Manly Daily - 20 Mar 2014 - Page #9

NEWS 1-13 LIFESTYLE 14-20 CLASSIFIEDS 21-25 SPORT 26-28

MANLY

A march for fallen mates

THOUSANDS UNITE TO RAISE AWARENESS AND FUNDS FOR MELANOMA RESEARCH

Andrew Priestley

MORE than 8000 people across Australia are expected to walk in the Melanoma March this weekend.

After starting as a walk along the Manly beachfront with a few hundred people in 2012, the march has grown to a national event, with 15 marches running around the country.

The event aims to raise \$400,000 this year for Melanoma Institute Australia to assist research into the cancer and help find a cure.

The Melanoma March was founded by a group headed by Manly real estate agent James Economides.

Mr Economides's son Michael died in 2006 after a two year fight with the cancer. He was 20 years old.

"The march is to remember those that died, support those going through treatment and inspire the nation to get behind what is the Australian cancer," Mr Economides said.

More funding was needed, he said, to support melanoma research.

According to Melanoma Institute Australia figures, Australia has the highest incidence of melanoma in the world and melanoma is the most common cancer for Australians aged 15 to 39. It is responsible for 26 per cent of all skin cancer deaths.

The skin march will start at 6am on Sunday at Lagoon Park, running to South Steyne and back.

The event has gained support from the Mambo clothing label, which has produced a bandanna for the event.

All profits from the bandanna, which is being sold in surf shops throughout Manly and elsewhere, will go to the institute.

Mr Economides said he hoped the march would again raise funds and awareness of melanoma.

To sign up for this year's event or for more information, go to melanomamarch.org.au

Picture: VIRGINIA YOUNG



THANK YOU!

Thank you for your consideration of this proposal, and we hope you will take this opportunity to support us by becoming a partner for Melanoma March 2017 and beyond.

For further information please contact -

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