

Signature Tour Community Partnerships



#LETSCURECANCER



Why am I taking on this challenge?

A world without cancer

Although there have been some incredible advances in the fight against cancer over the last ten years, the disease is constantly evolving and finding new ways to resist the effects of therapy.

Tour de Cure raises vital funds to support the doctors and scientists who have dedicated their lives to uncovering a cure.

The cancer research that's being done today by our scientists is helping to make a better tomorrow for us all.

Tour de Cure funds all types of cancer research projects and are proud to support some of Australia's leading medical research institutes.

Cancer takes a terrible emotional, physical and financial toll on those it affects. Nobody should have to face cancer alone.

Tour de Cure find and fund incredible cancer support projects that make all the difference to patients, families, caregivers and communities – from the moment of diagnosis, through treatment and beyond.

How can you get involved?

By supporting me to complete this challenging tour, you'll be helping those impacted by cancer.

You'll be able to demonstrate to your employees, customers and clients that you are committed to help in the fight against cancer.

Your donation means more research, more breakthroughs and the chance for more Australians to live happier, healthier and longer lives.

Be part of the movement towards change

Signature Tour Community Partnerships – Opportunities for your business



	Diamond \$30k	Platinum \$20k	Gold \$10k	Silver \$5k	Bronze \$2.5k
	5 Available	5 Available	Unlimited	Unlimited	Unlimited
TdC Gala events	2 VIP tickets to Snow ball and Spring Lunch	2 tickets to Spring Lunch	X	X	X
Branding	Logo positioning on category jersey, website recognition	Logo positioning on category jersey, website recognition	Website recognition	Website recognition	Website recognition
Media	Cheque presentation on Sunrise. Digital partner pack for fundraising support and photos.	Digital partner pack for fundraising support, photos.	Digital partner pack for fundraising support.	Digital partner pack for fundraising support.	X
Corporate hospitality	10 tickets to Community Dinner on tour (limitations to some events apply)	6 tickets to Community Dinner on tour (limitations to some events apply)	4 tickets to Community Dinner on tour (limitations to some events apply)	X	X
Brand activation	1 visit to your local office/store on tour	X	X	X	X
Thank you	Framed thank you jersey and TdC staff presentation	Framed thank you plaque and TdC staff presentation	Framed thank you plaque	TDC Coffee table book	Digital thank you certificate

Or get in touch and create a package with us that will suit **your needs**



What is a Category Jersey?

Awarded each night on tour to a rider or support crew member who represents the values of a particular jersey. The winners are nominated by their fellow participants for demonstrating these attributes in the lead up to or during tour. Examples of values include, courageous, respectful, inclusive.

The winners will wear the jersey the next day on tour to ensure they are recognised for their achievement.



Diamond Community Partner \$30,000

Work with the Sunrise and the Tour de Cure team to create a corporate engagement piece to share your generosity with staff, businesses and customers.

- ✓ On air Sunrise cheque presentation
- ✓ Tailored video content for your comms channels
- ✓ Optional on tour brand activation
- ✓ Logo positioning on category jersey
- ✓ 10 dinner tickets to on tour events
- ✓ Tickets to TdC Spring Lunch
- Or Snow Ball gala events
- ✓ Framed jersey and thank you presentation to your staff



Only 5 available



Platinum Community Partner \$20,000

Engage your partners with purpose driven activities on tour and during the Tour de Cure calendar. Your brand can provide in kind support on tour.

- ✓ Tailored content for your comms channels
- ✓ Product opportunities for tour team
- ✓ Logo positioning on category jersey
- ✓ 8 dinner tickets to on tour events
- ✓ 2 tickets to TdC Spring Lunch gala event
- ✓ Framed thank you plaque and presentation to your staff



Only 5 available

Bespoke Opportunities

\$10,000

Interested in showing your support via other activities?

Tour de Cure offers bespoke opportunities to suit all individuals and businesses.

Some examples of activities include:

- ❖ Sponsor the evening dinner
 - Invite guest speakers and VIP's
 - Entertain 10 of your guests at dinner
- ❖ Ride with the team as they leave the town
- ❖ Brand activation opportunities at our events
- ❖ Provide in kind support for the team
- ❖ Develop PR and content pieces with local media

Limited availability



**IMPORTANTLY,
YOUR DONATION
GOES TOWARDS
FINDING A CURE**



WHERE THE MONEY GOES

**BE FIT, BE HEALTHY, BE
HAPPY SCHOOLS
PREVENTION PROGRAM**

12% Prevention

**FUNDING
WORLD CLASS
CANCER
PROJECTS,
SUPPORTING
PATIENTS AND
THEIR FAMILIES**

20% Support

**67%
Research**

**RAISING MONEY TO FUND THE
BOLDEST RESEARCH, THE MOST
TALENTED SCIENTISTS AND THE
GROUNDBREAKING PROJECTS
THAT WE BELIEVE WILL HAVE THE
BIGGEST IMPACT ON CANCER.**

"Barely 50 years ago, childhood cancer was virtually a death sentence. Through medical research the survival rates for children's cancer are up at around nearly 80%. It's really one of the miracles of modern medicine."

PROFESSOR MICHELLE HABER AM,
Children's Cancer Institute



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