



CYSTIC FIBROSIS KM's FOR A CURE

65KM A DAY FOR 5 DAYS

325KM Run, Melbourne to Albury

May 21-25 2012

www.RunForCF.com.au

SPONSORSHIP PROPOSAL

Run for CF, Kilometers for a Cure is a fundraising run from the Royal Children's Hospital in Melbourne to the 65 roses ball in Albury.

The hope is to raise as much money as possible to aid in finding a cure for Cystic Fibrosis. The run will be 65km a day for 5 days, stopping off overnight at regional towns along the way. The run takes us straight up the Hume Highway with a Vic Roads permit.

65 roses is the national day of awareness and fundraising for Cystic fibrosis. It is the last Friday of May each year. In 2012 this will fall on the 25th of May. This event will hopefully help raise more money than ever for this great cause.

In order for this event to have the impact desired any form of support or donation is greatly appreciated. The event will hopefully gain exposure in many forms of media including newspapers and television with the mention of any sponsors paramount. The event will also have a website, www.runforcf.com.au where people can make donations. There will be a dedicated page for sponsors and major donators, with each having a link to their own website. Both runners and all supporters will be wearing clothing with major sponsors printed on them and support vehicles will sport signage of sponsor logos. Both runners and all supporters will also provide very positive feedback of any sponsors by word of mouth and in any media.

ABOUT THE TEAM

The runners /organisers of this event are Matthew Haines and John Davis, both 24 year old men from Sunbury. Both have witnessed the affects of CF for many years now and always wished that they could somehow help in finding a cure. This run may seem like a tough task but compared to living with CF it is a breeze. Both runners will be running with a support car in front and behind. There will be support from a podiatrist and a physiotherapist that are coming along for the journey. There will also be a camera man who will be filming the entire run, each night the website will be updated with the latest videos so the public can keep track of the run.

ABOUT CYSTIC FIBROSIS

Cystic Fibrosis (CF) is the most common life threatening, recessive genetic condition affecting Australian children. Cystic Fibrosis is a genetic disease that affects a number of organs in the body (especially the lungs and pancreas) by clogging them with thick, sticky mucus. At present there is no cure for CF, but the faulty gene has been identified and doctors and scientists are working to find ways of repairing or replacing it. Although Australia leads the way in many areas for research into CF it is still hampered by lack of public support and lack of funding. Despite this we have one of the highest life expectancies of anywhere in the world at 35. This is still not high enough and is exactly why as much help is needed to fight for a cure.

Any assistance that your company or affiliates can provide would be greatly appreciated.

Thank you for taking the time to read this proposal. We look forward to hearing from you. To contact us for further information please contact:

John Davis

Phone: 0411 101 826

Email: enquiries@runforcf.com.au

Matthew Haines

Phone: 0457 702 673

Email: enquiries@runforcf.com.au



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Sponsorship Categories

Naming Rights Sponsor \$20,000

- Open to naming rights of event
- Logo and link on RunForCF.com.au homepage
- Logo, link and brief description of company on Sponsors page of RunForCF.com.au
- Frequent mention of company and website on Facebook and Twitter
- Logo on Facebook
- Logo and link on Everyday Hero donation page
- Logo and links to company website on Cystic Fibrosis Victoria website
- Large logo on all posters and advertising medium
- Large logo on running gear and support vehicles
- Large logo on sponsors wall – visible in every possible media telecast and all stops and functions
- Mention and thank you in all media and functions
- Company logo or small video advertisement preceding all Run For CF videos posted on RunForCF.com.au, YouTube and any available media

Major Event Sponsor \$10,000

- Logo and link on RunForCF.com.au homepage
- Logo, link and brief description of company on Sponsors page of RunForCF.com.au
- Frequent mention of company and website on Facebook and Twitter
- Logo on Facebook
- Logo and link on Everyday Hero donation page
- Logo and links to company website on Cystic Fibrosis Victoria website
- Large logo on all posters and advertising medium
- Large logo on running gear and support vehicles
- Large logo on sponsors wall – visible in every possible media telecast and all stops and functions
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Major Stage Sponsor \$5,000

- Naming Rights of stage ie. Smith's Plumbing Kilmore Run, Benalla Run brought to you by XYZ Surveying etc.
- Naming rights to fundraising function on the night of sponsored stage run and large company sign at event
- Logo and link to companies website through interactive map on RunForCF.com.au visible on respective sponsored stage
- Logo, link and brief description of company on Sponsors page of RunForCF.com.au
- Logo on Facebook
- Logo on all posters and advertising medium
- Logo on running gear and support vehicles
- Large Banner on display to thousands of passing by motorists and pedestrians along sponsored stage of run
- Company hats worn by team during sponsored stage
- Mention and thank you in all media and functions



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Executive Sponsor \$3,000

- Logo, link and brief description of company on Sponsors page of RunForCF.com.au
- Initial mention of company and website on Facebook and Twitter
- Logo on Facebook
- Logo and links to company website on Cystic Fibrosis Victoria website
- Logo on all posters
- Logo on running gear and support vehicles
- Logo on sponsors wall – visible in every possible media telecast and all stops and functions
- Mention in media

Event Sponsor \$1,000

- Logo and link of company on Sponsors page of RunForCF.com.au
- Small logo on sponsors wall – visible in every possible media telecast and all stops and functions
- Logo on support vehicles
- Thankyou on Facebook and Twitter

We would also be grateful for a donation of the following required products;

- Video Camera, tripod, software.
- Digital Camera
- Sunglasses for running
- Food and fluids
- Energy supplements
- Fuel
- Compression clothing
- Medical Products – tape, Deap Heat, Voltaren gel etc.
- Signs and stickers
- Banners
- Safety lights and signage
- Posters
- Shirts and printing
- Accomodation
- Product for auction.