

—Below the Belt—

SUPPORTING ANZUP CANCER TRIALS



BELOW THE BELT SPONSORSHIP & PARTNERSHIP PROSPECTUS

FIGHT CANCER BELOW THE BELT

*"Every new ground – breaking treatment has been a result of clinical trials research."
- Professor Ian Davis, ANZUP Chair*

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5
Cancers

\$1.9
Million Raised

2,050
Participants

8,000
Donors

4
New Concept
Developments
(How the next
treatments are
created)

200
Sponsors &
Supporters

24
Research
Projects
Funded

WHAT'S YOUR CHALLENGE?



—Below the Belt— YOUR WAY

Do it anyway, anytime and anywhere #YourWay during the month of May. Run, walk, swim, cycle, skateboard, scooter, wheel, rollerblade – anything that can be tracked - #YourWay.

Do it #YourWay and help raise \$200,000 for ANZUP's below the belt cancer research. Improve your fitness, raise awareness and help us fund future clinical trials for below the belt cancers.



1 - 31 May 2021



Anywhere, anytime,
anyway –
virtual event



Community, Medical &
Corporate



500 Participants &
Supporters

Website: www.belowthebelt.org.au/yourway



Below the Belt
PEDALTHON
RIDING FOR UROGENITAL CANCERS

Jump on your bike and cycle as many laps as you can, all in the name of raising awareness and funds for below the belt cancers. Whether you are an elite cyclist or new to the sport, the Pedalthon event caters for all.

Two events are being hosted in 2021; Sydney and Melbourne.



SYDNEY PEDALTHON



Thursday
9 September 2021



Sydney Motorsport
Park, Eastern Creek,



Medical & Corporate



350 Participants &
Supporters

MELBOURNE PEDALTHON



Sunday
17 November 2021



Sandown Racecourse,
Springvale



Community & Medical



250 Participants &
Supporters

Website: www.belowthebelt.org.au/pedalthon



HOST YOUR OWN EVENT

You can make a big difference to clinical trial research by fundraising for ANZUP. Start your own event or celebration, fundraise at work or school, or just get fit and have fun!

HELP FUND A NEW RESEARCH PROJECT

Help ANZUP raise funds for below the belt research projects. Support, promote or partner with us to raise awareness and funds for vital research.



JOIN AN ORGANISED EVENT AND FUNDRAISE FOR ANZUP

You can fundraise for ANZUP in an existing major event (like City2Surf, City-Bay and Sydney Running Festival). Select ANZUP as the beneficiary when you sign up for the event.

PARTNER WITH US

How your business can get involved:

- Corporate donations
- Project or event sponsorships
- Cause-related marketing campaigns
- Corporate fundraising events
- Workplace and matched giving
- Education for your staff on clinical trial research and below the belt cancers
- Staff volunteering



Partner, Sponsor, Support or Participate -
the choice is yours!

To find out more visit www.belowthebelt.org.au

WHAT IS ANZUP?

Australian and New Zealand Urogenital and Prostate (ANZUP) Cancer Trials Group is a charity that conducts clinical trials research to improve treatment of bladder, kidney, testicular, penile and prostate cancers.

This group of cancers are called **urogenital cancers**, but we refer to them as **below the belt cancers**.

ANZUP brings together a leading

multi-disciplinary network of oncology, surgical, medical, radiation, nursing, psychology and allied health professionals from within the urogenital cancer field to conduct vital research through clinical trials. ANZUP's members are committed to improving outcomes for those affected by these 'below the belt' cancers.

Below the Belt fundraises to support ANZUP cancer research.

THE CAUSE

Every year 27,224 Aussies are diagnosed with a below the belt cancer, and 4,502 people in New Zealand. That's 77 people every day!

We need your help to fund more trials.

Prostate, testis, penile, kidney or bladder cancer (below the belt cancers) make up 16% of all new cases of cancer - collectively they are more common than breast cancer.

Prostate cancer is the most prevalent cancer in men and testicular cancer the most common cancer in young men aged between 15 and 36 years.

Despite high five-year survival rates for

testicular (98%)* and prostate (95%)* cancer, these malignancies account for almost 12% of cancer deaths.

It is critical we improve our knowledge of these diseases, and identify targets for new treatments that can improve the lives of so many. Clinical trials are needed to help make a difference for people today, tomorrow and in the future.

At ANZUP, we conduct clinical trials and research for below the belt cancers to improve lives. But without extraordinary people like you, it wouldn't be possible.

THE RESEARCH

Since 2015, Below the Belt has raised nearly \$1.9 million for cancer research.

All of the major milestones in controlling cancer worldwide have come through clinical trials, but we still have a long way to go to help every person affected, at risk

or diagnosed with this disease. Our **Below the Belt Research Fund** has helped our clinicians kick start new trial ideas. To date, seed funding has been awarded to 24 ANZUP members to help gather the evidence needed to develop full scale clinical research studies.



Our aim is to raise enough funds to support each worthwhile cancer research idea.

YOUR SUPPORT

Join us in the fight to improve treatments and outcomes for people with below the belt cancers. You can help raise funds and awareness for below the belt cancers today. Whether it is through a workplace giving program, an event, a challenge, telling your story, have someone speak at your event or making a regular giving donation. Your support will help us pursue our mission of improving the lives of people with these cancers through an ANZUP clinical trial.

Why not get involved? There are many benefits to partnering with a highly respected not-for-profit like ANZUP:

- Partnering with the peak Australia and New Zealand clinical trials research organisation for below the belt (prostate, kidney, testicular, bladder and penile) cancers;
- Fulfilling your 'Corporate Social Responsibility' goals;
- Leading networking event with like-minded businesses and the community;
- Unique volunteering and team building opportunities for your staff on the day;
- Learn about symptoms, statistics and the latest treatments for below the belt cancers;
- 'Win - Win' - Aligning with a not-for-profit that has the same values;
- Helping ANZUP raise awareness of below the belt cancers and the need for clinical trial research;
- Fundraising to support new ANZUP research activities;
- Opportunity to make a positive social impact;
- Have fun and get fit while directly helping to improve the lives of people living with a below the belt cancer.

SPONSORSHIP OPPORTUNITIES

Sponsorship packages are now available. Customisations can be discussed upon request.

#YOURWAY CHALLENGE

Platinum Sponsorship - \$11,000 incl GST

- Premium logo position on the official event gear / merchandise
- Premium logo and acknowledgment on all associated branding alongside the event collateral including website, social media, and communications (database of 11,000)
- 6 x team registrations (unlimited number of participants)
- Acknowledgement as the Platinum sponsor on the event website and fundraising pages with links to company website
- Opportunity for your representative to speak at the start of the campaign via e-communications
- Opportunity for you to send a message to participants including video messages or further information via communications
- Specialist speaker available to speak to your staff and clients about these cancers via e-communications
- Digital badge for "Platinum Sponsor of the 2021 Below the Belt #YourWay Challenge" which can be used across your collateral
- Permission to use the endorsement phrase "Platinum Sponsor of the 2021 Below the Belt #YourWay Challenge"
- First right of refusal for the 2022 Platinum Sponsorship.



Gold Sponsorship - \$8,000 incl GST

- Logo position on the official event gear / merchandise
- Acknowledgment on all associated branding alongside the event collateral including website, social media, and communications (database of 11,000)
- 4 x team registrations (unlimited number of participants)
- Acknowledgement as the Gold sponsor on the event website and fundraising pages with links to company website
- Opportunity for you to send a message to participants including video messages
- Digital badge for "Gold Sponsor of the 2021 Below the Belt #YourWay Challenge" which can be used across your collateral
- Permission to use the endorsement phrase "Gold Sponsor of the 2021 Below the Belt #YourWay Challenge"
- First right of refusal for the 2022 Gold Sponsorship.

Silver Sponsorship - \$6,050 incl GST

- Logo position on the official event gear / merchandise
- Acknowledgment on all associated branding alongside the event collateral including website, social media, and communications (database of 11,000)
- 2 x team registrations (unlimited number of participants)
- Acknowledgement as the Silver sponsor on the event website and fundraising pages with links to company website
- Opportunity for you to send a message to participants including video messages
- Digital badge for "Silver Sponsor of the 2020 Below the Belt #YourWay Challenge" which can be used across your collateral
- Permission to use the endorsement phrase "Silver Sponsor of the 2020 Below the Belt #YourWay Challenge"
- First right of refusal for the 2021 Silver Sponsorship.

Celebrity Chef Manu Feildel,
Below the Belt #YourWay Ambassador >



Bronze Sponsorship - \$3,000 incl GST



- Logo position on the official event gear / merchandise
- Acknowledgment on all associated branding alongside the event collateral including website, social media, and communications (database of 11,000)
- 1 x team registrations (unlimited number of participants)
- Acknowledgement as the Bronze sponsor on the event website and fundraising pages with links to company website
- Digital badge for "Bronze Sponsor of the 2021 Below the Belt #YourWay Challenge" which can be used across your collateral
- First right of refusal for the 2022 Silver Sponsorship



Corporate or community registrations - \$500 incl GST

Register or sponsor a team. Sponsorship includes:

- Event entry for 6 participants
- Below the Belt #YourWay official event gear / merchandise
- Personalised supporter page
- Weekly challenges
- Awards for champions and challenge winners
- Acknowledgment on all event and fundraising websites, social media

Prize or support pack supporter

Donate or sponsor a prize for a challenge or fundraising #YourWay. Sponsorship includes:

- Acknowledgment on all event and fundraising websites, social media and newsletters with links to company website
- Opportunity for you to send a message to participants via digital channels

Donate or sponsor a branded participant support pack. Sponsorship includes:

- Branded goods (at sponsors cost) distributed to all participants via mail or email
- Acknowledgment on all event and fundraising websites, social media and newsletters with links to company website



SYDNEY PEDALTHON

Platinum Sponsorship - \$19,800 incl GST

- Premium logo position on the official Pedalthon jersey all riders receive
- Premium logo position on all associated branding alongside the event collateral including jersey, program, website, banner, social media, newsletters and signage
- 4 x team registrations (6 riders per team) - valued at \$4,400 with a 50% discount on the registration cost of any additional teams
- Opportunity for your representative to speak at the start and end of the race day
- Acknowledgement through media where possible
- Acknowledgement as the Platinum Sponsor on event and fundraising web pages with links to company website
- Opportunity to provide information about your organisation in the rider newsletters
- Access to Pedalthon Ambassador Kaarle McCulloch (four-time world champion, Olympic bronze medallist and a fifteen-time national champion), to speak at your organisation
- Specialist speaker available to speak to your staff and clients about these cancers
- Digital badge for "Platinum Sponsor of the 2021 Below the Belt Pedalthon, Sydney" which can be used across your collateral
- Permission to use the endorsement phrase "Platinum Sponsor of the 2021 Below the Belt Pedalthon, Sydney"
- First right of refusal for the 2022 Platinum Sponsorship.



Gold Sponsorship - \$13,750 incl GST

- Premium logo position on the official Pedalthon jersey all riders receive
- Premium logo position on all associated branding alongside the event collateral including jersey, program, website, banner, social media, newsletters and signage
- 2 x team registrations (6 riders per team) - valued at \$2,200 with 50% discount on the registration cost of any additional teams
- Acknowledgement as a Gold Sponsor on event and fundraising web pages with links to company website
- Opportunity to provide information about your organisation in the rider newsletters
- Digital badge for "Gold Sponsor of the 2021 Below the Belt Pedalthon, Sydney" which can be used across your collateral
- Permission to use the endorsement phrase "Gold Sponsor of the 2021 Below the Belt Pedalthon, Sydney"
- First right of refusal for the 2022 Gold Sponsorship.

Silver Sponsorship - \$6,050 incl GST

- Acknowledgement on event collateral including signage
- Logo on the official Pedalthon jersey that all riders receive
- 1 x team registration (6 riders per team) - valued at \$2,200
- Acknowledgement as a Silver Sponsor on event and fundraising web pages with links to company website
- Digital badge for "Silver Sponsor of the 2021 Below the Belt Pedalthon, Sydney" which can be used across your collateral
- Permission to use the endorsement phrase "Silver Sponsor of the 2021 Below the Belt Pedalthon, Sydney"
- First right of refusal for the 2022 Silver Sponsorship.

Bronze Sponsorship - \$3,300 incl GST

- Acknowledgement on event collateral including signage
- Logo on the official Pedalthon jersey that all riders receive
- 50% off 1 team registration (valued at \$1,100)
- Acknowledgement as a Bronze Sponsor on event and fundraising web pages with links to company website
- Digital badge for "Bronze Sponsor of the 2021 Below the Belt Pedalthon, Sydney" which can be used across your collateral
- Permission to use the endorsement phrase "Bronze Sponsor of the 2021 Below the Belt Pedalthon, Sydney"
- First right of refusal for the 2022 Bronze Sponsorship

Post Event Sponsor - \$4,400 incl GST

- Company banner on display in function room
- 50% off 1 team registration (6 riders per team) valued at \$1,100
- Branded merchandise / collateral at post event lunch (at sponsors cost)
- Acknowledgement on event collateral including signage
- Acknowledgement as the post event lunch sponsor on event and fundraising web pages with links to company website

Drink Station Sponsor - \$1,100 incl GST

- Branded marquee (at sponsors costs) or similar at drinks station location
- Branded drink bottles or cups (at sponsors costs) at drinks station location
- Acknowledgement on event collateral including signage
- Acknowledgement as the drinks station sponsor on event and fundraising web pages with links to company website





Below the Belt
Pedalthon
RIDING FOR UROGENITAL CANCERS

Corporate or community registrations - \$2,200 incl GST

Register or sponsor a team. Sponsorship includes:

- Event entry for 6 participants
- Below the Belt Pedalthon official event gear / merchandise
- Personalised supporter page
- Weekly challenges
- Awards for champions and challenge winners
- Acknowledgment on all event and fundraising websites, social media

Prize or support pack supporter

Donate or sponsor a prize for a challenge or fundraising. Sponsorship includes:

- Acknowledgment on all event and fundraising websites, social media and newsletters with links to company website
- Opportunity for you to send a message to participants via digital channels

Donate or sponsor a branded participant support pack. Sponsorship includes:

- Branded goods (at sponsors cost) distributed to all participants via mail or email
- Acknowledgment on all event and fundraising websites, social media and newsletters with links to company website



MELBOURNE PEDALTHON

Platinum Sponsorship - \$11,000 incl GST

- Premium logo position on the official Pedalthon jersey
- Premium logo position on all associated branding alongside the event collateral including program, website, banner, social media, newsletters and signage
- 6 x team registrations (4 riders per team) - valued at \$1,800
- Opportunity for your representative to speak at the start and end of the race day
- Acknowledgement through media where possible
- Acknowledgement as the Platinum sponsor on the event website and fundraising pages with links to company website
- Opportunity to provide information about your organisation in the rider newsletters
- Specialist speaker available to speak to your staff and clients about these cancers
- Digital badge for "Platinum Sponsor of the 2021 Below the Belt Pedalthon, Melbourne" which can be used across your collateral
- Permission to use the endorsement phrase "Platinum Sponsor of the 2021 Below the Belt Pedalthon, Melbourne"
- First right of refusal for the 2022 Platinum Sponsorship.



Gold Sponsorship - \$8,800 incl GST

- Premium logo position on the official Pedalthon jersey
- Premium logo position on all associated branding alongside the event collateral including program, website, banner, social media, newsletters and signage
- 4 x team registrations (4 riders per team) - valued at \$1,200
- Acknowledgement as the Gold sponsor on the event website and fundraising pages with links to company website
- Opportunity to provide information about your organisation in the rider newsletters
- Digital badge for "Gold Sponsor of the 2021 Below the Belt Pedalthon, Melbourne" which can be used across your collateral
- Permission to use the endorsement phrase "Gold Sponsor of the 2021 Below the Belt Pedalthon, Melbourne"
- First right of refusal for the 2022 Gold Sponsorship.

Silver Sponsorship - \$4,400 incl GST

- Logo on the official Pedalthon jersey
- Acknowledgement on event collateral including signage
- 2 x team registrations (4 riders per team) - valued at \$600
- Acknowledgement as the Silver sponsor on all event and fundraising webpages with links to company website
- Digital badge for "Silver Sponsor of the 2021 Below the Belt Pedalthon, Melbourne" which can be used across your collateral
- Permission to use the endorsement phrase "Silver Sponsor of the 2021 Below the Belt Pedalthon, Melbourne"
- First right of refusal for the 2022 Silver Sponsorship

Bronze Sponsorship - \$2,200 incl GST

- Logo on the official Pedalthon jersey
- Acknowledgement on event collateral including signage
- 1 x team registration (4 riders per team) - valued at \$300
- Acknowledgement as the Bronze sponsor on all event and fundraising webpages with links to company website
- Digital badge for "Bronze Sponsor of the 2021 Below the Belt Pedalthon, Melbourne" which can be used across your collateral
- Permission to use the endorsement phrase "Bronze Sponsor of the 2021 Below the Belt Pedalthon, Melbourne"
- First right of refusal for the 2022 Bronze Sponsorship

Drink Station Sponsor - \$1,100 incl GST

- Branded marquee (at sponsors costs) or similar at drinks station location
- Branded drink bottles or cups (at sponsors costs) at drinks station location
- Acknowledgement on event collateral including signage
- Acknowledgement as the drinks station sponsor on event and fundraising web pages with links to company website

Corporate or community registrations - \$2,200 incl GST

Register or sponsor a team. Sponsorship includes:

- Event entry for 6 participants
- Below the Belt Pedalthon official event gear / merchandise
- Personalised supporter page
- Awards for champions and challenge winners
- Acknowledgment on all event and fundraising websites, social media

Prize or support pack supporter

Donate or sponsor a prize for a challenge or fundraising. Sponsorship includes:

- Acknowledgment on all event and fundraising websites, social media and newsletters with links to company website
- Opportunity for you to send a message to participants via digital channels

Donate or sponsor a branded participant support pack. Sponsorship includes:

- Branded goods (at sponsors cost) distributed to all participants via mail or email
- Acknowledgment on all event and fundraising websites, social media and newsletters with links to company website



SPONSORSHIP OVERVIEW

	#YourWay	Sydney Pedalthon	Melbourne Pedalthon
Platinum Sponsorship	\$11,000	\$19,800	\$11,000
Gold Sponsorship	\$8,800	\$13,750	\$8,800
Silver Sponsorship	\$6,050	\$6,050	\$4,400
Bronze Sponsorship	\$3,000	\$3,300	\$2,200
Drinks Station Sponsor	N/A	\$1,100	\$1,100
Corporate or community registrations	\$500	\$2,200	\$800
Donate or sponsor a prize for a challenge or fundraising	Sponsor	Sponsor	Sponsor
Donate or sponsor a branded participant support pack	Sponsor	Sponsor	Sponsor

For multiple sponsorships, ANZUP will consider discounts. For discussion of other sponsorship opportunities or partnerships please contact lucy.byers@anzup.org.au



CONTACT

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BELOW THE BELT IS THE FUNDRAISING ARM OF
ANZUP CANCER TRIALS GROUP LTD

—*Below the Belt*—
SUPPORTING ANZUP CANCER TRIALS



New Zealand
Registered Charity
CC51217