

# 2023 Below the Belt Pedalthon, Sydney

## SPONSORSHIP & PARTNERSHIP PROSPECTUS



***"Every new ground-breaking treatment  
has been a result of clinical trial research."***

– Professor Ian Davis, ANZUP Chair





**Join us in the fight to improve treatments and outcomes for people with below the belt cancers.**

**We need your help to raise funds and awareness for below the belt cancers. Your support will help us pursue our mission of improving the lives of people with these cancers through vital clinical trials research.**

**Why not get involved?** There are many benefits to partnering with a highly respected clinical research organisation 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 events\*;
- 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 medical research organisation;
- 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 impacted by below the belt cancers.



## ABOUT 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.

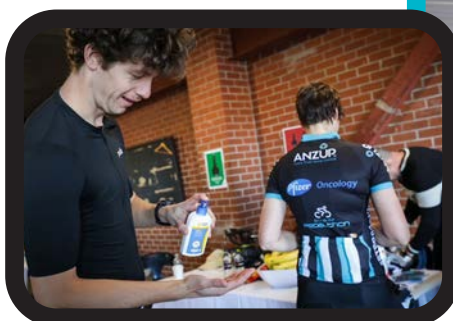
## WHY SUPPORT ANZUP?

**In 2023, 33,107 new cases of below the belt cancers were estimated in Australia and 4,502 in New Zealand†.**

It can be challenging to obtain the initial funding required to move a concept through to being a viable clinical trial. That's why the ANZUP Below the Belt Research Fund was established to help great ideas develop further. Any investment goes directly to the Below the Belt Research Fund to support ANZUP trials to improve outcomes for people with below the belt cancers.

### We need your help to fund more trials.

Help ANZUP conduct future below the belt cancer research by participating in a Below the Belt Pedalthon today or by donating directly to the cause.



## THE RESEARCH

Since 2015, Below the Belt has raised over \$2 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 36 ANZUP members to help gather the evidence needed to develop full scale clinical research studies.

Previous successful trial ideas include:

- Pathways to assist informed decision making;
- A pilot of personalised hormone treatment for men with prostate cancer;
- Assessing the potential benefit in reducing recurrence of bladder cancer by irrigation with water after the cancer has been removed; and
- An app for patients to record their symptoms in real time for review at their clinic visits; to name a few.

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







## YOUR SUPPORT

### 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) – with 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 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 2023 Below the Belt Pedalthon, Sydney" which can be used across your collateral
- Permission to use the endorsement phrase "Platinum Sponsor of the 2023 Below the Belt Pedalthon, Sydney"
- First right of refusal for the 2024 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) – 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 2023 Below the Belt Pedalthon, Sydney" which can be used across your collateral
- Permission to use the endorsement phrase "Gold Sponsor of the 2023 Below the Belt Pedalthon, Sydney"
- First right of refusal for the 2024 Gold Sponsorship.



## Silver Sponsorship

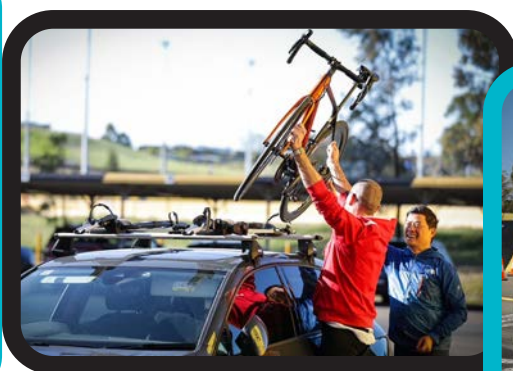
\$6,050 incl GST

- Acknowledgment 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 2023 Below the Belt Pedalthon, Sydney” which can be used across your collateral
- Permission to use the endorsement phrase “Silver Sponsor of the 2023 Below the Belt Pedalthon, Sydney”
- First right of refusal for the 2024 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
- Acknowledgement as a Bronze Sponsor on event and fundraising web pages with links to company website
- Digital badge for “Bronze Sponsor of the 2023 Below the Belt Pedalthon, Sydney” which can be used across your collateral
- Permission to use the endorsement phrase “Bronze Sponsor of the 2023 Below the Belt Pedalthon, Sydney”
- First right of refusal for the 2024 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)
- Branded merchandise/collateral at post-event lunch (at sponsors' cost)
- Acknowledgement of event collateral including signage
- Acknowledgement as the post-event lunch sponsor on event and fundraising web pages with links to the 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.

### **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 the company website
- Opportunity for you to send a message to participants via digital channels
- 1 team registration (up to 6 riders).

**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
- 1 team registration (up to 6 riders).