



supporting  
gynaecological  
cancer research

# Partnership Proposal 2018



# THE BATTLE 2017 - WE'VE COME SO FAR

The Battle was first held in 2012, after a Queensland-based gynaecological cancer surgeon, Professor Andreas Obermair, had a dream to create a fun, vibrant community event that would unite people of all ages and circumstances to raise funds for much needed research into gynaecological cancer. The Battle is now in its seventh successful year having raised more than \$660,000 by participating teams.

**You have been sent this proposal as someone who knows your business thinks you should consider joining the Cherish family as a sponsor of The Battle 2018.**

Cherish is humbled by the enthusiasm, generosity and support received from everyone that has contributed to the success of the Battle so far. From the players who turn up on the day with smiles and generosity of spirit, to the sponsors who care about our cause as much as we do and continue to commit and invest in this annual charity event.

Cherish greatly appreciates every dollar donated, every hand that helps, and every good word spread. Since 2012, the proven success of The Battle is reflected by:

- More than 2000 men, women & children have joined The Battle to get sandy for a good cause;
- More than 300 ether and had fun;
- Millions of smiles and laughs; thousands of hugs; handshakes and happy moments; and most importantly
- More than \$660,000 has been raised to support research into gynaecological cancer!

**Does this sound like the type of event you would like to be associated with? If so, then please read on!**



# WHY WE BATTLE IT OUT EVERY YEAR

Gynaecological cancer, like all cancers, does not discriminate and affects women of all ages, backgrounds and geographical locations.

Each year in Queensland, 1000 women are diagnosed with gynaecological cancer (cancer of the ovaries, the uterus, cervix, vulva and vagina). A third of those women won't survive beyond five years after diagnosis.

The Battle is dedicated to every woman who has been, or will be, diagnosed with gynaecological cancer to give them and their families hope that kinder, gentler and more effective treatments WILL be found.

This hope is voiced at the beginning of each Battle event when women whose lives have been turned upside down by gynaecological cancer, present a poignant vote of thanks to sponsors and participants.

Key facts (Cancer Australia, 2012):

- 12 women are diagnosed with gynaecological cancer each day in Australia, with statistics showing one third of these women will die from gynaecological cancer;
- The most common gynaecological cancers are uterine, ovarian and cervical
- If you were diagnosed with ovarian cancer 30 years ago, your 5-year survival rate was only 35%. It is now 43%.
- Over 60% of ovarian and uterine cancer diagnoses are women over the age of 60. Over 70% of cervical cancer diagnoses are women under the age of 60.

Despite alarming statistics and the fact the incidence of gynaecological cancer in Australia continues to rise, research into this disease receives very little government funding and limited community attention.

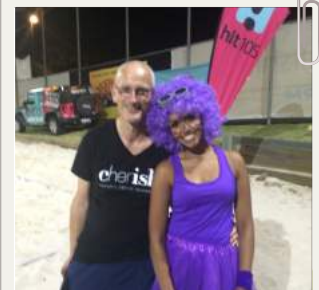
Our primary goal is to fund clinical research that results in kinder, gentler and more effective treatments.



NIKKI 2012



LINDA 2013



NIKITA 2014



JO 2015



KARLY 2016



KARLIE 2017

# EVENT DETAILS

On Friday 16th March 2018 Cherish Foundation will host its 7th annual Battle at Sandstorm Beach Club in Brisbane. Five-time Olympic beach volleyball champion, Natalie Cook, will once again host the event bringing her humour, enthusiasm and infectious love of life to the night.

The Battle is an annual friendly beach volleyball fundraiser. Teams of 5 to 8 players register to play in the event and pledge to raise \$750 per team to secure their place in the competition.

We'd love you and your organization to be at The Battle too. Our sponsors aren't just names and logos listed on the website; we encourage you to immerse yourself in the event as players, as cheer squads, as smile generators!

Mark the event in your diary - here are the details to help.



---

## 2018 Battle Details

---

DATE	FRIDAY 16TH MARCH 2018
VENUE	SANDSTORM BEACH CLUB MAINS ROAD NATHAN
TIME	FROM 5PM

**cherish** women's  
cancer  
foundation



# SPONSORSHIP PACKAGES

We make it a priority to celebrate and talk about our sponsors on social media, on our website and in other marketing materials wherever we can. We'd love to talk and write about you as a sponsor of the 2018 Battle. Here's how your organization can get involved:

Package	Major Event multiple available	Referee Partner 1 available	Marquee Partner 1 available	Coaching Partner 1 available	Court Partner multiple available
	\$15,000+gst	\$8,000+gst	\$7,500+gst	\$6,000+gst	\$3,500+gst per court
Logo placement on banners supplied by Cherish for marquees	✓		✓		
Logo placement on website & all marketing materials	✓	✓	✓	✓	✓
Product placement opportunity at training & event nights	✓	✓	✓		✓
Banner placement opportunity at training night & The Battle event	✓	✓	✓		✓
Featured partner on social media pages (1,500 followers)	✓	✓	✓	✓	✓
Marquee (3m x 3m) & Hospitality Pack (esky with cold drinks & 5 meal vouchers) for team	✓	✓	✓	✓	
Complimentary team	✓	✓	✓	✓	
Logo acknowledgement in digital on-line video to be distributed via social media and featured on website	✓			✓	
Referees wearing your company shirts on day (Referee Partner only)		✓			
Training night with Sandstorm staff in your company shirts (only available for Coaching Partner)				✓	

# CONTACTING CHERISH

Are you interested in one of the sponsorship packages outlined in this proposal? If so, please contact us on the details below.

Teams of 5-8 players can also join The Battle by registering at [www.thebattle.org.au](http://www.thebattle.org.au)

Registrations will open soon!

Telephone: 0488 333 723

Email: [info@cherish.org.au](mailto:info@cherish.org.au)

