



W4BC

Sponsorship Opportunity



The movement

12,000+ walkers all over Australia.

The goal

\$2.1 million for brain cancer research, advocacy and awareness.

By sponsoring Walk4BrainCancer, you're helping to find a cure for brain cancer – **which kills more children than any other disease, and more people under 40 than any other cancer.***

Walk4BrainCancer is a national movement of thousands. Since 2009, participants have raised \$10 Million+ for the cause.

Walk4BrainCancer is the flagship fundraising campaign of Cure Brain Cancer Foundation. Our mission is to unite our community to improve brain cancer survival and increase quality of life for those living with brain cancer.

In 2021, Walk4BrainCancer will look like:



12,000+ walkers



Virtual campaign



Community events
across COVID-safe states
in Australia



Month-long campaign
encouraging accessible
and flexible fundraising



\$2.1 Million fundraising target



Celebrity ambassadors



National media exposure



Social media reach of 80,000**

You can decide the level of your organisation's involvement – the sky is the limit for our 2021 sponsors. In return, you could receive:

Brand visibility

Marketing & communications recognition

Media exposure

Digital event activations

Sponsors will receive a personalised journey focused on driving a high level of brand recognition and visibility within the brain cancer community.

Contact: Alex Dobbing, *Director, Fundraising and Development*
partnerships@curebraincancer.org.au

curebraincancer.org.au



**Cure Brain
Cancer
Foundation**

* Causes of Death, Australia, 2019. Australian Bureau of Statistics. ** Followers across social channels.