



National Cervical Cancer Awareness Week 2016
Sponsorship Packages



National Cervical Cancer Awareness Week 2016 will be held from November 7-13. This year, the focus for the Week will be “**Are you up-to-date?**”. We are asking women to think about if they are **up-to-date** with their 2-yearly Pap test? Are they **up-to-date** with their vaccinations against cervical cancer if it is applicable for them or their children? Are they **up-to-date** with the changes happening to cervical screening in 2017?

Cervical cancer is an almost entirely preventable disease however Australian women are still dying. **Sadly, 43% of Australian women** are **NOT up-to-date** with their recommended 2-yearly Pap tests and so we are asking them to prioritise their health and to book that appointment if they are overdue. 90% of women who die from cervical cancer have not had their regular Pap tests- regular screening and early detection is critical in cervical cancer prevention.

Does your target market include Australian women aged from 17-70? We are asking organisations who care about women’s health and want to be proactive, to work with the Australian Cervical Cancer Foundation to bring National Cervical Cancer Awareness Week to life. All funds raised throughout Awareness Week this year, will go towards the appointment of a Cervical Cancer Support Coordinator who will support and guide women and families who are affected by cervical cancer. We are hoping to raise \$50k to fund this. **ACCF is the only organisation in Australia that specifically focuses on cervical cancer prevention, education and support.**

The following Sponsorship Packages are available:

Gold Package (1 x \$9,990)

We are only offering one Gold Sponsor Package which include the following:

- Exclusive Naming Rights for Cervical Cancer Awareness Week 2016
- Logo recognition on ACCF website as a Gold Sponsor
- Logo inclusion in EDM out to ACCF database (1 November dissemination)
- Logo inclusion in daily EDMs during Awareness Week (5 EDMs in total)
- 2 dedicated EDMs to the ACCF database announcing the sponsorship relationship (one before Awareness Week and one during Awareness Week)
- 5 call-outs on social media during the month of November
- Opportunity to provide collateral to be distributed at all Awareness Week activities including events at Parliament house in Canberra and Brisbane
- Exclusive invitation to attend events such as those at Parliament House and other satellite events.
- Opportunity for staff to be involved in activities such as hosting a morning tea. ACCF can provide support and a speaker for this event.

Silver Package (2 x \$4,990)

We are only offering two Silver Sponsor Packages which include the following:

- Logo recognition on ACCF website as a Silver Sponsor
- Name inclusion in EDM out to ACCF database (1 November dissemination)
- Name inclusion in daily EDMs during Awareness Week (5 EDMs in total)
- 1 dedicated EDM to the ACCF database announcing the sponsorship relationship before Awareness Week
- 3 call-outs on social media during the month of November
- Opportunity to provide collateral to be distributed at all Awareness Week activities including events at Parliament house in Canberra and Brisbane
- Opportunity for staff to be involved in activities such as hosting a morning tea. ACCF can provide support and a speaker for this event.

Bronze Package (3 x \$2,990)

We are offering 3 Bronze Sponsor Packages which include the following:

- Logo recognition on ACCF website as a Bronze Sponsor
- 2 call-outs on social media during the month of November
- Name inclusion in daily EDMs during Awareness Week (5 EDMs in total)
- Opportunity for staff to be involved in activities such as hosting a morning tea. ACCF can provide support and a speaker for this event.

Community Partner (Unlimited available)

Your support could be in the form of the following:

- % of sales for product during the month of November
- Cross-promotional arrangement where ACCF and the Community Partner promote each other on appropriate communication channels.
- Donation of product to be used at ACCF's discretion during Awareness Week
- If you have any other ideas of how your organisation could work with ACCF please get in touch!

By being a Community Partner, ACCF will do social media recognition as well as communicate the relationship in ways that are deemed appropriate by both parties based on level of support.

For more information about these packages please contact Leisa Ashton on 0421 716 551 or leisa.ashton@accf.org.au



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