



globalillumination
Australia 2009

C E L E B R A T I N G 10 Y E A R S

Supporting the National Breast Cancer Foundation's *Global Illumination Campaign 2009*

Sponsorship Proposal for

**Brisbane Global Illumination Cocktail Event &
Queensland media launch for the
Pink Ribbon Campaign**

**Friday 2nd October
Riverlife**

***Excite And Inspire The Imagination
Funding Research For The Prevention And Cure Of Breast Cancer***

National Breast Cancer Foundation

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About The National Breast Cancer Foundation

The National Breast Cancer Foundation is Australia's leading national not-for-profit organisation established to promote and support research into the prevention, detection and treatment of breast cancer.

Since its inception in 1994 the NBCF has allocated almost **\$55 million** to **230** research projects, individual awards and research resources.

In Australia breast cancer is one of the most common cancers among women and it is estimated that this year almost 14,000 women will face a breast cancer diagnosis.

Sadly, the incidence of breast cancer is increasing. However the good news is improvements in the types of research funded by the NBCF mean survival rates are on the rise.

The NBCF believes that quality research provides the keys which will ultimately unlock the secrets of breast cancer.

The Global Illumination Campaign

Around the globe October is internationally recognised as breast cancer month. It is a time when individuals, families, schools and businesses focus on the impact of breast cancer and help raise funds for vital research into its prevention, detection and treatment.

In October 2000 Estée Lauder Companies, as a way of putting the spotlight on breast cancer, initiated the inaugural **Global Illumination campaign** www.globalillumination.org.au

The idea behind Global Illumination was to encourage iconic landmarks and historical buildings around the world to light up pink in the lead up to and during October. It links countries around the world by focusing attention on the impact that breast cancer has on our community.

In 2009, the Global Illumination campaign will celebrate its 10 year anniversary and over 200 landmarks and monuments around the world, including the Sydney Opera House, are anticipated to go pink to mark this significant milestone.

Brisbane Global Illumination Cocktail Event

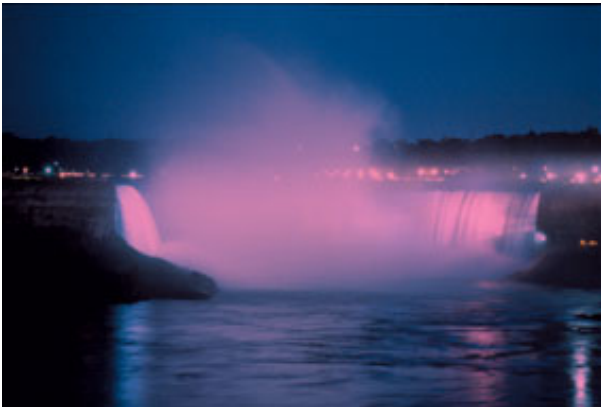
The inaugural Brisbane Global Illumination Cocktail Event will be held on Friday 2nd October at Riverlife on the banks of the Brisbane River. The event will serve as the media launch for the Pink Ribbon Campaign in Queensland and attended by up to 400 guests, dignitaries and celebrities.

As an Estee Lauder Companies Global Illumination Event, the event will be supported by a range of sponsors including Margan Wines, Burleigh Brewing Company, Qantas, Roses Only, Mount Franklin and a range of local supporters. The success of the Global Illumination events can be attributed to the amazing support shown by members of the community who donate goods and services to help minimise costs incurred on the evening.

Global Illumination Campaign – Australian and International Icons

Australia has participated in events illuminating the Sydney Opera House, the Harbour Bridge and Australia Square in Sydney; the Exhibition Buildings, Federation Square and the Crown Casino precinct in Melbourne and the Storey Bridge and the City Hall in Brisbane.

In 2008, a record 28 icons were illuminated around Australia. Hobart, Launceston, Darwin, Perth, Port Hedland, Cable Beach, Wongan Hills, Canberra, Geelong, Newcastle, Sunshine Coast, Gold Coast, Darwin, Adelaide and Wollongong also participated in the Global Illumination.



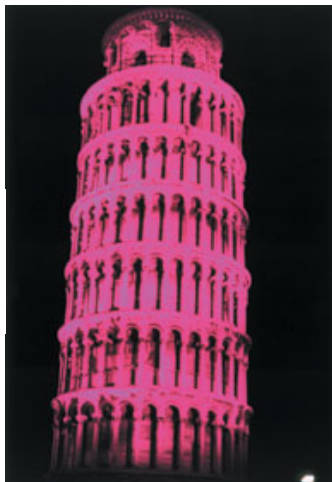
Niagara Falls, Canada



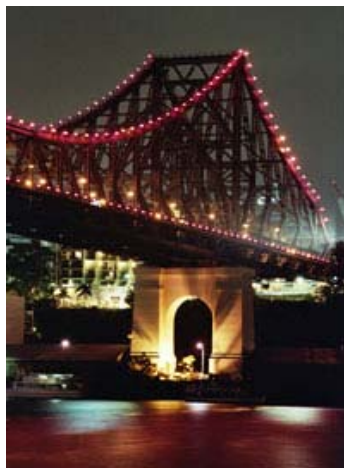
Federation Square, Melbourne

Internationally, over 40 cities have participated in the Global Illumination including London – Kensington Palace; Washington D.C – The White House; Cape Town – Table Mountain; New York – Empire State Building; Ontario – Niagara Falls and Jerusalem – Museum of Art.

Leaning Tower of Pisa, Italy



Burj Al Arab, Dubai, UAE



Story Bridge, Brisbane

Sponsorship Proposal

This is your opportunity to be an official sponsor of the 2009 Brisbane Global Illumination Cocktail event and Queensland media launch for the National Breast Cancer Foundation Pink Ribbon Campaign. We are currently seeking assistance to help contribute to the fundraising components of the evening. You can contribute to this inaugural event in a number of ways including;

- Sponsorship in cash
- Donation of raffle items
- Donation of auction items
- In kind sponsorship of products or services for the event

How will the National Breast Cancer Foundation Support You?

In recognition for your generous contribution you will be offered recognition as an Event Sponsor or Event Supporter

Event Sponsor

Sponsorships of \$1,000 +

As an Event Sponsor for the Brisbane Global Illumination Cocktail Event you will receive the following benefits;

- Naming rights as an Event Sponsor
- Website recognition as an Event Sponsor on the official Global Illumination website with logo or image link through to your homepage
- Company logo on official invitation, posters and flyers as an Event Sponsor *
- Opportunity to provide information in the official gift bags
- Company logo on official program guide as an Event Sponsor
- Promotion on event related electronic mediums such as facebook, twitter and MySpace
- Half page logo or image on DVD loop playing for the duration of the event

Event Supporter

Sponsorships of \$250 - \$1,000

As an Event Supporter for the Brisbane Global Illumination Cocktail Event you will receive the following benefits;

- Naming rights as an Event Supporter
- Website recognition as an Event Supporter on the official Global Illumination website with logo or image link through to your homepage
- Company logo on official program guide as an Event Supporter
- Promotion on event related electronic mediums such as facebook, twitter and MySpace
- Quarter page logo or image on DVD loop playing for the duration of the event

* If confirmed in writing by 1st August 2009

Breast Cancer in Australia - 2009

Breast cancer is one of the most common cancers among women in Australia. It is estimated that in 2009, 13,698 new cases will be diagnosed in women. New diagnoses are also expected in 106 men.¹

The incidence of breast cancer is increasing, but with continued support and funding from organisations like the National Breast Cancer Foundation, improvements in research mean survival rates are on the rise.



One in 9 women will be diagnosed with the disease by the age of 85.²



More than 2,800 women will die from the disease in a single year - making it one of the leading causes of cancer-related deaths in females.¹



Despite the substantial loss of life, prospects for survival are better than ever. Over 96% of women will survive at least one year after diagnosis, and almost 87% will survive five years or more – a 15% increase since the 1980's.³



In the last decade, deaths from breast cancer have decreased by approximately 22%.³



This improvement in survival is due to better detection and improved treatment for breast cancer, as a result of excellent research.



Early detection is the best method for reducing deaths from breast cancer.



Survivors often encounter problems ranging from physical limitations to psychosocial difficulties following diagnosis and treatment. These issues are now emerging as new targets for researchers.



Getting older is the most common risk factor: about 13% of new cases are among women aged 20-44, 61% in women aged 45-69 and 26% among women over 70. Women of all ages need to understand the importance of finding and treating breast cancer early.³



Survival is highest among women living in major city areas and in areas with highest socioeconomic status.⁴

¹ AIHW (Australian Institute of Health and Welfare) & AACR (Australasian Association of Cancer Registries) 2008. Cancer in Australia: an overview, 2008. Cancer series no. 46. Cat. no. CAN 42. Canberra: AIHW.

² Australian Institute of Health and Welfare (AIHW) 2007. ACIM (Australian Cancer Incidence and Mortality) Books. AIHW: Canberra.

³ Australian Institute of Health and Welfare (AIHW) & National Breast Cancer Centre 2006. Breast cancer in Australia: an overview, 2006. Cancer Series no. 34. cat. no. CAN 29. Canberra: AIHW

⁴ Australian Institute of Health and Welfare & National Breast Cancer Centre 2007. Breast cancer survival by size and nodal status in Australia. Cancer Series no. 39. Cat. no. CAN 34. Canberra: AIHW.

Funding Research for Prevention and Cure

Our Mission

In partnership with the Australian community, the National Breast Cancer Foundation (NBCF) is leading the pursuit for new knowledge in the prevention, diagnosis and treatment of breast cancer.

Our Purpose

The purpose of the NBCF is to:

- *Support and promote excellent research, in line with the National Action for Breast Cancer*
- *Research and Funding, that addresses the causes and direct care of women (and men) with breast cancer;*
- *Facilitate consumer participation in all aspects of our work;*
- *Act as an advocate for breast cancer research; and*
- *Provide opportunities for all Australians to support high quality breast cancer research.*

Our Principles

We are committed to improving breast cancer prevention and treatment by:

- *Funding excellent research;*
- *Maintaining national and international outlooks;*
- *Responsible use of supporters' funds and time;*
- *Employment of highly professional, caring and capable staff;*
- *Operating in a flexible, non-bureaucratic, innovative, creative and entrepreneurial manner, while remaining accountable, measured, strategic and open;*
- *Using trust, cooperation and dedication to overcome difficulties in the interests of achieving our mission;*
- *Taking top-level scientific, medical and business advice so we achieve the best possible outcomes on behalf of women; and*
- *Maintaining a caring and professional approach.*

Conclusion

Australia has made, and will continue to make, major contributions to the international body of knowledge about breast cancer. However, with increasing competition from other health and medical areas, continued research contributions will be largely dependent upon the availability of funds.

The NBCF supports research that is directed towards:

- *Those questions which, if answered, will make a real difference; and*
- *Investigating aspects of breast cancer that are unique to the Australian context.*

The Global Illumination campaign during October is the NBCF's key opportunity to raise these much needed funds.

For further information please contact:

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