

# THE MALE BAG FOUNDATION SPONSOR KIT



Through iconic postie bike rides we raise funds for specialist prostate equipment and services to boost the detection, treatment and recovery from prostate cancer. Each participant pays for the ride costs so every dollar we raise goes to patient care that helps individuals, families and regional communities.



[www.themalebagfoundation.org.au](http://www.themalebagfoundation.org.au)

# MISSION STATEMENT

*Our Mission: To create a better world for men and the people who love them*



## Introducing the Foundation

The Male Bag Foundation Ltd is a purpose-built charity with a clear mission and strategy. Our objectives are to boost awareness in men's health and reduce prostate cancer deaths in regional Australia.

The Foundation is an incorporated not-for-profit charity developed to raise funds for much needed specialist equipment and services.

Using Postie motorbike rides to build awareness and raise funds, our brand and activities resonate with major corporates, farmers and regional communities.

Our iconic postie bike rides are used to raise funds. Riders cover the costs of each event, and day to day operations are managed by volunteers and professional advice is provided pro-bono.

The first ride was from Perth to Melbourne in 2013. The Foundation was established on 2 February 2015 (ABN: 52602823496) and donations are Tax Deductible.

The Board comprises volunteer Directors and there are no employees, so that 100% of donations go to targeted outcomes.

Our Chairman is Mr Robert Glover and our Patron is Dr David Parkin OAM.

To date our rides have fast-tracked the delivery of Transperineal Biopsy Machines (TBMs) and specialist care to hospitals in Bairnsdale, Ballarat, Bendigo, Barwon Health South West (VIC), Dubbo, Wagga and Griffith (NSW), and the Limestone Coast and the Riverland/Mallee/Coorong Health networks, Port Augusta Hospital (SA). Around 400 men per week use a TBM facilitated by our efforts.

Our work continues to make a difference – facilitating the early detection and reducing the impact of prostate cancer on men, families and regional communities.

Our experience tells us that early biopsies in regional hospitals using the latest technology followed by quick treatment saves lives.





# PATRON'S STATEMENT

*We have the bikes, we have the riders and lots of enthusiastic supporters – but we also need your help with sponsorship.*



I'm honoured to be the official patron of The Male Bag Foundation.

It's important we continue to spread the word about prostate cancer, in the hope that we can save more men from this insidious disease that kills over 3300 Australian men annually.

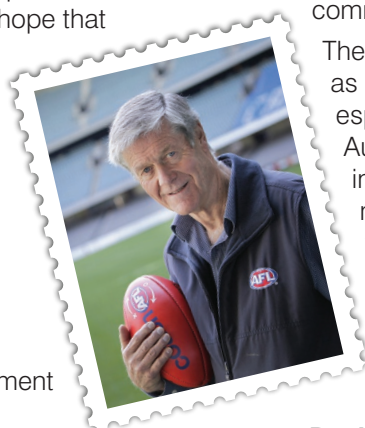
The Male Bag Foundation is a registered Tax Deductible Charity. 100% of the money raised through sponsorship goes to supporting prostate cancer, to fund awareness campaigns, diagnostic equipment and nurse support for this uniquely male disease.

Please accept this note as an invitation to actively support this cause. By joining us you will raise awareness in prostate cancer, help patients and their families, as well as the

regional communities in which they live. Join us as a sponsor, rider, service club or event support and achieve lasting personal and community goals and lifelong memories.

The Foundation has a proven reputation as a charity that makes a difference, especially for people living in regional Australia. It's also a great team and, in joining us on The Male Bag Ride, make friendships that will be valued for life, and help others. I so look forward to seeing among us.

I encourage you to consider being a part of The Male Bag Foundation.



**David Parkin, OAM**

*Patron and Rider  
and Prostate Cancer Survivor*

# CHAIRMAN'S STATEMENT



The Male Bag Foundation Ltd is focused firmly on men's health: To promote "awareness of, research into and equipment purchase to fight prostate cancer, through a not for profit foundation!"

Whilst capturing the spirit of adventure, the Male Bag Foundation raises awareness and funds for the fight against this insidious disease – a disease that takes the lives of 9 men every day. More than 20,000 men will be diagnosed with prostate cancer in Australia this year, and sadly around 3,300 will lose their life to the disease.

Although prostate cancer might be a male-only disease, the impact of a diagnosis is widespread, affecting not only Australian men, but their partners, families and the wider community. The Foundation helps fill a void in many families' lives during a most difficult time.

Our Attitude Determines our Altitude – so let's go forward together! Let's make a difference to other people's lives! On behalf of the directors of The Male Bag Foundation, thank you for your support.

**Robert Glover**

*Chairman  
The Male Bag Foundation*

# SPONSORSHIP OPPORTUNITIES

*The Male Bag Foundation is a registered not for profit charity. Sponsorship is tax deductible.*



## Masthead Supporter

In addition to Bronze, Silver and Gold sponsorship

- Event header branding
- Joint event media launch
- Prominent branding on all bikes, apparel, truck and support vehicles
- Event and MBF homepage listing including corporate profile and CSR message
- TV, radio and newspaper coverage throughout the event
- MBF Patron and Chairman on call for 'in store' engagements during event



The Honda Foundation

## Gold Sponsor (two opportunities)

In addition to Bronze and Silver sponsorship

- Before the ride access to MBF Patron and Chairman at corporate event
- Active participation at event media launch
- Event speaking opportunities as agreed
- Sponsor's brand embedded in promotions pre, during and post event

**\$10,000**

## Silver Sponsor (five opportunities)

In addition to Bronze sponsorship

- Active link from MBF homepage to sponsor's website
- Sponsor's logo displayed on event apparel
- Sponsor's brand displayed on bike and truck signage

**\$5,000**

## Bronze Sponsor (ten opportunities)

- Active link from event homepage to regional tourism information
- Promoted in media, radio etc
- Sponsor's brand embedded in promotions during the event

**\$3,000**

## Bike Sponsor

- Sponsor's corporate brand carried on bike box

**\$1,000**

(minimum, per rider)

# SPONSORSHIP GRID



The Male Bag Foundation	Masthead Supporter	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Ride Sponsor
Event Branding Rights	✓				
MBF landing page listing & active links	✓	✓	✓		
Corporate profile and Corporate Social Responsibility cites on home page	✓				
Your company logo on rider safety vest and carry box	✓				
Pre and during event promotions branding	✓	✓	✓		
Brand embedded in all media	✓				
Brand printed on rider High Vis vests	✓				
Brand Hero signage on the truck	✓				
Brand embedded on truck vehicle signage		✓	✓		
Brand Hero signage on support vehicles	✓				
Brand embedded on support vehicle signage		✓	✓		
Brand embedded on the rear panel of the bike promotional box signage	✓				
Joint Media Launch profile	✓	✓			
Event speaking opportunities	✓	✓			
Regional council tourism links on event page before and during the event	✓	✓	✓	✓	
Joint media statements	✓				
Facebook and social media daily updates during the event	✓	✓	✓	✓	
Your company brand exposure on pre-ride newsletter	✓				
Mast Head company logo on the rear of the bike carry box	✓				✓
Your company logo on the two sides of the bike carry box					✓
Your company logo on the event donation home page					✓
Peaked Caps	✓				
Rider T Shirts	✓	✓	✓		
Rider Dress Shirts	✓				
Logo on the Rider daily safety instructions	✓				
Tax deductible entry and donation	✓	✓	✓	✓	✓

To discuss sponsorship or marketing opportunities for your business please phone or email

**Robert Glover** *Chairman* p 0407 849 111 e rob@themalebagfoundation.org.au



# THANK YOU

Thank you for taking the time to consider our partnership request.  
The Male Bag Foundation



## CONTACTS

To discuss sponsorship or marketing opportunities  
for your business please phone or email

**Robert Glover**

*Chairman*

p 0407 849 111

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