

TUBES 4 BOOBS

SPONSORSHIP PROPOSAL

RAISING FUNDS FOR CANCER COUNCIL
NEWCASTLE, LAKE MACQUARIE AND THE
HUNTER REGION.

19 OCTOBER 2024



WHERE IT ALL BEGAN

Tubes4Boobs Event Director - Courtney's mother was diagnosed with breast cancer in 2012 at age 47 followed by her grandmother two years later.

The idea for Tubes4Boobs came about as Courtney wanted to do something to raise awareness and funds to help in the fight against breast cancer.

Inspired by her husband Marley's love of surfing they had the idea to organise their own longboard surfing competition in Newcastle. The event holds eight surfing divisions, featuring the crowd favourite tag team event where surfers don bras to raise awareness and support for Cancer Council Newcastle, Lake Macquarie and the Hunter Region.

Since it began in 2015 – across five events, Tubes4Boobs has raised over **\$80,000 for Hunter Cancer Council.**



SPONSORING TUBES

WHAT'S IN IT FOR YOUR BUSINESS?

- Generate goodwill for your brand. Tubes4Boobs is run by unpaid volunteers, so be assured that all profits from the event go to Hunter Cancer Council to supporting all Novocastrians going through breast cancer.
- Create awareness and interest in your brand / products within the Hunter and Central Coast's local community. As a sponsor we will share between 3-30 social media posts featuring your logo.
- Play an active role in the event - we like to include our sponsors in the competition as much as possible!
- Your logo will be displayed on our event promotional material.
- Actively working with the community to improve Novocastrians Cancer journey.
- Be involved in one of the most rewarding, fun and community-based events that this region has to offer.



PINK NAMING RIGHTS SPONSORSHIP



Naming rights of the event
"Tubes4Boobs presented by..."



Choose to host a marquee at the event or a stall at our markets hosted by Merewether Markets



Naming rights of the tag team division



Display banners at the event



Your logo Your logo will feature on our on our promotional material, including our T Shirt and posters



Your logo on our major sponsors banner displayed at the event and presentation.



30 x social posts comprising of Instagram posts, Instagram stories, and Facebook posts



Your logo will be featured as a major sponsor on every page of our website



Multiple PA announcements during the event



Opportunity to speak at the Tubes4Boobs award ceremony and present the tag team division award



A Cancer Council talk at your business





1 x tag team entry (4 competitors)


*This sponsorship level can be made with up to 50% retail product





LAUNCH PARTY SPONSOR


- 


Naming rights of the Launch Party
- 


Naming rights of a surfing division
- 


Your company name mentioned in all advertisements for the event which could include TV, radio, print media and social channel promotion.
- 


Display banners at the event
- 


Your logo on our promotional material, including our T Shirt and posters
- 


7 x Brand specific Instagram stories
- 

5 x Brand specific Instagram posts
- 

5 x Brand specific Facebook posts
- 

Your logo as a Major Sponsor on our website
- 

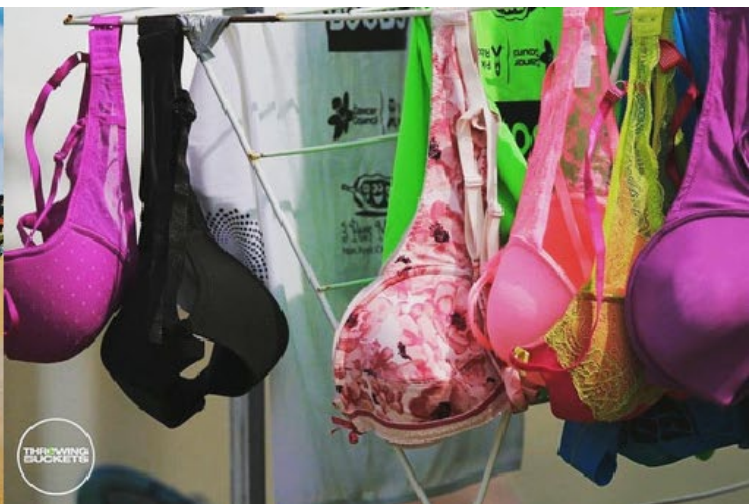
A Cancer Council talk at your business
- 

Opportunity to speak at the Launch Party as well as present the award to your surfing division on the comp day
- 

Merch and advertising materials can be displayed/ distributed at the event

*This sponsorship level can be made with up to 50% retail product.

\$3,000



GOLD SPONSORSHIP



Choose to host a marquee at the event or a stall at our markets hosted by Merewether Markets



Naming rights of a surfing division



Display banners at the event



Your logo on our promotional material, including our T Shirt and posters



Your logo on our major sponsors banner displayed at the event and presentation.



5 x Instagram stories
3 x Instagram posts including a bespoke sponsor tile
3 x Facebook posts



Your logo as a major sponsor on each page of our website



PA announcements during the event



Opportunity to speak at the Tubes4Boobs award ceremony and present the awards for your division



A Cancer Council talk at your business













1 x tag team (4 competitors)

*This sponsorship level can be made with up to 50% retail product

\$2,000









SILVER SPONSORSHIP

-  Naming rights of a surfing division
-  Display banners at the event
-  Your logo on our promotional material, including our T Shirt and posters
-  Opportunity to speak at the Tubes4Boobs award ceremony and present the awards for your division
-  3 x Instagram stories
-  2 x Instagram posts including a bespoke sponsor tile
-  2 x Facebook posts
-  Your logo as a Silver Sponsor on our website
-  PA announcements during the event
-  A Cancer Council talk at your business

*This sponsorship level can be made with up to 50% retail product

\$1,000

BRONZE SPONSORSHIP

-  Display a banner at the event
-  Your logo on our promotional material, including our T Shirt and posters
-  1 x Instagram story
-  1 x Instagram post
-  1 x Facebook post
-  Your logo as a Bronze Sponsor on our website

\$500



DONATING PRIZES

If you would like to donate products or prizes, this would also help us out in a big way!

Your products/prizes could be used for:

- Our major raffle
- Competitors only raffle
- Lucky door prizes for the Tubes4Boobs Launch Party
- Surfing division winner's prizes
- Competitors gift bags

As thanks we will post pictures of your products and share a thank you post on our Instagram story with a link to your social channel. Your donation along with your company name will also be listed on all raffle promotional material.

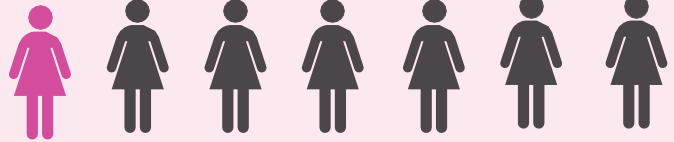
Having epic prizes for our raffles to increase funds raised and to reward our awesome surfers is invaluable to the ongoing success of the event!



THE IMPACT CANCER COUNCIL NSW HAS ON NEWCASTLE AND THE HUNTER

Did you know?

1 in 7 women will develop breast cancer in their lifetime?



Cancer Council NSW is the largest funding body for cancer research outside of the Government.

Some of the ways Cancer Council supports our local community:

- Distributing thousands of resource booklets, ensuring people have access to reliable and easy to understand information.
- Running a free telephone support service, providing information, emotional and practical support for cancer patients and their loved ones.
- Providing financial assistance to locals struggling with the high cost of cancer. This extends to financial advice from trained counsellors through to free legal and workplace advice.
- Supporting local families with cleaning and gardening services, making everyday chores at home a little easier.
- Hosting local screening activations and Cancer Council talks
- Working with State Members of Parliament to advocate change to laws and policies to reduce cancer risks and improve cancer care.



\$10

Can help pay for an Information Pack to help a woman cope after surgery



\$25

Will connect a woman with another woman who has had breast cancer who can listen and share support



\$50

Can help fund a call to a cancer nurse that informs and supports a woman through a diagnosis



\$100

Can help provide accommodation for a woman who needs to travel away from home to access treatment



\$500

Can cover some of the costs of recruiting women into studies to understand the causes of breast cancer



\$1200

Can go towards supporting research into breast cancer

MERWETHER MARKETS JUMPS ON BOARD



This year we are so excited to welcome the Merewether Markets to the event! Bringing great vibes, food, shops and entertainment for the whole family to enjoy.

What can you expect? A boutique market nestled in the coastal suburb of Merewether, supporting local artists, designers and food vendors from around the hunter.

Merewether Markets blend the best handmade craftsmanship with the unique designs that define the spirit of this coastal community.

Embrace the opportunity to support our talented locals while enjoying the vibrant and laid-back atmosphere by the sea.



STEEL CITY MALIBU CLUB

We are excited and grateful to have the Steel City Malibu Club working with us to put on this great community event!

The Steel City Malibu Club is the longest running longboard club in Newcastle. It was formed in 1982 after some local surfers sought a relaxed and fun competition format that welcomed surfers of all ages and abilities.

Steel City brings many years of successful competition experience to Tubes, running monthly club competitions and previously running the Steel City Malibu Classic - the largest amateur longboarding surf comp in the region. Running until 2005, the event attracted international, world class surfers from England, France, Hawaii and the US to Newcastle.

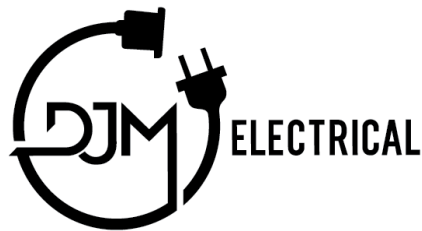
The club holds their monthly competitions on the second sunday of each month at Dixon Park Beach and welcomes all to join and have some fun!



A BIG THANKYOU TO OUR PREVIOUS SPONSORS!

For their generous support, helping us raise more than \$80,000 over the past five events.

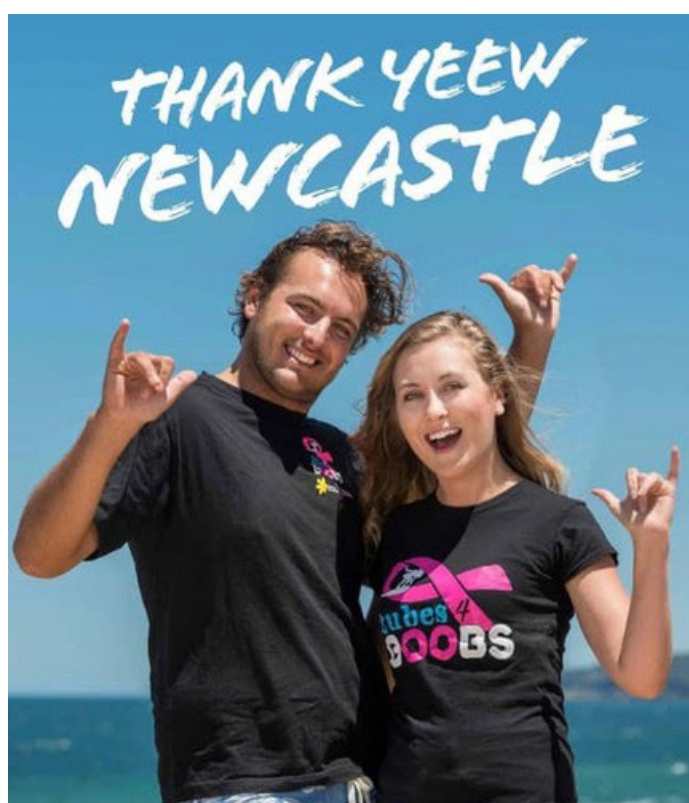
We couldn't have done this without you!



OK LET'S DO THIS...

WE CAN'T WAIT FOR YOU TO JOIN US IN MAKING TUBES4BOOBS 2024 THE BEST YEAR YET

LET'S CREATE A CANCER FREE FUTURE TOGETHER...



Powered by
volunteers

Courtney & Marienn
Tubes 4 Boobs



CONTACT US

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