



PARTNERSHIP PROPOSAL

M E L A N O M A



An Initiative of Melanoma Institute Australia

WORLD LEADING CENTRE FOR MELANOMA RESEARCH, TREATMENT AND EDUCATION



WHAT IS MELANOMA?

Melanoma

With the highest incidence of melanoma in the world, melanoma is known as Australia's national cancer.

Melanoma is the most common cancer in young Australians aged 15-39 years old, making up 20% of all cancer cases and responsible for 8% of cancer deaths. Melanoma kills more young Australians than any other cancer.

The amount of cumulative exposure in the first 15 years of life has been proven to lead to an increased likelihood of skin cancers as an adult, including melanoma. This is why prevention is so important, especially in our young people. Early detection and treatment saves lives. Over 90% of melanomas can be cured with simple treatment, if detected early enough.



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EXECUTIVE SUMMARY

This proposal offers your organisation a unique opportunity to become involved with one of the world's leading and most respected single tumour cancer centres, Melanoma Institute Australia.

This proposal outlines an exciting partnership opportunity for your organisation to take the lead on melanoma in Australia by becoming a sponsor of our national annual campaign, Melanoma March. This event will take place throughout March in 2016.

The return of investment is significant and includes exposure and engagement across multiple elements to a direct audience of up to 40,000 of our supporters.

Our goal is to secure partners whose core values are centred around health and wellbeing, and who want to connect with families and young people from communities around Australia (metro, regional and rural).

Every year, more than 12,500 people are diagnosed with melanoma and 1 person dies every 6 hours.

Melanoma kills more young people (15yrs – 24yrs old) than any other cancer.

A cure for melanoma is in our sights and your organisation is invited to make the cure your business for thousands of patients like Paige, 16 yrs, Central Coast NSW.



ABOUT US

Melanoma Institute Australia (MIA)

Headquartered at the Poche Centre, MIA is an internationally recognised melanoma treatment facility dedicated to preventing and curing melanoma.

Established in the mid-60s, MIA is affiliated with the University of Sydney, Macquarie University, St Vincents and Mater Health Sydney, The Royal Prince Alfred Hospital and Australian & New Zealand Melanoma Trials Group (ANZMTG).

MIA has been able to build the world's largest research database with over 38,000 entries. It is the accessibility to this data which enables our researchers and clinicians to be at the forefront of recent discoveries, and to develop ground breaking research and trials for our patients.

Melanoma Institute Australia is improving the lives of people living with melanoma, and we're on track to one day finding a cure!



WHY IS THIS IMPORTANT?

Approximately 2,500 young people in Australia are diagnosed with melanoma every year

Approximately 12,500 people in Australia are diagnosed with melanoma every year

90% of melanomas can be successfully cured if detected early enough. This partnership will help to promote our crucial message.

1 person dies every 6 hours from melanoma, and this partnership can help us save lives!

Recent research led by MIA has tripled the life expectancy of stage IV melanoma patients, your support is crucial to our ongoing work.

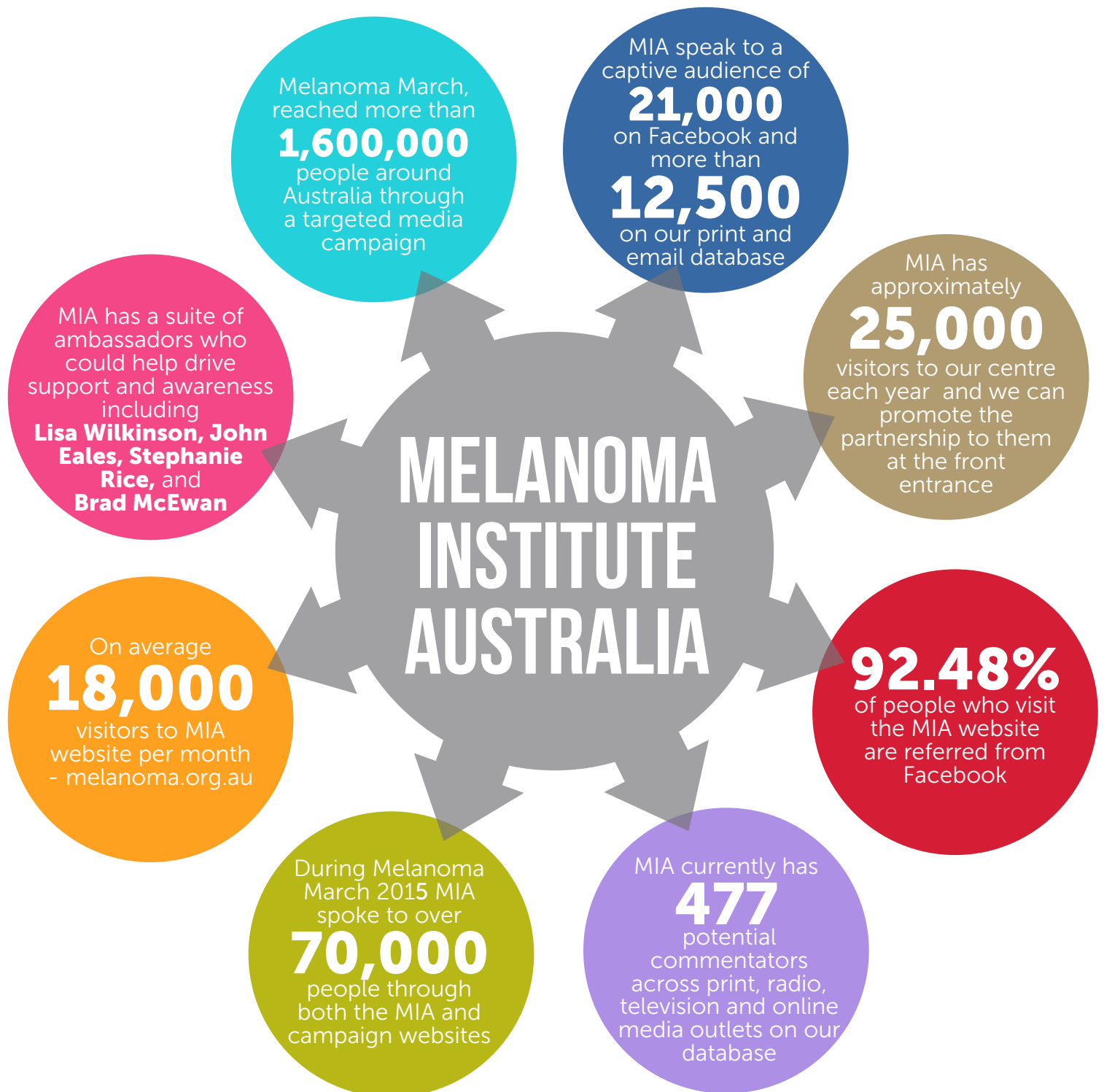
Melanoma kills more young people than our national road toll

Melanoma is responsible for 8% of all young deaths in Australia.

Katie-Lee Spence lost her life to melanoma in October 2012, aged 30. Each year, Lane Spence (pictured) marches in Townsville with Katie-Lee's daughter Violet in memory of her late-Aunt and in support of her cousin.



A SNAPSHOT OF OUR REACH





Melanoma March was first established in 2012 by a local Sydney businessman who lost his 18 year old son to melanoma.

What started in Manly, Sydney as a local event to honour the memory of those who had been lost to melanoma and to raise vital funds and awareness of this devastating disease quickly grew into a national initiative and the major annual fundraising campaign to support Melanoma Institute Australia.

In 2015, our goal was to raise one million dollars to fund a research project of national importance and continue our work to find a cure for melanoma. The campaign ran as the largest to date with 23 locations around Australia participating in a walk event and the total revenue raised exceeding \$650,000.

In 2015 the campaign launched a new look and feel, and this was really well received by the MIA community as well as the general public.

The goal in 2016 is to raise \$850,000, although we would like to see the campaign reach \$1 million.



MELANOMA MARCH 2016

Our goal is to raise significant funds for a research project of national importance. Our strategy to achieve this goal is to;

- ✓ Manage and support more than 20+ volunteer committees to host events around Australia and increasing participation numbers by 40% to 8000+ participants.
- ✓ Introduce a Melanoma March schools program that runs during the month of march, and looks at educating school aged children on sun safety
- ✓ Host a high profile media launch event in Sydney
- ✓ Leverage partnership opportunities to further engage with schools, corporates and community groups.
- ✓ Expand our current ambassador program to help build awareness for the cause.
- ✓ Execute a well-defined communications plan to increase reach across all media channels (32m people reached through 2015 PR campaign).

MIA Ambassadors -
(L-R) Lisa Wilkinson,
John Eales and
Stephanie Rice



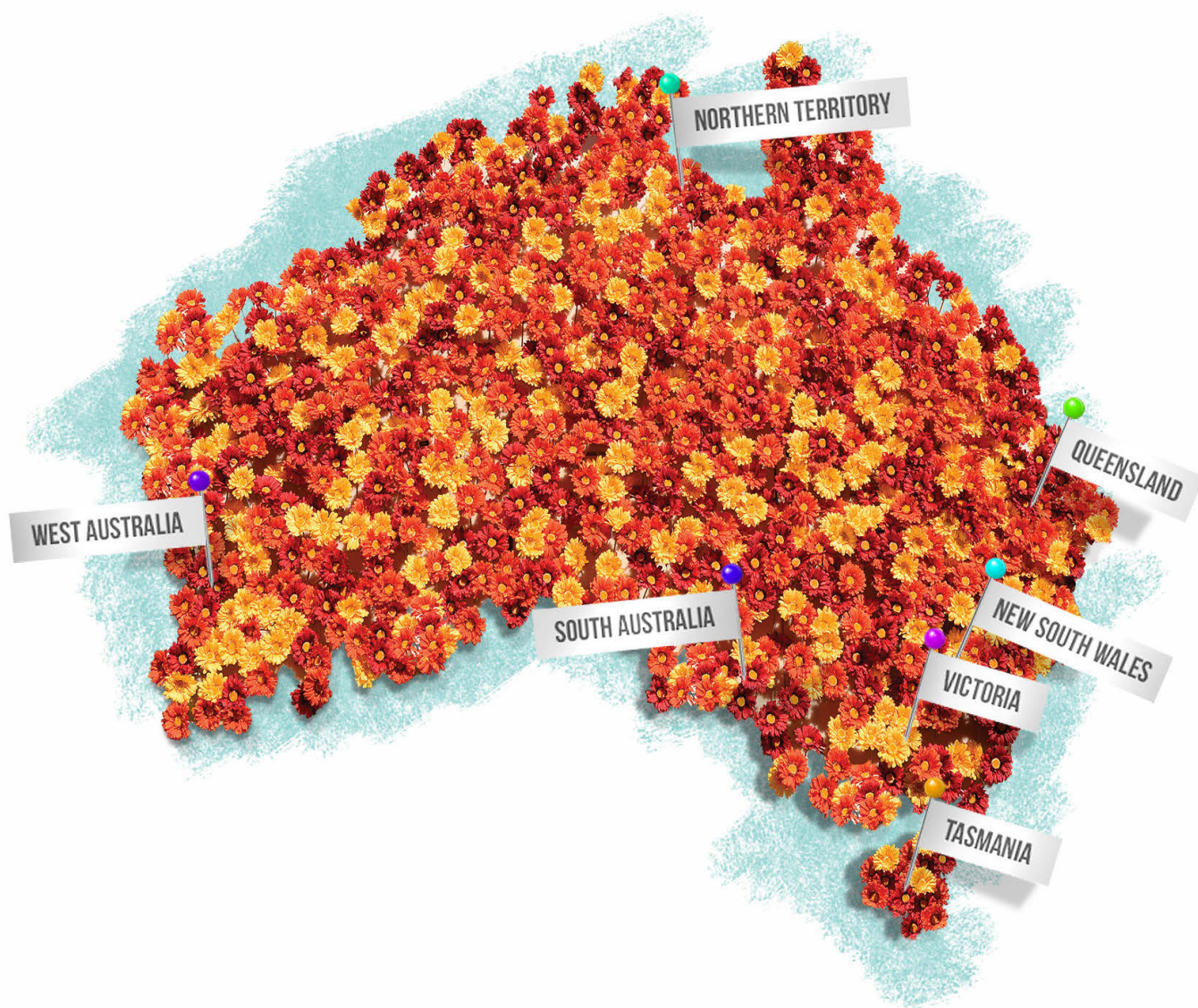
2016 EVENT LOCATIONS

Melanoma March connects with communities all over Australia.

- Adelaide
- Bathurst
- Bonny Hills
- Brisbane
- Bunbury
- Cairns
- Canberra

- Coolangatta
- Darwin
- Gosford
- Karratha
- Manly
- Melbourne
- Perth

- Picton
- Rockingham
- Taree
- Townsville
- Wagga Wagga
- Picton
- Wollongong
- ...and more



PARTNERSHIP SUPPORT

Melanoma Institute Australia will:

- ✓ Provide you with a dedicated partnership team who will be on hand to ensure successful management of the partnership and reporting on objectives.
- ✓ Offer support from our communications team who can provide you with a customised promotional plan to drive media and exposure opportunities.
- ✓ Provide relevant resources to help communicate with you staff and customers, ensuring buy in and support.
- ✓ Provide access to inspiring patient stories to drive interest and support for the campaign.
- ✓ Connect you to our media networks to help promote the campaign.
- ✓ Connect you to the suite of world-leading melanoma clinicians at MIA who can offer education and awareness opportunities for your staff, this would be a crucial component in reducing the impact of melanoma.

Please note: level of support dependent on the level of sponsorship secured.



CAMPAIGN TIMELINE

Timeframe	Activity
FINALISE (September – October)	Respond to brief and establish relationship.
PRODUCE (October – November)	Production of necessary marketing materials and digital resources. MIA to oversee production of materials in consultation with sponsors.
LAUNCH (December)	Communications (soft) launch of Melanoma March. MIA to coordinate a soft media launch event including media release and relevant stakeholder representation. Communications strategy in action.
TARGET (January – March)	Targeted recruitment activity. Media campaign in full swing. Campaign live – March 2015.
EVALUATE (May)	Evaluation and report on the partnership objectives.

THANK YOU!

Thank you for your consideration of this proposal, and we hope you will take this opportunity to support us by becoming a partner for Melanoma March 2016 and beyond.

For further information please contact -

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APPENDIX 1 - MEDIA SNAPSHOT 2015

An overview of the reach of the 2015 media campaign are:

- In excess of **32million people** reached nationally through print, radio, TV and online.
- Received PR to an **editorial value of \$9.6M** across all platforms
- **Had 5 TV segments** including Channel 7 News (Adelaide and Perth), National ABC news, National SBS news, Network Ten Wake Up TV (Sydney)
- Targeted **radio CSA aired across several networks for 6 weeks**
- Reached a **social media audience in excess of 250,000** (21,000 through MIA corporate and community pages and over 200,000 through tweets and posts from celebrity ambassadors and prime time television shows such as Today)
- Digital - **1,379,977 impressions were delivered** across the campaign period through partners Yahoo7, Mi9 and MCN with an average click through rate of 0.11% (industry average click through rate 0.05%).
- Over **\$41K in value was delivered in advertising** from Bauer and Pacific Magazines
- A full page print ad was published (on and offline) in readers digest (circulation 200,000 print and 400,000 online readership)

