



# TEAM SPONSOR PROPOSAL

Support the largest community  
based fundraiser for the  
Cancer Council in Australia





# WHO WE ARE WHAT WE DO

## Proudly supporting Cancer Research

Box Rallies is the largest community based fundraiser for the Cancer Council in Australia

## Over \$30 million raised

Founded in 2009, Box Rallies has raised well over \$30 million (and climbing) for cancer research with our chosen beneficiary being the Cancer Council

## We're about fun!

Using humour, comradery and a sense of adventure to do great things



## OUR COMMUNITY



Meet the rally community, born from a personal story and grown into a community movement doing great things.

Through the loss of both parents to cancer within 12 months of each other, founder James Freeman started Box Rallies in 2009 to raise funds and awareness in a younger demographic and provide a platform to honour and grieve.

It has grown into a strong grassroots movement with a wider community fully behind the projects, which has resulted in the establishment of a continually expanding known rallies.

- We have a very unique and very committed rally community
- Our community are our rally ambassadors. They promote the rally continuously which dramatically increases our audience
- Our community = our family



## SUPPORTING AUSTRALIA'S ISOLATED COMMUNITIES

We work with regional and often remote isolated communities. Our rallies have an enormous impact on revenue into these communities. It is easy for a rally to contribute over **\$85,000** in revenue into a remote stop over.



# ABOUT THE RALLY

Our rallies are for those who want to have an adventure, who crave something different, something memorable, but most importantly, it's for those who want to raise much needed money for cancer research.



## SHITBOX RALLY

Shitbox Rally is not a race, rather a challenge to achieve the unthinkable... To drive cars worth just \$1,500 across Australia via some of its most formidable roads, all in the name of charity. Each team must meet a minimum raise to participate.

Duration	7 days
Average distance	3,800 km
Rally teams	250
Support teams	20
Min. team raise to participate	<b>\$5,000</b>



## MYSTERY BOX RALLY

Mystery Box Rally is our shorter rally that's been running since 2013. It starts and finishes at the same regional location, with the mystery element of not knowing where you will be going each day until the morning driver briefing. There is no vehicle budget but cars need to be over 25yo but no vintage or veteran.

Duration	5 days
Average distance	2,500 km
Rally teams	165
Support teams	15
Min. team raise to participate	<b>\$4,000</b>

# ANNUAL EVENTS CALENDAR



## SHITBOX SUMMER

- MAJOR CITY DEPARTURE
- MARCH
- 3,500-3,900 KM



FUNDRAISING TARGET: \$2 MILLION



## SHITBOX AUTUMN

- MAJOR CITY DEPARTURE
- MAY
- 3,500-3,900 KM



FUNDRAISING TARGET: \$2 MILLION



## MYSTERY BOX RALLY

- REGIONAL CENTRE LOOP
- AUGUST
- 2,500 KM



FUNDRAISING TARGET: \$1 MILLION



## SHITBOX SPRING

- MAJOR CITY DEPARTURE
- OCTOBER
- 3,500-3,900 KM

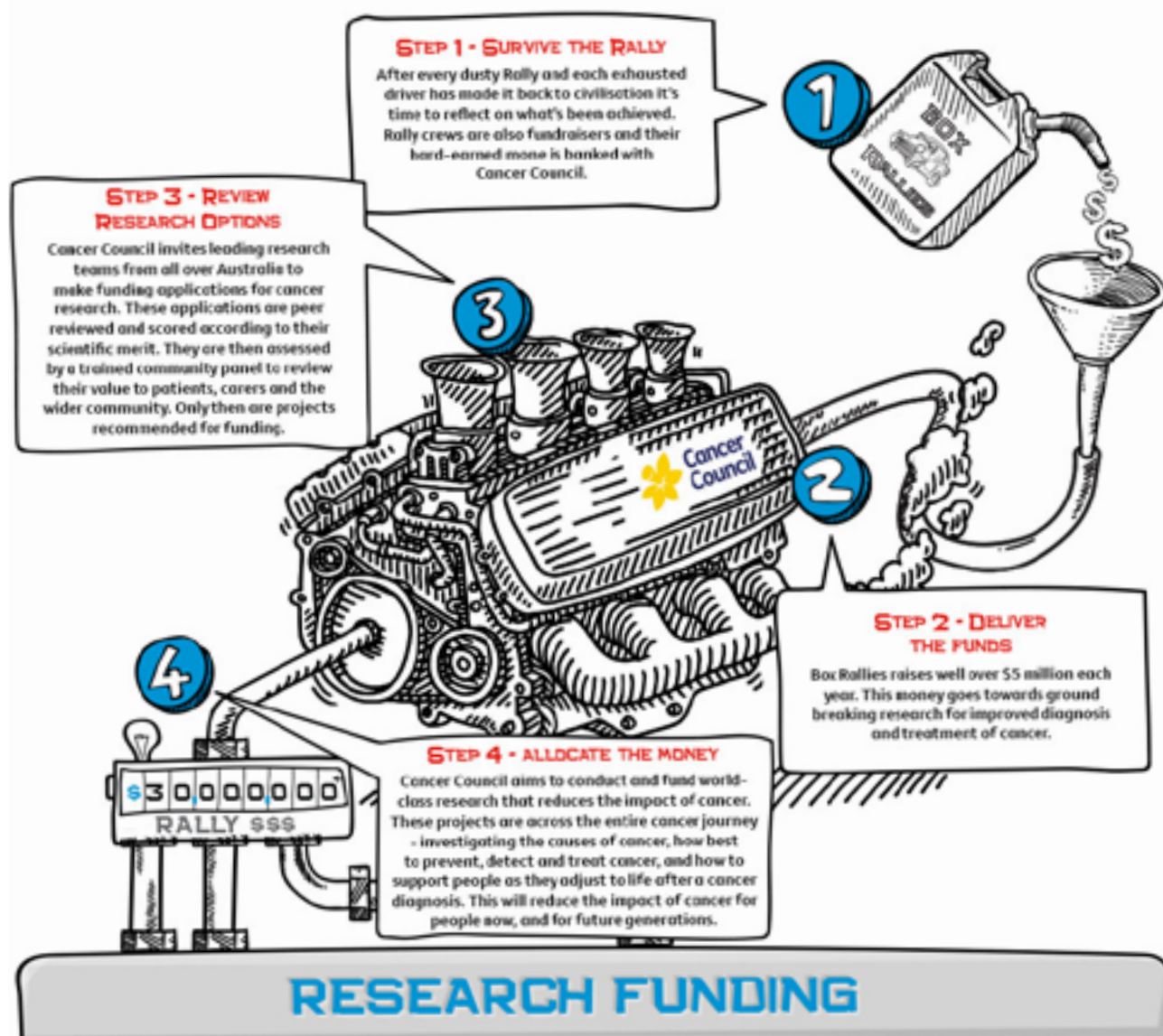


FUNDRAISING TARGET: \$2 MILLION



# FUNDRAISING- OUR IMPACT

We are proud to be the largest funder of national cancer research projects after the Australian Government. The enormous funds raised go towards cancer research, but how do they get there?  
What is the process?



## RESEARCH FUNDING

<p><b>Professor Mark Baker</b> Cancer type: <b>COLORECTAL</b> Researchers are investigating a potential new test for detecting bowel cancer in its early stages.</p> <p>Grant <b>\$450,000</b></p>	<p><b>Professor David Gotlib</b> Cancer type: <b>LEUKAEMIA &amp; LYMPHOMA</b> Researchers are conducting the first trial of this type ever performed in humans, testing a new approach to treat invasive fungal disease in cancer patients.</p> <p>Grant <b>\$450,000</b></p>	<p><b>IMPACT</b> If the conducted trial is successful, it could reduce the duration, cost and complications of fungal infections, with a significant reduction in human suffering.</p>
<p><b>IMPACT</b> This research has uncovered the role of specific cells which are meant to fight viral infection are impaired and ineffective within individuals with a specific immune deficiency and as a result are more susceptible to lymphoma cancers.</p>	<p><b>Professor Stuart Tangye</b> Cancer type: <b>LYMPHOMA</b> In this project the team is investigating immune deficiencies and how they can lead to the development of lymphoma.</p> <p>Grant <b>\$360,000</b></p>	<p><b>A/Professor Graham Neely</b> Cancer type: <b>PANCREATIC</b> Researchers are investigating how cancer drug resistance develops and are exploring more effective treatment approaches that can overcome this.</p> <p>Grant <b>\$450,000</b></p>
<p><b>Dr Megan Chircop</b> Cancer type: <b>BRAIN</b> The research team has been the first to identify new compounds that can reduce glioblastoma growth.</p> <p>Grant <b>\$360,000</b></p>	<p><b>Professor Jacob George</b> Cancer type: <b>LIVER</b> Researchers are developing a new approach to fighting drug resistance in liver cancer by targeting liver cancer stem cells.</p> <p>Grant <b>\$450,000</b></p>	<p><b>IMPACT</b> Findings from this study have identified a collection of genes whose loss-of-function result in cancer drug resistance.</p>
<p><b>IMPACT</b> Researchers have identified a potential new treatment approach for a highly aggressive brain cancer.</p>	<p><b>Dr Lorraine O'Reilly</b> Cancer type: <b>STOMACH</b> Researchers are identifying the molecular changes that drive stomach cancer development and pinpointing new markers to find the disease in its earliest stages.</p> <p>Grant <b>\$450,000</b></p>	<p><b>A/Professor Anna Defazio</b> Cancer type: <b>OVARIAN</b> This study found several gene mutations that occur in tumours of a particular type of ovarian cancer leading the researchers to a promising new treatment approach.</p> <p>Grant <b>\$358,715</b></p>
<p><b>Professor Nicholas Gottardo</b> Cancer type: <b>CHILDHOOD BRAIN CANCER</b> This team are developing a less toxic treatment which uses the patient's own immune system to fight cancer cells, to improve survival and minimise side effects from medulloblastoma treatment.</p> <p>Grant <b>\$197,432</b></p>	<p><b>A/Professor Bettina Meiser</b> Cancer type: <b>BREAST</b> A world-first study on the impacts of testing women for common, low-risk genetic variants that can lead to breast cancer.</p> <p>Grant <b>\$353,608</b></p>	<p><b>IMPACT</b> This study will help clinicians communicate the polygenic testing and educate patients to understand their results.</p>



# OUR REACH

The rallies provide very rich, positive, inspiring content that has broad appeal on social and mainstream media platforms. Since inception in 2009, we've watched our brand and engagement across a number of platforms grow exponentially.



## MYSTERY BOX RALLY



### INDIVIDUAL RALLY EXPOSURE AVERAGE:

- 2 +**  
TV  
STORIES
- 9 +**  
RADIO  
PIECES
- 24 +**  
PRINT  
ARTICLES
- 38 +**  
ONLINE  
NEWS  
ARTICLES
- 500 +**  
SOCIAL  
NETWORK  
MENTIONS



## SHITBOX RALLY



### INDIVIDUAL RALLY EXPOSURE AVERAGE:

- 97 +**  
TV  
STORIES
- 39 +**  
RADIO  
PIECES
- 65 +**  
PRINT  
ARTICLES
- 106 +**  
ONLINE  
NEWS  
ARTICLES
- 500 +**  
SOCIAL  
NETWORK  
MENTIONS



# 3 WAYS YOU CAN HELP

Keen to support the largest community fundraiser for the Cancer Council in Australia? Here are 3 ways you can get involved:

## 1. TEAM SPONSORSHIP

Here's an example of how it works: Your company contributes \$1,000 (donations can be any amount over \$110) to your chosen rally team. Box Rallies will invoice your company \$110 (inc GST) for the sponsorship rights (logo on our car and websites). The invoice will state the donation amount for the Cancer Council of \$890 and the total amount payable of \$1,000.

Your company pays the total amount of \$1,000 to the Box Rallies account as shown on the invoice (using invoice number as reference). Box Rallies will then make a donation of \$890 to our team's online fundraising page on behalf of your company, the tax receipt is emailed automatically to the sponsor contact in your company for proof of donation to Cancer Council and tax deduction purposes.

### BENEFITS OF TEAM SPONSORSHIP:

YOUR LOGO  
ON OUR  
CAR

YOUR LOGO ON  
THE  
RALLY  
WEBSITE  
+ LINK BACK

YOUR LOGO  
ON OUR  
"WE GIVE"  
DONATION  
PAGE  
+ LINK BACK

YOUR LOGO  
ON OUR  
PROMO  
MATERIAL

GREAT PR  
THROUGH  
POSITIVE  
SOCIAL MEDIA  
PLUGS

## 2. FINANCIAL DONATION

Your company or business (or you personally) makes a donation to our team. Please see instructions in our covering letter on how to make a donation directly to our We Give page.

NB: A tax receipt can only be issued against monetary donations received.

## 3. IN KIND DONATION

Your company or business gives us a gift (not money) to help us raise funds such as a hamper that we can auction off, or tyres for our car or even time e.g. mechanical help. You can have your logo on our car, but not on the website.

NB: to be classed as an In Kind Donation the value of what your company or business supplies must be over \$100.

