



# Nationwide Sponsorship Invitation

Introducing the Aotearoa 100ks in 30 Days Fundraiser for local Breast Cancer Support Services.

## The Story So Far

In 2022 we had an idea to trial a fundraiser, to learn as we go, and (all going well) to roll it out nationwide in 2023. The idea being to have people register to complete 100ks in the month of May either on foot, on wheels or in the water - and to get sponsored for their efforts. Our aim was to attract 100 registrants with a sponsorship target of \$30,000.

## Who Did We Reach?

In 2022 we focused on the Western Bay of Plenty with 75% of our registrations coming from this area.

We signed up men and women from all age ranges – late teens through to Gael in her 80s who did it with her walking frame.

A total of **1968** donations were made – which means each registrant reached on average another 7 people. Our main marketing tool was social media, with print media and radio also utilised.



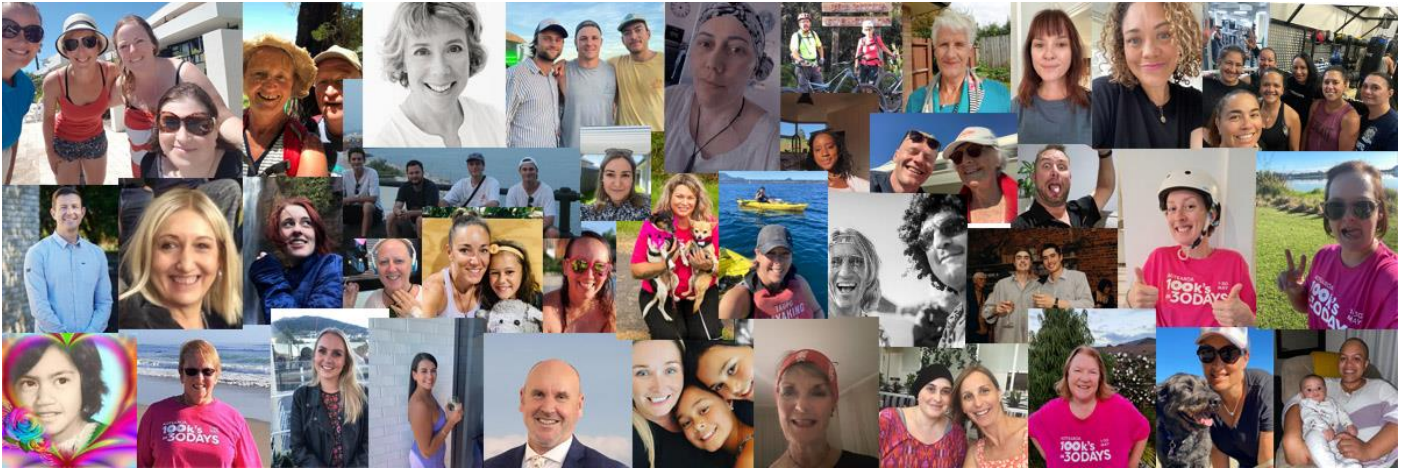
Social Media Results April-May 2022			
Type	Account Reach	Impressions	Clicks/Profile Visits
Google Ads		668,000	2,300
Facebook		270,225	1,752
Instagram	17,153	41,037	1,036

We partnered with NZME and The Hits for radio exposure. We issued regular press releases and responded to interview requests throughout the Campaign.

## What Happened?

We had **266** Registrations. We raised **\$101,000**. We exceeded our target and were delighted with the result.

[www.100ksin30days.nz](http://www.100ksin30days.nz)  
[manager@breastcancerbop.org.nz](mailto:manager@breastcancerbop.org.nz)



## Going National in 2023

Next year, with a focus on charities across the country and a nationwide marketing campaign, we're aiming to attract 800 registrants and raise \$500,000 from 5,600 donors. Our social media reach will be extensive across the country. We use an experienced marketing team to manage our social media engagement. They know what they're doing and it works.

## Who Initiated This?



We are the Breast Cancer Support Service Tauranga Trust. We've been providing support for those with a breast cancer diagnosis in the Western Bay of Plenty since 1991. We are an independent local charity who rely on grants, donations, sponsorship and fundraising for our income.

We are experienced and innovative with event fundraising including the Papamoa Hills Night Walk, The Hot Pink Walk and the Nude Dude Swim.

Find out more about our charity at [www.breastcancerbop.org.nz](http://www.breastcancerbop.org.nz)

Breast Cancer Support Service Tauranga Trust will be managing the Aotearoa 100ks in 30 Days Challenge when we go national in 2023.

## Sponsorship Opportunities

We're inviting expressions of interest from businesses and organisations who would like to partner with us in the Aotearoa 100ks in 30 Days Challenge. We're interested in mutually beneficial partnerships from businesses who see opportunity to market their brand as supporters of the Aotearoa 100ks in 30 Days Challenge.

Sponsorship Type	Description	Investment	Deliverable
Welcome Packs	Every registrant receives a Welcome Pack attractively presented with information and giveaways including the Challenge Tshirt.	Blocks of 100 x \$30 per pack = \$3000 per 100.	<ul style="list-style-type: none"> <li>Your information is included in the pack as sponsor and could include a call to action e.g a discount voucher.</li> <li>Your logo is included on the Challenge website as a sponsor</li> <li>Social Media Posts: 3 -8</li> </ul>
Giveaways	Provide goods that can be used for weekly social media giveaways.	Goods to the value of \$500 per week. You choose how many weeks to provide.	<ul style="list-style-type: none"> <li>Social Media posts each week announcing the giveaways</li> <li>Your logo is included on the Challenge website as a sponsor</li> <li>Social Media post announcing winner.</li> <li>Opportunity to do prize draw on video or radio.</li> </ul>
Rewards	Registrants receive rewards when they reach targeted fundraising goals \$500 target reached - reward value \$50 \$1500 target reached - reward value \$100. \$2500 target reached - reward value \$150	Choose your reward level and how many you want to provide.	<ul style="list-style-type: none"> <li>Your logo included On our Challenge website as reward sponsor</li> <li>Social media post promoting sponsorship of rewards</li> <li>Sponsorship acknowledgement when distributing rewards.</li> </ul>
Matched Giving	Support your staff to register and create a workplace team. Offer for your business to match donations to an agreed level or period of time.	Pre Agreed level or period of time	<ul style="list-style-type: none"> <li>Featured on our Challenge website as a Matched Giver.</li> <li>Social Media Post/video</li> </ul>
Major Sponsor	Your brand is co-branded with the Aotearoa 100ks in 30 Days brand as the major sponsor (one only available)	\$20,000-\$30,000 negotiable Involvement in the Challenge e.g. being interviewed for media; supporting staff to register for the Challenge.	<ul style="list-style-type: none"> <li>Significant marketing opportunity for brand awareness</li> <li>Association with a charitable trust that supports those with breast cancer.</li> <li>Your logo included on our Challenge website as Major Sponsor.</li> <li>Social media posts about your involvement including video 6-10</li> <li>Renewal Opportunity for up to 3 years</li> <li></li> </ul>

## Frequently Asked Questions

### **How does the Aotearoa 100ks in 30 Days Challenge Work?**

People register to do the Challenge; get their own fundraising page. They can connect their account to Strava or manually track their progress. Registrants share with others to sponsor them in their challenge and raise money for breast cancer support services.

Many registrants form teams – its fun to challenge yourself to go further with your team mates.

### **Where can I see what the Challenge collateral looks like?**

Check out our Challenge website for 2022 – [www.100ksin30days.nz](http://www.100ksin30days.nz) The updated version for 2023 will have a national focus.

To get a flavour for the way we use social media, go to our [facebook](#) and [Instagram](#) pages.

### **Is my sponsorship tax deductible?**

That is up to you – if your support is in the form of a donation it is a tax deductible donation to Breast Cancer Support Service Tauranga Trust. If your support is in the form of a sponsorship payment it is considered a business marketing expense.

### **Where does the money raised in this fundraiser go?**

The Aotearoa 100ks in 30 Days Challenge will raise money for breast cancer support services across the country. Recipients will be small charities that provide direct local services.

### **How is the money distributed across the charities?**

Qualifying recipients will receive a donation from this fundraiser that is proportional to the amount raised by those who sign up in their community. In this way money raised in local communities comes back to those communities.

**Register your  
Expression  
of Interest  
Here**