

GAME PLAN

Your Pink Sports Day event toolkit



PLAY 4 BCNA



Proudly supporting

Breast Cancer Network Australia



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Network
Australia



About us

Breast Cancer Network Australia (BCNA) is Australia's leading breast cancer consumer organisation. For the past 22 years, we have worked tirelessly to ensure that all Australians who are affected by breast cancer receive the very best care, treatment and support.

It's estimated that over 20,000 Australians will be diagnosed with breast cancer in 2020 – that's 55 women and men every day. Australia has one of the world's best survival rates at 91 per cent, but over 3,000 people will die with breast cancer this year.

We have built a strong and resilient network that brings together over 120,000 individuals. We reach over 70 per cent of Australians newly diagnosed with breast cancer as we advocate for, connect, inform and support them on a journey that nobody wants to take.

We make sure that nobody goes through breast cancer alone.

The Pink Lady silhouette is symbolic of BCNA's focus on the people affected by breast cancer and all those around them, not the disease.



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Why host a **PLAY4BCNA** Pink Sports Day?

Hosting a PLAY4BCNA Pink Sports Day Round in support of Breast Cancer Network Australia enables sports leagues and clubs to show support for families in their local community affected by breast cancer.

A breast cancer diagnosis doesn't just affect the person diagnosed. It has a ripple effect through families, schools, sporting clubs and the extended community.

A Pink Sports Day is a great way to turn pink for a day and acknowledge the vital role women play in your league and at club level, whilst fundraising to help BCNA provide free support to those affected by the most commonly diagnosed cancer in Australian women.

Whether this is your first time hosting a PLAY4BCNA Pink Sports Day or your tenth, this Game Plan toolkit is a great starting point to help make it a huge success!



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Our top tips for hosts

Leagues and Associations



Sanction a pink sports day themed round



Encourage clubs to order BCNA pink socks and merchandise



Communicate and launch round to clubs



Promote your event via media and social media



Award Pink Lady trophy to highest fundraising club

Planning your club or school Pink Sports Day

- 1** Register your event with BCNA, set a fundraising target and update your fundraising page with your logo and message.
- 2** Plan your event day activities and involve everyone - players, supporters, sponsors and staff.
- 3** Order BCNA Pink Sports Day socks and merchandise for your teams.
- 4** Spread the word by sharing your fundraising page and planned activities via social media posts, newsletter, website and email updates!
- 5** Pink up on the day and have fun!



Popular fundraising ideas



SILENT AUCTION



RAFFLE



FORMAL EVENT



BAKE SALE



BEAUTY STAND

Pink Sports Day Merchandise

All merchandise can be found at bcna.org.au



\$12⁵⁰

PINK LADY KNEE HIGH FOOTBALL SOCKS



\$15

SPORTS ARM TAPE



\$5

SCRUNCHIES



\$5

PINK SHOELACES

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*Ordering your Pink Sports Day merchandise directly from BCNA and BCNA support partners means your 'pinking up' directly helps Australians affected by breast cancer.

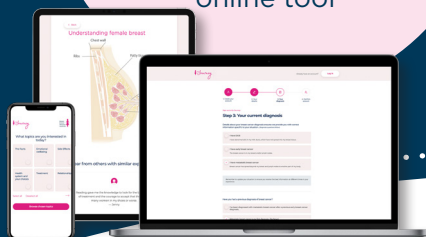
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Where your fundraising will help

\$250

To help enable Australians diagnosed with breast cancer access to FREE information and support via the BCNA My Journey online tool



\$500

Will help fund BCNA regional and metropolitan education forums for people living with breast cancer



\$1000

To help fund experienced cancer nurses on our national toll-free Helpline



Banking

After the siren sounds it's time to bank the proceeds of your great work. If you choose to deposit in a method other than via your fundraising page - please remember to email pinksportsday@bcna.org.au to advise of your funds raised, deposit method and date, organisation name and please include your unique event number which is supplied with your email registration confirmation.

Ways to deposit your fundraising



Your local NAB branch



Credit card via your fundraising page



Online banking



Cheque / Money order

Account name: Breast Cancer Network Australia Public Fund **BSB:** 083 004 **Account number:** 53 214 2990
Please send through confirmation of deposit with amount and date to pinksportsday@bcna.org.au

Ordering your Pink Sports Day Merchandise

1. Pre-paid via the BCNA online store.
2. Invoiced to your organisation* (invoice payable within 7 days of event date)
*Enter the PROMO CODE supplied in your registration confirmation to request payment by invoice at time of ordering.
3. Pink Sports Day support partners donate a percentage of their product sales to BCNA. Please order from our partners where ever possible for your Pink Sports Day balls, equipment and apparel needs.

Orders are recommended to be placed at least 14 days before your event.
Orders placed 7 days or less, prior to your event date cannot be guaranteed to arrive in time.



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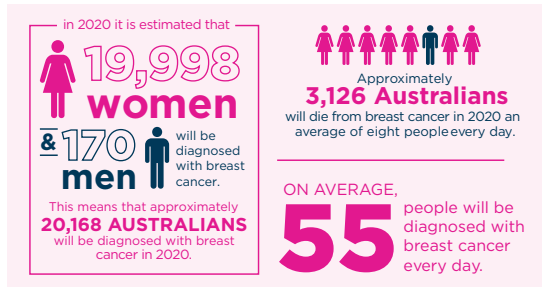


Media toolkit

We have created a digital media support kit to help you promote your event through your newsletter, social media and to help you reach out to local media outlets. A link for you to access all of this free support material was sent with your registration confirmation.

The media toolkit includes:

- A template media release for you to edit and send to your local media outlet(s) before your event.
- A document with key messages and statistics about breast cancer you can refer to and share.
- Images you can use on social media and in your newsletter to promote your Pink Sports Day.



For all social media posts don't forget to tag us and use our hashtags

f @BreastCancerNetworkAustralia

🐦 @bcnapinklady

#pinksportsday

#PLAY4BCNA



BCNA Pink Sports Day partner BLK sport can design and produce a custom guernsey or pink lady training apparel for your round*

Branding

The 'Proudly supporting Breast Cancer Network Australia' logo can be displayed on any additional promotional material or team uniform. All promotional material featuring the Breast Cancer Network Australia logo needs to be approved at the design stage by BCNA prior to print.

Please send all artwork to pinksportsday@bcna.org.au and allow at least two business days for approval.

*If your organisation has a partnership with an alternate teamwear or apparel supplier, we can work with them to brand appropriately and approve artwork and design prior to production.



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Pink Sports Day supporting partners

Major Partner - Red Energy



In 2019 Red Energy became the inaugural partner of BCNA's Pink Sports Day program, working with BCNA and grassroots sporting communities to power local sporting clubs and individuals to make a difference for Australians affected by breast cancer. The support of Red Energy enables all Pink Sports Day host organisations to receive a free promotional support pack to help maximise their event day.

Red Energy BCNA Community offer

In December 2020, Red Energy introduced a unique way to power BCNA with the Red Energy BCNA Saver plan. When you sign up as a residential customer to a Red BCNA saver plan, Red Energy will contribute up to \$10 every month to BCNA. That's \$5 for electricity and \$5 for gas accounts for every month that you remain on the Red BCNA Saver plan up to the value of \$120 per year.* To find out more visit:

<https://www.redenergy.com.au/bcna/offer> or call Red Energy on **131 806**

*T&C's for this offer are listed on both the bcna.org.au website on the Pink Sports Day - Red Energy 'About Us' page or via the offer link page listed

Melbourne Football Club



BCNA have partnered with the Melbourne Football Club (AFL) since 2005. Together we host the annual AFL Pink Lady Match at the MCG, as well as our periodical major event - Field of Women, when thousands of people stand on the MCG to form our Pink Lady in support of all Australians affected by breast cancer.

Senior players from the Melbourne Football Club AFL and AFLW teams support BCNA as Pink Sports Day ambassadors - as do other AFL players affected by breast cancer including Jarrod Berry from the Brisbane Lions and Hugh Greenwood from the Gold Coast Suns.

Melbourne Vixens



BCNA and the Melbourne Vixens have partnered to host a Pink Sports Day round each year since 2017 with players such as Jo Weston (pictured) supporting BCNA through our Pink Sports Day ambassador program.

Currently reigning premiers, the Melbourne Vixens proudly display the BCNA logo on their match day dress and work closely to help engage community netball associations and clubs to get behind the Pink Sports Day program.

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Pink Sports Day supporting partners

Supporting Product Partners



BLK Sport have been a proud supporting partner of BCNA and the Pink Sports Day program since December 2018. BLK Sport produce, warehouse and supply the BCNA Pink Sports Day merchandise range and offer custom Pink Sports Day uniforms and apparel for clubs, schools and organisations.

BLK

These supporting product partners donate a percentage of selected pink product sales to BCNA



BOOB ARMOUR



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