

GAME PLAN

Your Pink Sports Day event toolkit



PLAY 4 BCNA



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Breast Cancer Network Australia



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About us

Breast Cancer Network Australia (BCNA) is Australia's leading consumer breast cancer organisation. BCNA provides information, resources, and support to Australians affected by breast cancer, including opportunities to connect with others going through a similar situation.

We advocate to influence a stronger healthcare system to ensure all Australians diagnosed with breast cancer receive the very best care, treatment and support. This year, an estimated **20,675** Australians will be diagnosed with breast cancer – **that's 57 people every day**.

Although Australia has one of the best survival rates in the world, **over 3,000 people will die** from breast cancer this year. Over the past 25 years, we have built a strong and resilient network that brings together over **175,000 individuals**.

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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PLAY4 BCNA

Pink Sports Day

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.

Hosting a PLAY4BCNA Pink Sports Day round in support of BCNA enables sporting leagues, clubs, teams and schools to show support for families in their local community affected by breast cancer.

“Pinking up” is a wonderful way to demonstrate community engagement, inclusion across all sports, all cultures, all ages, all genders and all abilities. It's a way for organisations to acknowledge the important role women play in grassroots sport, whilst fundraising to help BCNA provide free support to those affected by the most commonly diagnosed cancer in Australian women.



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GAME PLAN

your guide to PLAY4BCNA

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!

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



Our favourite fundraising ideas



WEAR PINK SOCKS



SILENT AUCTION



RAFFLE



FORMAL EVENT



BAKE SALE



BEAUTY STAND

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Your Support Materials

PLAY4BCNA Support Pack:

To kick start all our hosts we have created a complimentary physical support pack to help PINK UP and promote your event.

PLAY4BCNA Support Pack includes:

- Pink Sports Day posters
- Proudly Supporting BCNA posters
- BCNA information brochures
- 25 Pink Lady cut outs
- 10 pack BCNA pink balloons
- 10 pack Pink Lady tattoo transfers
- 1 x donation box

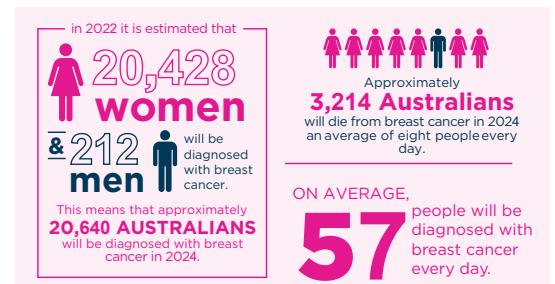


Digital Support Materials

We have created a digital 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.

BCNA's Digital toolkit includes:

- Sponsorship/ Donation Request Letter with Authority to Fundraise Template
- Digital copy of BCNA and Pink Sports Day branded posters
- 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

 @BreastCancerNetworkAustralia

  @bcnapinklady

#pinksportsday

#PLAY4BCNA



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PINK UP

With PLAY4BCNA Pink Sports Day Merchandise

Ordering your Pink Sports Day Merchandise

- Full PLAY4BCNA Pink Sports Day merchandise range can be viewed via our online store <https://pinksportsday.bcna.org.au/store>
- Clubs have choice to pay up front or for large orders over \$500 to be invoiced to your organisation. ***Invoice requests must be approved by the BCNA Merchandise Team (invoice payable within 7 days of event date)*
- Please be ensure to place your clubs order early to receive your merchandise before your event and to avoid disappointment. 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.



SHOELACES



SPORTS KEYRINGS



PLAY4BCNA KNEE HIGH SOCKS

PLAY4BCNA BEANIE



SCRUNCHIES

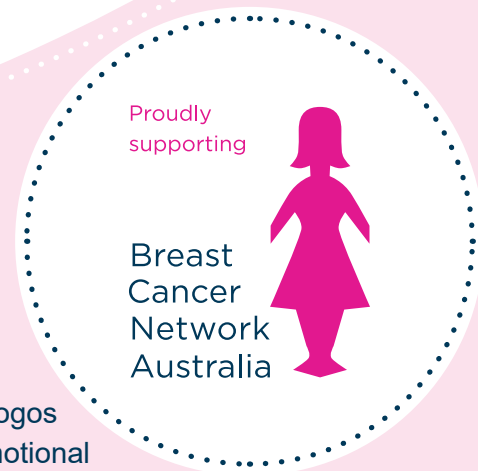
Co-Branding

The 'Proudly supporting Breast Cancer Network Australia' and 'Pink Sports Day' logos can be displayed on any additional promotional material or team uniform. All promotional material featuring the BCNA logo needs to be approved by BCNA prior to print.

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

BCNA Pink Sports Day Team can assist clubs who wish to design and produce a custom guernsey or pink lady training apparel for your round*

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

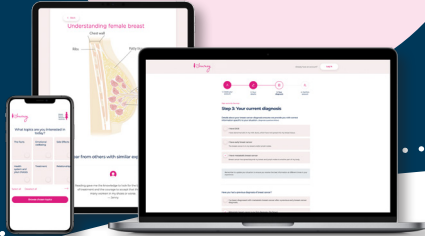
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Where your fundraising will help

\$500

Will help fund BCNA's FREE information and support resources. Ensuring those diagnosed receive reliable and up-to-date information relevant to their diagnoses.



\$1000

Will help fund BCNA's information forums for people living with breast cancer and their support people



\$2000

Will help fund our FREE Helpline which continues to be an essential service for those diagnosed and their families.



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

With your generous support, in 2021 we were able to achieve:

11,553

calls and emails to the Helpline



7,506

new My Journey registrations



88,955

podcast downloads



13,720

My Care Kits with free post-surgery bras distributed thanks to our Major Partner Berlei



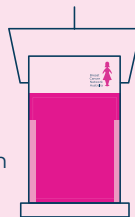
Access to new drugs and treatments

In 2023, two key breast cancer drugs were listed on the Pharmaceutical Benefits Scheme (PBS) following our advocacy.



13

regional and rural Information Forums



529,987

website visits



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.

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 Ambassadors

Hugh Greenwood

Hugh Greenwood is a professional Australian rules footballer who plays for North Melbourne Football Club. Hugh has been associated with BCNA since 2018, following the death of his mother 'Onny' in 2017 who passed away from metastatic breast cancer. Hugh is a regular ambassador for our Pink Sports Day program and participates in many BCNA events.

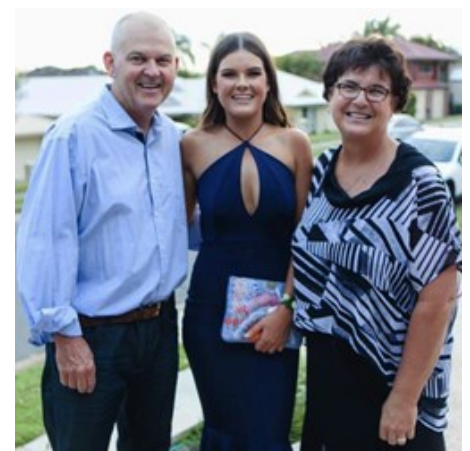


Oskar Baker

Oskar Baker is a professional Australian rules footballer playing for the Western Bulldogs. Oskar knows the impact that a breast cancer diagnosis can have on a family – his nan and aunt are both survivors, his mum Trudie lost her life to the disease in 2017 just months before he fulfilled his dream of being drafted to the AFL. Oskar joined BCNA as an Ambassador in 2021.

Sophie Conway

Sophie Conway is an Australian rules footballer playing for the Brisbane Lions in the AFL Women's competition. Sophie's mum Christine was diagnosed with breast cancer in 2013, when Sophie was just 13 years old, and dealt with both that and brain cancer until she passed away in 2017. Sophie is passionate about raising awareness for breast cancer and joined BCNA as an Ambassador in 2022.



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Pink Sports Day Ambassadors

Jarrood & Thomas Berry

Jarrood and Thomas Berry are professional Australian rules footballers playing for the Brisbane Lions and the Gold Coast Suns respectively. The Berry brothers and their family were hit hard when they lost their mother, Jedda, to breast cancer in 2013. They joined BCNA as Ambassadors as it is a charity that is close to their hearts and allows them to raise awareness for breast cancer while honouring their mum's legacy.



Sophie Locke

Sophie Locke is an Australian rules footballer playing for Hawthorn Football Club in the AFL Women's competition. She played her first game in 2022, two weeks after losing her mum to breast cancer following her diagnosis in 2013. Sophie joins BCNA as an Ambassador in 2023.



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Pink Sports Day supporting partners

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



BOOB ARMOUR



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