

Keep the Flame Alive



Sponsorship for Children's Leukaemia
& Cancer Research
Foundation



Mission



CLCRF: For over 30 years the Children's Leukaemia & Cancer Research Foundation (Inc) has been funding vital research into childhood cancers, leukaemias and brain tumours. Each year they fund key scientific research projects through the generous donations of the general public and business community.

In the 30 years of community support, childhood cancers have gone from a 30% survival rate to a 70% survival rate - meaning that the work that CLCRF is doing - makes a difference. There is still a long way to go, on the road to finding a cure - we hope that you will choose to share this journey with us and be a part of the solution.

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PRESS

2014 PRESS RELEASE

FOR IMMEDIATE RELEASE

DANCING, DONATIONS AND VERY, VERY LONG RIBBONS HELP KEEP THE FLAME ALIVE

2014 is set to be an important year for Children's Leukaemia and Cancer Research Foundation (CLCRF) with some high profile events lined up over the next few months, all designed to raise funds for research into the ongoing fight against childhood leukaemia and cancer.

Capitalising on last year's amazing success with the original movement – A Flame for Aline – which saw Perth's The Right Honourable the Lord Mayor Lisa M. Scaffidi, joining in a mass public flash mob event with 700 other dancers, the Keep the Flame Alive organisers are hoping for even bigger and better things in 2014.

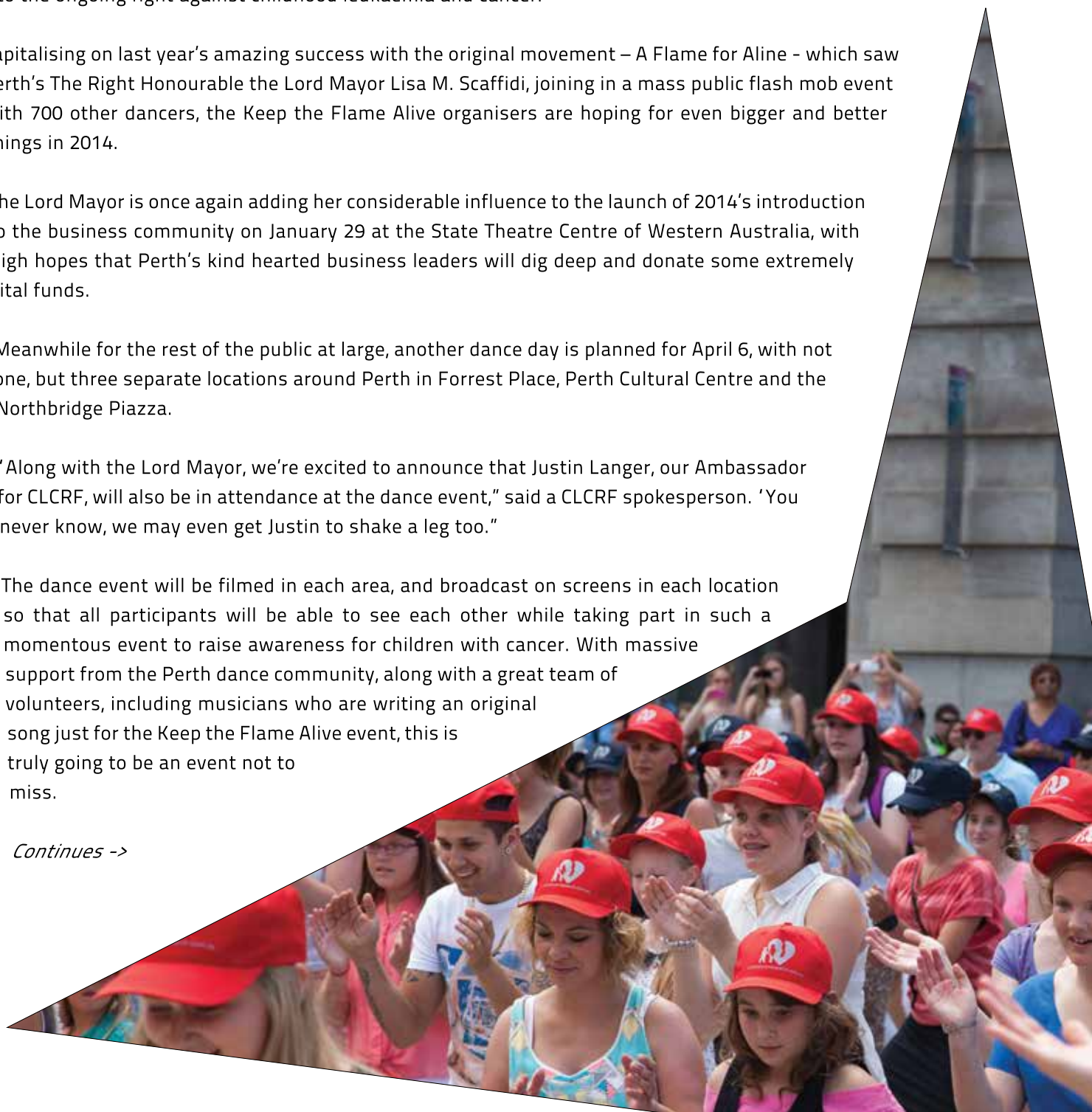
The Lord Mayor is once again adding her considerable influence to the launch of 2014's introduction to the business community on January 29 at the State Theatre Centre of Western Australia, with high hopes that Perth's kind hearted business leaders will dig deep and donate some extremely vital funds.

Meanwhile for the rest of the public at large, another dance day is planned for April 6, with not one, but three separate locations around Perth in Forrest Place, Perth Cultural Centre and the Northbridge Piazza.

'Along with the Lord Mayor, we're excited to announce that Justin Langer, our Ambassador for CLCRF, will also be in attendance at the dance event,' said a CLCRF spokesperson. 'You never know, we may even get Justin to shake a leg too.'

The dance event will be filmed in each area, and broadcast on screens in each location so that all participants will be able to see each other while taking part in such a momentous event to raise awareness for children with cancer. With massive support from the Perth dance community, along with a great team of volunteers, including musicians who are writing an original song just for the Keep the Flame Alive event, this is truly going to be an event not to miss.

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PRESS

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To top off the dance event, the Keep the Flame Alive initiative is also set to include an innovative fundraising concept this year, with a Guinness Book of World Record attempt at Langley Park to create the longest ever 'Awareness Ribbon'.

The current record was set by the Aid and Hope Program for Cancer Patient Care, in Palestine Gaza, who achieved a length of 1,247m. 'That was a spectacular achievement but we've got our eyes on the prize, and we're confident we'll smash the current record,' said the spokesperson.

'By the end of February 2014 we will have sent out all 200 segments of ribbon to schools all around Perth who have opted to participate (each 15m in length), asking the children to sign each segment with their get well messages for children with cancer.

'These words of hope will help make it the longest 'get well message' for children with cancer in the world.'

On April 6, during the dance event, the ribbon will be revealed to the public, in three sewn together pieces, who will then also be invited to add their own messages of empathy and support.

Following the dance event, volunteers from around Perth will piece together the three segments of ribbon to create a single, 2000m long piece, ready to be unfurled by Perth's school children at Langley Park on Saturday 19 April 2014. The ribbon will then be molded into the familiar awareness ribbon shape, highly visible from a height, and will be photographed from the air.

But that's not the end of the ribbon's incredible story. The final destination for such an important piece of fabric, imbued with so much hope and love, is the new Children's Hospital, where it will hopefully be used for the opening in 2015. To find out more about how you can Keep the Flame Alive head to our website: www.keeptheflamealive.com.au.



Details

OF EVENTS

Keep the Flame Alive - Business Launch

Date: Wednesday 29 January 2014

Time: 5:30pm to 7:30pm

Venue: Heath Ledger Theatre Foyer, State Theatre Centre of Western Australia

This is a FREE event for potential business sponsors

RSVP: info@keeptheflamealive.com.au or 0414 671 318

Keep the Flame Alive - Dance Event in City of Perth

Date: Sunday 6 April 2014

Time: 11:00am (arrive by 10:30am)

Venue: Forrest Place, Perth Cultural Centre James Street Amphitheatre and Northbridge Piazza

Registrations: www.keeptheflamealive.com.au

Enquiries: info@keeptheflamealive.com.au

Keep the Flame Alive – Guinness Book of World Record Awareness Ribbon Unfurling

Date: Saturday 19 April 2014

Time: 10:00am (arrive by 9:30am)

Venue: Langley Park, Perth

Enquiries: info@keeptheflamealive.com.au



Event Objectives

Support

The reason Keep the Flame Alive exists is to support the Children's Leukaemia and Cancer Research Foundation (CLCRF).

CLCRF's Mission Statement:

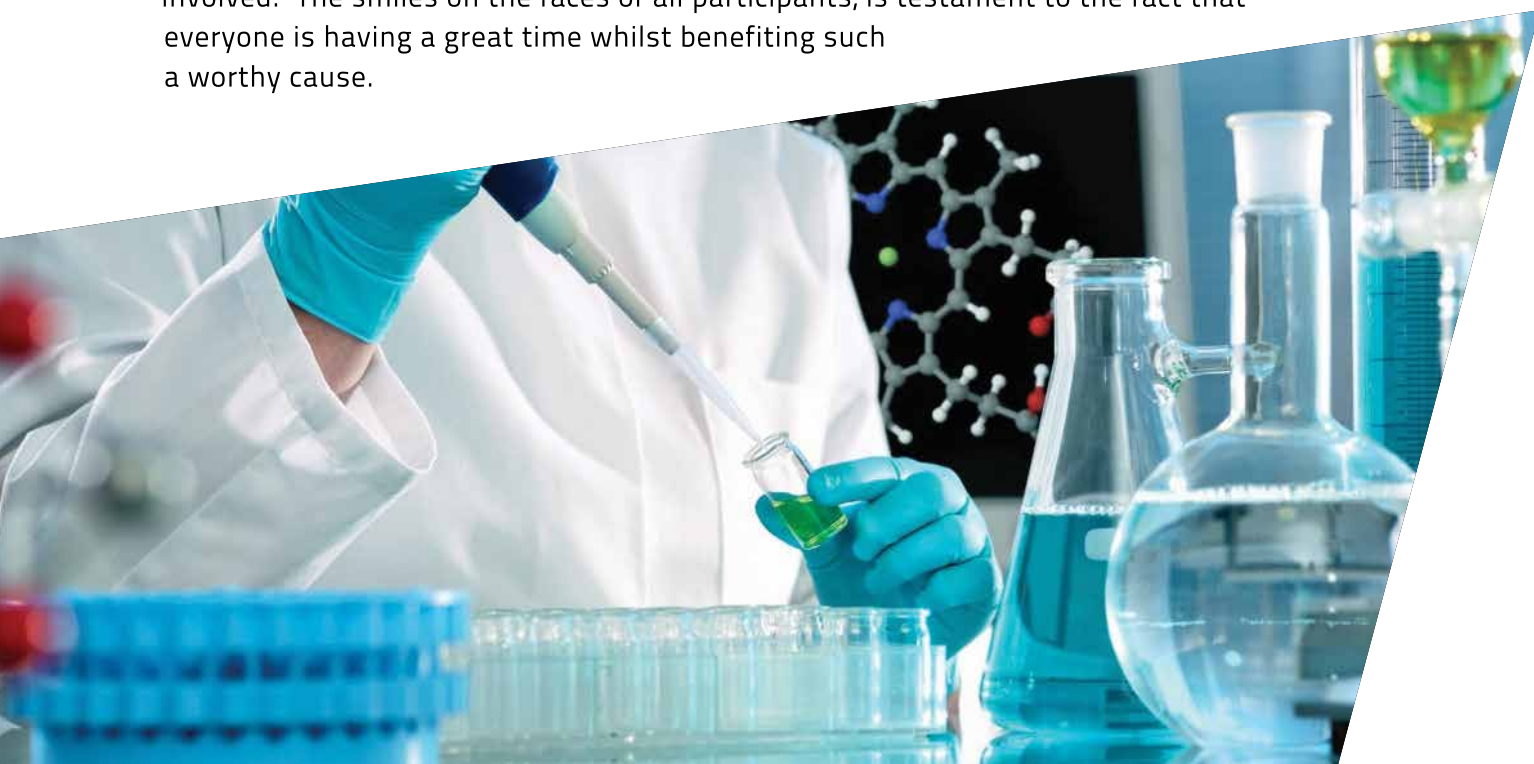
- Raise awareness of the Foundation.
- Introduce the new branding of CLCRF to Western Australians with a view to take the brand nationally and internationally through our website, You Tube presentations and social media.
- To help financially contribute to the eradication of childhood cancers through our research projects.
- To bring more families to our special occasions, by creating events that are exciting and fun for the WHOLE family.

Fitness

This particular event supports not only CLCRF but also encourages fitness through movement and dance, encouraging all ages and all levels of experience to participate and get outdoors and get active.

Fun

We have organised this event on the premise of fun. It is a family event and kids and adults can be involved. The smiles on the faces of all participants, is testament to the fact that everyone is having a great time whilst benefiting such a worthy cause.



“ “ OUR RESEARCH IS CHANGING
LIVES.



The Guinness World Record Attempt

Keep the Flame Alive 2014 is entering new territory this time around by attempting a World Record for the Guinness Book of Records! Our record attempt is going to be the longest awareness ribbon.

The current record for the 'The longest awareness ribbon' stands at 1,247 m (4,091 ft 2 in) and was created by Aid and Hope Program for Cancer Patient Care (Palestine), in Gaza, the Gaza-Strip, Palestinian Entity, on 10 October 2012. Next year, to raise awareness for Children's Leukaemia and Cancer Research, we plan to beat this.

The Keep the Flame Alive event and the Children's Leukaemia & Cancer Research Foundation are putting 2,000 meters of yellow ribbon together in 15 metre increments to create the world's longest awareness ribbon. But we aren't just stopping there, we are going to send out sections of this ribbon to schools across WA and ask that they get children to sign the ribbon with get well messages for children who have cancer. This will not just be the longest awareness ribbon, it will be the longest get well message in the world.

Once the ribbon has been signed by school children, we will introduce it to the public through our 2014 Keep the Flame Alive Dance on the 6th of April 2014 for all of the dancers and general public to be able to include their messages of support. This will bring everything together and unite the dance event and world record, with the ribbon then ready to be sewn together.

Once sewn together in one long 2,000 metre piece, the ribbon will be unfurled on another day by more school children at Langley Park in the City of Perth. This ribbon will be moulded and shaped by both kids and parents into the awareness ribbon shape and then will be photographed from the air to highlight it's shape as an awareness ribbon.

This ribbon day will bring more energy to the cause and showcase how amazing the people of Western Australia are when it comes to uniting to supporting children with cancer. Once the record has been achieved the ribbon will then be donated to the new Children's Hospital in the hope of being used for the opening in 2015.



Sponsorship

Why become a sponsor?

Participating in the 2013 Keep the Flame Alive event as a partner, sponsor or valued supporter offers you excellent exposure opportunities for brand awareness, community profile and ongoing business. The 2012 event attracted a crowd of over 1,500 people and exposure on multiple media channels. In 2014 we expect exposure of close to 10,000 people plus media coverage.

We are currently seeking sponsors for our Keep the Flame Alive event – created to raise awareness for CLCRF and the need to find a cure for childhood cancers. In doing so, we are undergoing a corporate development process which sees us aiming to align with partners, sponsors and supporters who are looking to make a difference.

In the 30 years of community support, childhood cancers have gone from a 30% survival rate to a 70% survival rate - meaning that the work CLCRF is doing - makes a difference. There is still a long way to go, on the road to finding a cure and we hope that you will choose to share this journey with us and be a part of the solution.

How can I become a sponsor?

Sponsorship opportunities are designed to be flexible and affordable to encourage multiple sponsors. The sponsorship opportunities start at \$500 (exGST) and range up to \$25,000 (ex GST) for the naming rights partner.

Sponsorship Level	Amount (Ex GST)
Platinum	\$25,000
Diamond	\$15,000
Gold	\$10,000
Silver	\$5,000
Valued Sponsor	\$500 - \$5,000

Alternatively if you have a service that may assist the event, we encourage you to contact us to discuss any opportunities in further detail.



Business

You are invited: to join us for the Business Launch of the Keep the Flame Alive event for Children's Leukaemia and Cancer Research Foundation.

We would like to extend a personal invitation for you to join us at the 2014 Keep the Flame Alive Business launch on Wednesday, 29th January 2014. The Business Launch will commence at 5:30pm and be held in the Heath Ledger Theatre Foyer, at the State Theatre Centre of Western Australia.

The Right Honourable the Lord Mayor of Perth Lisa M. Scaffidi will be in attendance to speak on the night and we hope that you will be able to join us for this very important evening for Children's Leukaemia and Cancer Research.

Keep the Flame Alive is the next stage in Children's Leukaemia and Cancer Research Foundation's evolution. Championing the idea of an annual event from where it began in 2012 and moving forward to help build awareness of CLCRF and the need for cancer research.

In 2014 Keep the Flame Alive is set to return to its origins with a dance in the City of Perth, along with the Lord Mayor Lisa M. Scaffidi. This year however the plan is to attempt a triple location dance event in Forest Place, The Perth Cultural Centre and the Northbridge Piazza. It will even include a Guinness Book of World Record attempt on the 19th of April having the world's longest awareness ribbon (2000 metres) to bring attention to what CLCRF does and help raise much needed funds that will enable this wonderful charity to keep on raising funds for life saving research.

This is where you come in. We need your support and the support of businesses like yours, to get involved and help this event along, not only in 2014 but also in years to follow as we build and grow. Our business launch is designed to outline what we hope to achieve with Keep the Flame Alive and CLCRF in 2014, and why we'd love your business to be involved.

Beyond making an impact on our future, this business launch will be fun and entertaining with dancers from the Beverley Margaret School of Dance, showcasing the public dance that will be performed along with talented musician Rose Parker performing an original song - which has been specially composed for Keep the Flame Alive.

Justin Langer, the ambassador for Children's Leukaemia & Cancer Research Foundation will also be making a video address and has offered a \$5500 prize for the winner of our business sponsorship competition.

With over 100 business people coming we feel this will be a great opportunity to network and enjoy a drink with the Lord Mayor. Lisa M. Scaffidi, along with the team from CLCRF and the very dedicated volunteer team for Keep the Flame Alive in 2014.

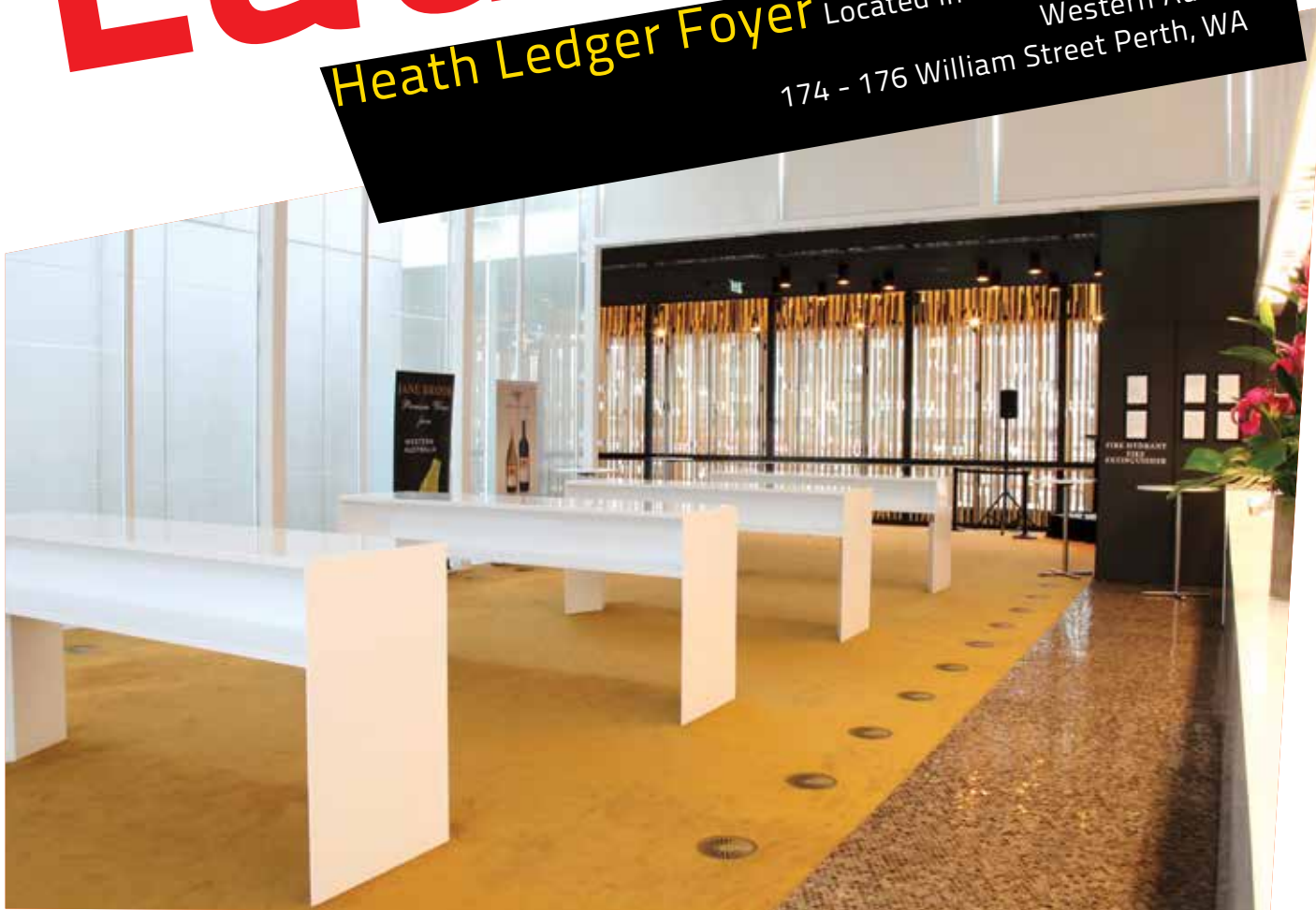
For more information on Keep the Flame Alive, please head to our website:

www.keeptheflamealive.com.au



Launch

Heath Ledger Foyer Located in the State Theatre of Western Australia,
174 - 176 William Street Perth, WA



Event Details:

Date: Wednesday 29th January 2014
Time: 5:30 – 7:30pm
Location: Heath Ledger Foyer, State Theatre Centre of Western Australia
What to wear: Business attire
RSVP: By Friday 24 January to: info@keeptheflamealive.com.au or phone 0414 671 318

Thank you and we look forward to having you attend our second annual Keep the Flame Alive business launch!

Best regards,

A handwritten signature in black ink, appearing to read 'K Dalton'.

Kylie Dalton
Event Manager



*Keep the
Flame Alive*



I LIKE PLAYING SOCCER
WITH MY BROTHER MORRIS.



-- MARLE / DROWN
A FACE OF COLOR FOR 2014

Sponsorship Packages

Sponsorship
Re: Exposure, Product
Placement & Marketing

Greetings,

Without the wonderful support of our partners, sponsors and supporters, the amazing work that the researchers at Children's Leukaemia and Cancer Research Laboratory do, would not be possible.

In creating the annual Keep the Flame Alive event, the next stage in CLCRF's evolution, our aim is to help build awareness of CLCRF and the need for cancer research in our West Australian community and our Australian community at large. With your help, we can indeed raise the funds to help find a cure and keep our children healthy.

In the following pages you will find our sponsorship packages detailing how you can help us make a difference in the lives of sick children. Throughout the Keep the Flame Alive events in 2014 and indeed years to come, there will be many opportunities for your brand's exposure and to showcase just how much your business supports us. With signage promotional opportunities, along with offline and online media including television, YouTube and logo advertising - there are endless ways in which we can work together for a good cause.

We hope that you will consider sponsoring us and be a part of such a positive initiative that will potentially have a long term and lasting impact on many young lives as they journey throughout life.

Should you have any questions or queries, or should you wish to arrange a tailor made sponsorship package, please do not hesitate to contact us.

Kind Regards,



Kylie Dalton
PR & Event Organiser
Keep the Flame Alive
www.keeptheflamealive.com.au



PLATINUM PARTNER: \$25,000

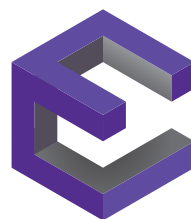
- Sponsor of Prime location Forrest Place, Perth Cultural Centre or Northbridge Piazza which includes:
 - Your choice of t-shirt colour of dancers in that space to match your own branding (providing order is in before 31 January 2014).
- Platinum partner logos on the back of every t-shirt in every location.
- Your banners and branding surrounding the dance area.
- Logos and brief company profile on screen before and after event.
- Opportunity to officially open the event.
- Name mentioned when Keep the Flame Alive is mentioned in the media
- Logo on all advertising, where possible prior to the event, print, online and media.
- Special mention from CLCRF ambassador Justin Langer.
- Special mention from Perth's Lord Mayor Lisa M. Scaffidi.
- Inclusion in all events such as business launch and Langley Park Event.
- Full page story on your business in our printed newsletter - sent out to 1600 members.
- Company profile on our website and CLCRF website.
- Social media mentions in the lead-up to the event.
- Opportunity to provide promotional products and material for dance event day and Langley Park event.



CITY of PERTH



CommonwealthBank



absolute
edgemia



**Metropolitan
Redevelopment
Authority**



STATE THEATRE CENTRE
OF WESTERN AUSTRALIA



DIAMOND PARTNER: \$15,000

- Volunteers will wear CLCRF shirts with your logo clearly visible on the back
- Your banners and branding surrounding the dance area.
- Logos and brief company profile on screen before and after event.
- Name mentioned when Keep the Flame Alive is mentioned in the media
- Logo on all advertising, where possible prior to the event, print, online and media.
- Special mention from CLCRF ambassador Justin Langer.
- Special mention from Perth's Lord Mayor Lisa M. Scaffidi.
- Inclusion in all events such as business launch and Langley Park Event.
- Your business sponsorship mentioned in our printed newsletter - sent out to 1600 members.
- Company profile on our website & CLCRF website.
- Social media mentions in the lead-up to the event.
- Opportunity to provide promotional products and material for dance event day and Langley Park event.



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GOLD PARTNER : \$10,000

- Your banners and branding surrounding the dance area.
- Logos and brief company profile on screen before and after event.
- Logo on all advertising, where possible prior to the event, print, online and media.
- Inclusion in all events such as business launch and Langley Park Event.
- Company profile on our website.
- Social media mentions in the lead-up to the event.
- Opportunity to provide promotional products and material for dance event day and Langley Park event.



SILVER PARTNER: \$5,000

- Logos and brief company profile on screen before and after event.
- Inclusion in all events such as business launch and Langley Park Event.
- Company profile on our website.
- Social media mentions in the lead-up to the event.
- Opportunity to provide promotional products and material for dance event day and Langley Park event.

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Valued Supporter: \$500 - \$5,000

- Company profile on our website.
- Social media mentions in the lead-up to the event.
- Opportunity to provide promotional products and material for dance event day and Langley Park event.



Many Thanks

The Children's Leukaemia & Cancer Research Foundation (Inc.) is very excited to launch the 'Keep the Flame Alive' Guinness World Record attempt and Dance Event scheduled to take place in April 2014.

The event looks set to be a fun, innovative affair and we are extremely proud of our team of dedicated organisers. We hope to enhance the Foundation's profile and funds raised will assist vital research into childhood leukaemias and cancers.

Our thanks go to everyone planning to take part and we hope you all spread the word so we can make this a huge success.



With kind regards

A handwritten signature in blue ink that reads "Geoff Cattach".

Geoff Cattach
Chairman





Contact

Contact Directory

www.keeptheflamealive.com.au
www.childcancerresearch.com.au/



Event Organiser

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