

Event Property: Fathers Day 5

What is the Fathers Day 5?

A family event on Fathers Day that brings men and their families and friends together to encourage active communities as well as increase awareness and funds for Prostate cancer.

The event is in the form of a 5km walk or run "experience" including a behind the scenes tour of Sydney Olympic Games venues followed by entertainment.

The inaugural event was held in Sydney in 2006 was a great success and the short term plan is to extend the Fathers Day 5 to become a national event delivered simultaneously across all Australian major cities commencing with Melbourne and Brisbane in 2007.

Beneficiary: The Prostate Cancer Foundation of Australia

Cause: Raise funds for Prostate Cancer research and increase awareness of the importance of early detection in men through regular health checks and healthy lifestyle.

Contribution:

- \$5 per entry will be donated to the Prostate Cancer Foundation of Australia
- Additional beneficiary contribution can be raised through entrants raising sponsorship for their participation and via opportunities for individuals to make further donations on the day

Key Partnership Benefits:

- Demonstrate corporate social responsibility
- Support family and community values
- Sampling opportunity to family audience
- Extensive branding
- Staff morale
- Team building (through active involvement in the event)
- Corporate exposure and acknowledgement
- Media and outstanding promotional and leveraging opportunities
- National partnership opportunity
- Hospitality

Key Audience: men, families, children

