

THE  
GLEN HOTEL  
Est. 1863

# PALM Springs PINK



*Sponsorship Package*

GO PINK DAY 2026

## Event Overview

Celebrating its twenty-second consecutive year, the Go Pink Day Luncheon at The Glen Hotel stands as a testament to community dedication in supporting National Breast Cancer Research.

This beloved and highly-anticipated annual gathering brings together local businesses and thoughtful individuals to raise funds for the National Breast Cancer Foundation. With tickets consistently selling out, attendees enjoy a lavish luncheon, complete with beverages, canapés, and engaging guest speakers, along with enticing raffle prizes and spirited auctions.

Anticipating 250 guests, The Glen Hotel guarantees an unforgettable experience, offering ample opportunities to network and forge new connections while reinforcing existing ones.

Beyond its social aspect, the event plays a crucial role in fundraising for Australian-based breast cancer research projects. Each dollar raised contributes directly to advancing research efforts. Remarkably, since its inception in 2004, the Go Pink Day Luncheon has amassed over \$813,000 in donations, highlighting its enduring impact over the past two decades.



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## ABOUT THE NBCF

The National Breast Cancer Foundation (NBCF) is Australia's leading not-for-profit organisation, funding world-class breast cancer research towards their vision of Zero Deaths from breast cancer.

Breast cancer is the second most commonly diagnosed cancer in Australia and the most common cancer among females. Everyday, 58 people in Australia will be diagnosed with breast cancer. That equates to over 21,000 people in Australia being diagnosed with breast cancer each year. 1 in 7 women and 1 in 550 men are diagnosed with breast cancer in their lifetime. Around 1,000 young women aged under 40 are diagnosed with breast cancer each year, equivalent to about 3 young women each day. In the last 10 years, breast cancer diagnoses have increased by 24%.

Every year, more than 3,300 people in Australia will die from breast cancer. That's 9 Australians every day losing their lives to the disease. And every day, 56 people in Australia are diagnosed with breast cancer, highlighting the ongoing need for life-saving research and support.

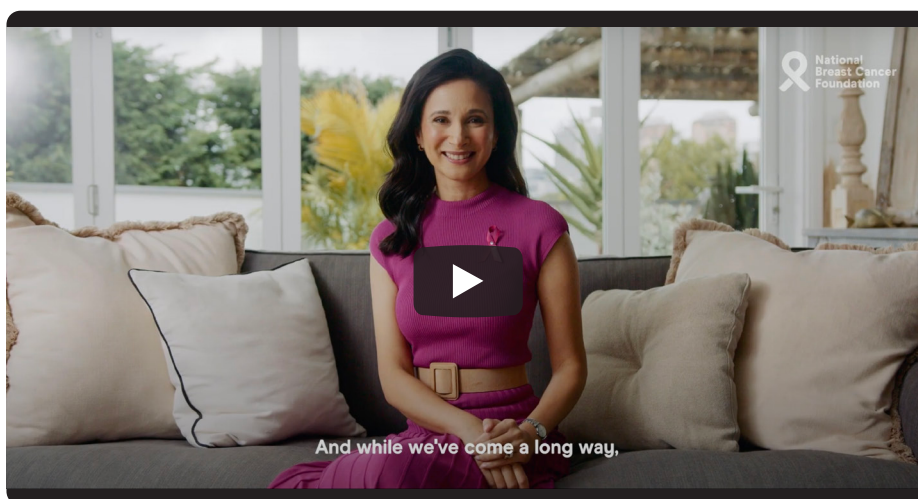
The NBCF has invested over \$250 million into more than 650 world-class research grants across Australia. Since the National Breast Cancer Foundation (NBCF) started this funding in 1994, the death rate from breast cancer in Australia has reduced by over 40% thanks in large part to research in prevention, early detection and new and improved breast cancer treatments.

These are remarkable results, but the job's not done. The NBCF is determined to create a better tomorrow.

That's why the NBCF funds the very best breast cancer research in Australia by awarding grants through an open, national, competitive, and rigorous peer review process.

We've come a long way. But there's still progress to be made. Your support will have a significant impact in helping fund important research.

That's why the NBCF is committed to funding a broad spectrum of research to help understand how to prevent and detect breast cancer early, how to stop the progression and recurrence of breast cancer and how to effectively treat hard-to-treat and metastatic breast cancers – research that ultimately save lives.



### NBCF CEO Cleola Anderiesz on NBCF's Vision

Hear from NBCF ambassador NBCF CEO, Cleola Anderiesz about NBCF's mission to zero deaths from Breast Cancer and why research is so important.

## AUDIENCE & EXPOSURE

As the Go Pink Day Luncheon approaches, meticulous marketing and public relations efforts are underway to ensure the event resonates with its intended audience. The Glen Hotel is committed to raising awareness, sparking interest, and attracting attendees who share a passion for supporting the cause. These initiatives are pivotal in ensuring the event's success and optimising its fundraising impact for the National Breast Cancer Foundation.

These marketing and public relations endeavours present an unparalleled opportunity for sponsors to gain widespread exposure among a diverse audience of attendees and local businesses. Sponsors benefit from prominent logo placement across selected marketing materials, including event signage, printed materials, and electronic direct marketing (EDMs) reaching 22,000 contacts. Moreover, sponsors receive comprehensive coverage across The Glen Hotel's social media platforms, extending their reach to a broader online audience.

In addition to heightened visibility, sponsors enjoy company acknowledgments and networking prospects at the Go Pink Day Luncheon, enabling them to forge valuable connections within the community while contributing to a meaningful cause. These sponsorship opportunities not only provide sponsors with exceptional exposure but also underscore their commitment to advancing breast cancer research and awareness.



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## SPONSORSHIP OPPORTUNITIES

With a variety of sponsorship options available, the Go Pink Day Luncheon ensures inclusivity, catering to businesses and individuals of all budget sizes who are eager to support the cause. This approach guarantees that every sponsor, regardless of financial capacity, can attain exposure and contribute meaningfully to the battle against breast cancer.

|                                                                                                        | <b>Bronze Sponsor<br/>Raffle/Auction<br/>Donation</b><br>Under \$1,500 | <b>Silver Sponsor</b><br>\$1,500 | <b>Gold Sponsor</b><br>\$3,500 | <b>Platinum<br/>Sponsor</b><br>\$5,500 |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------|--------------------------------|----------------------------------------|
| Your business logo on screens throughout the lunch                                                     | ✓                                                                      | ✓                                | ✓                              | ✓                                      |
| Acknowledgement on social media platforms                                                              | ✓                                                                      | ✓                                | ✓                              | ✓                                      |
| Logo placement as an official sponsor in the Go Pink Day Luncheon EDMs                                 |                                                                        | ✓                                | ✓                              | ✓                                      |
| Logo placement on the Go Pink Day Luncheon event page on The Glen Hotel website                        |                                                                        |                                  | ✓                              | ✓                                      |
| Priority seating at the Go Pink Day Luncheon                                                           |                                                                        |                                  | ✓                              | ✓                                      |
| Company acknowledgement by MC of donation                                                              | ✓                                                                      | ✓                                | ✓                              | ✓                                      |
| Logo placement on Menu and Raffle/Auction slips                                                        |                                                                        | ✓                                | ✓                              | ✓                                      |
| Business name acknowledgment on Go Pink Day booklet                                                    | ✓                                                                      |                                  |                                |                                        |
| Opportunity to have business signage and banners on display in the Marquee (supplied at your own cost) |                                                                        |                                  | ✓                              | ✓                                      |
| Two complimentary tickets to the Go Pink Day Luncheon                                                  |                                                                        |                                  |                                | ✓                                      |
| Naming rights to the event in conjunction with The Glen Hotel                                          |                                                                        |                                  |                                | ✓                                      |
| Acknowledgement on 6m roadside digital LED                                                             |                                                                        |                                  |                                | ✓                                      |

## SPONSORSHIP AGREEMENT

Kindly fill out this agreement form to indicate the sponsorship package your company wishes to accept and promptly return it via email to [marketing@glenhotel.com.au](mailto:marketing@glenhotel.com.au)

### Go Pink Day Luncheon 2026 Sponsorship Agreement Form

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

I/We would like to accept the following sponsorship package and contribute to the success of this event and support the pursuit of a world without breast cancer.

Bronze Sponsor

Cash Donation under \$1,500 | Amount: \$ \_\_\_\_\_

Gifts/Vouchers valued under \$1,500

Silver Sponsor - \$1,500

Gold Sponsor - \$3,500 **ONLY FIVE AVAILABLE**

Platinum Sponsor - \$5,500 **ONLY ONE AVAILABLE**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_