



Solaris Cancer Care
Red Sky Ride



A gruelling endurance cycle to mirror the hardships faced by cancer patients going through the toughest journey of their lives.

SPONSORSHIP PROSPECTUS
27 FEB - 5 MAR 2022

A word from our Founder and Chair



A cancer diagnosis is a deeply personal and confronting experience. There are about 75,000 West Australians living with cancer, but the impact of the words "you have cancer" extends far beyond the person who receives the diagnosis.

Mirroring the cancer journey, the Red Sky Ride cyclists band together, covering more than 850km over seven days, testing their physical and emotional strength.

The cyclists and their volunteer support crew promote the importance of quality of life and integrated healthcare, raise awareness of Solaris support services to lead and inspire others to make a difference in the community.

This letter is a call to action, a simple request for your support of and participation in the Red Sky Ride and its associated events, to raise money for Solaris Cancer Care.

Now in its 15th year, the Red Sky Ride has raised more than \$4 million. This funding is critical to the growth and sustainability of Solaris Cancer Care. More so, it translates directly into safe, compassionate and effective cancer support, education, research and improved treatment outcomes.

Red Sky Ride is a brand which continues to grow, offering an ideal opportunity for organisations, businesses and individuals to demonstrate their philanthropy to the West Australian community.

Our events are attended by leaders from a diversity of business and industry who understand the value of involvement with such a worthy cause.

I invite you to take this opportunity to support the Solaris Cancer Care Red Sky Ride, to make a difference and contribute significantly to the quality of life to those living with cancer.

Clinical Professor David Joske. MBBS FRACP FRCPA
Founder & Chairman Solaris Cancer Care.

As a sponsor, you will make a difference to someone on their cancer journey, just like the sponsors that have come before you.

Solaris Cancer Care



Over 13,300 people diagnosed in WA each year



\$1.2 million worth of health care in complementary therapies delivered free in 2020



Almost 7,000 episodes of treatment were provided to regional cancer patients in 2019



26 peer-reviewed articles published contributing to the study of complementary therapies



14% reduction in side effects such as pain, fatigue and nausea



Up to 7,000 cancer cases Estimated to have gone undiagnosed, or were diagnosed at a later stage in Australia in 2020 due to COVID-19



Delivered 16,000 therapies to cancer patients and their carers in 2020 in spite of the lockdown, travel restrictions and health uncertainties of COVID-19



Cover 2,646,000 kms² Our patients come from across the State from Kununurra to Esperance



The need for our services **rose by 16%** in 2020, but COVID-19 meant Solaris could only operate at reduced capacity



Psychological scores improve roughly **8% per session** - reducing stress, anxiety and depression and resulting in increased empowerment

15th
year and counting

\$4M
raised for treatment

850kms
over seven days

Sponsorship and benefits



30 years ago, Solaris Cancer Care's Founder and Chair Dr David Joske researched the role of Complementary Integrated Therapies in patient care and found that these services help to reduce side effects from cancer treatment including pain, fatigue and nausea, and addresses feelings of stress, anxiety and depression.

Solaris is now in its 20th year, and especially with the expected jump in demand for our services over the next few years, funding from the Red Sky Ride will be critical to the growth and sustainability of Solaris for the 15th year running.

We are looking for your support to help us continue to care for individuals with cancer and the people around them undertaking the toughest journey of their lives.

"The love and support from family and friends combined with full time care from my wife was clearly critical. However, it was the care from strangers that touched me in a powerful way, it was spiritually enlightening."
– 2019-20 Ambassador Mark Lane

Platinum SPONSORS

\$15,000

- Media release announcing support to be distributed to West Australian businesses and local newspapers relevant to the sponsor.
- Direct email/letter to Minister(s) and local MPs relevant to the sponsor and Solaris (eg. MacTiernan, Wyatt, Johnston and Cook) advising of the sponsor's generosity and support towards Solaris Cancer Care and the Red Sky Ride.
- Prepare a Case Study for the sponsor to use in their Annual Report, Sustainability Report, online or in documents to demonstrate positive social impact, including testimonials from users.
- Opportunity for sponsor to publish article/blog on Red Sky Ride website and Solaris Cancer Care website to share their motivations for supporting Solaris – eg. social impact/corporate giving program, health and wellness.
- Media release on Solaris Cancer Care and Red Sky Ride website.
- 10 x Facebook posts promoting partnership across Red Sky Ride and Solaris Cancer Care's pages.
- 1 x sponsored Facebook post promoting partnership across Solaris Cancer Care's page to sponsor's preferred demographics.
- 6 x LinkedIn posts promoting partnership across Solaris Cancer Care's page.
- Sponsor recognition at the Red Sky Ride launch.
- Sponsor recognition at the official Red Sky Ride event start and finish.
- Ability to supply merchandise or gifts to riders and guests of Red Sky Ride.
- Opportunity to display products and banners at Red Sky Ride supporting events.
- Opportunity to promote products directly to Red Sky Ride participants as appropriate.
- Opportunity to address riders, volunteers and Solaris community at one of the training sessions (post ride coffee) or at a dinner at the event.
- Company logo visible on rider uniforms in the following positions:
 - Front torso of the jersey directly below the Red Sky Ride logo.
 - Back torso of the jersey directly below the Solaris Cancer Care logo.
 - Top shoulders of the jersey.
 - Front of bibs/shorts.

Diamond SPONSORS

\$10,000

- 8 x Facebook posts promoting partnership across Red Sky Ride and Solaris Cancer Care's pages.
- 4 x LinkedIn posts promoting partnership across Solaris Cancer Care's page.
- Sponsor recognition at Red Sky Ride launch.
- Sponsor recognition at the official Red Sky Ride event start and finish.
- Ability to supply merchandise or gifts to riders and guests of the Red Sky Ride.
- Opportunity to display products and banners at Red Sky Ride supporting events.
- Opportunity to promote products directly to Red Sky Ride participants as appropriate.
- Opportunity to address riders, volunteers and Solaris community at one of the training sessions (post ride coffee) or at a dinner at the event.
- Company logo visible on rider uniforms in the following positions:
 - Front torso of the jersey below the Platinum sponsor logo.
 - Back torso of the jersey below the Platinum sponsor logo.
 - Sacrum area of the bibs/shorts.

Emerald SPONSORS

\$6,000

- 6 x Facebook posts promoting partnership across Red Sky Ride and Solaris Cancer Care's pages.
- 2 x LinkedIn posts promoting partnership across Solaris Cancer Care's page.
- Sponsor recognition at the Red Sky Ride launch.
- Sponsor recognition at the official Red Sky Ride event start and finish.
- Opportunity to display products and banners at Red Sky Ride supporting events.
- Company logo visible on rider uniforms in the following position:
 - Side panels of jersey.

Ruby SPONSORS

\$3,000

- 4 x Facebook posts promoting partnership across Red Sky Ride and Solaris Cancer Care's pages.
- 1 x LinkedIn posts promoting partnership across Solaris Cancer Care's page.
- Sponsor recognition at the Red Sky Ride launch.
- Sponsor recognition at the official Red Sky Ride event start and finish.
- Opportunity to display products and banners at Red Sky Ride supporting events.
- Company logo visible on rider uniform in the following position:
 - Rear pocket of the jersey directly below the Diamond sponsor logo.

Gold SPONSORS

\$1,500

- 3 x Facebook posts promoting partnership across Red Sky Ride and Solaris Cancer Care's pages.
- 1 x LinkedIn posts promoting partnership across Solaris Cancer Care's page.
- Sponsor recognition at the Red Sky Ride launch.
- Sponsor recognition at the official Red Sky Ride event start and finish.
- Opportunity to display products and banners at Red Sky Ride supporting events.
- Company logo visible on rider uniform in the following position:
 - Small logo on the rear pocket of the jersey.

Benefits ALL SPONSORS

- Promoting health and wellness in the community, to your employees and to your stakeholders
- Teambuilding opportunity for employees to participate
- Corporate giving program – demonstrative positive opportunity to showcase organisation to stakeholders via employees
- Positive social impact across Western Australia
- Logo recognition across Red Sky Ride marketing collateral
- Announcement across Solaris Cancer Care's e-newsletter
- Use of the Red Sky Ride logo for internal promotional use
- Access to images for sponsor to use across internal promotional use
- First right of refusal for additional sponsorship opportunities
- Sponsor certificate

The Ride

850km over seven days, creating friendships and memories to last a lifetime!

INTERESTED IN BECOMING A RIDER?
Register via redskyride.org.au/users/sign_up or contact coordinator@redskyride.org.au for more information

START & FINISH



"In my opinion, if you're able to focus on what needs to be achieved while still enjoying yourself, you can overcome even the most difficult situation."
– 2017 Ambassador Ryan Doran



RIDE AMBASSADOR Rhianne Miller

Rhianne Miller is Solaris Cancer Care's Ambassador. Currently working as Gage Roads Brewing & Co's Brand Ambassador, Rhianne penned out how life changed drastically for her at 32 years old with a Stage 2 Breast Cancer diagnosis.

"It was October 11, 2018...life was good, I was a week into being 32, I'd been nominated for top 6 beer reps in WA, I was planning my next big holiday and I was just so happy, I literally proclaimed on my birthday that this was going to be my year....finally!!!

Little did I know I gave the universe a segway to say: 'oh yes girl, it's going to be your year, a year you find and understand yourself in a way you never imagined.'

And that's when it happened: I found a lump while checking my handy work at applying a fake tan. Safe to say, I got a little more than a summer glow from this tanning session. So, if someone ever says to you that a fake tan may save your life, it's a thing!

Over the next few weeks, I begin to heal and adjust, I see an oncologist, get my treatment plan, see genetics, go to a fertility specialist – that involves ultrasounds, injecting myself every day and having more surgery, just to give myself a chance to possibly have a family one day.

It was during this time I started to utilise Solaris Cancer Care at Sir Charles Gairdner Hospital and the support, treatments and understanding that comes from the team of amazing humans is second to none. I made sure to pop some money in the donation box every time, a small gesture, but how else do you say thank you to strangers being there for you through the most difficult time of your life."



PATRON Justin Langer

Former Australian cricketer Justin Langer AM is one of Australia's cricket legends, representing Australia in 105 Test matches. Justin is currently the coach of the Australian cricket team and was the former coach of the Warriors and Perth Scorchers. Off the field, Justin is known for his humanity, humility and community endeavours.

A long-term patron for Solaris Cancer Care, Justin experienced the difference that Solaris Cancer Care's support centres make to those living with cancer during his mum, Joy-Anne's, six-year battle with ovarian cancer.

"This is a fantastic organisation that helps support people with cancer. Solaris Cancer Care achieves something extraordinary and symbolises the challenges faced by so many of those with cancer."



Solaris Cancer Care
Red Sky Ride

OTHER TYPES OF SPONSORSHIPS:

VEHICLE SIGNAGE

in-kind or \$2,500 + GST

CYCLE SPARE PARTS

in-kind or \$1,000 + GST

AWARD JERSEYS

in-kind or \$3,500 + GST

POLO SHIRTS

in-kind or \$3,500 + GST

HEAD BUFFS

in-kind or \$1,500 + GST

WATER BOTTLES

in-kind or \$3,500 + GST

WATER

in-kind or \$500 + GST

ENERGY/NUTRITION

in-kind or \$1,000+ GST

HYDRATION

in-kind or \$1,000 + GST

PHOTOGRAPHY SPONSORSHIP

SPONSOR PER KILOMETRE RIDDEN

Contact

If you are interested in becoming a partner of the Solaris Cancer Care Red Sky Ride or volunteer, please contact:

Lynda Brewer

Ride Coordinator, Red Sky Ride 2022

E: coordinator@redskyride.org.au

M: 0408 258 061

Isobel Hicks

Sponsorship Co-ordinator

E: Isobel@redskyride.org.au

M: 0433 475 348

redskyride.org.au