



One Step At a Time Walk



Breast Health Foundation



- ✓ Breast Health Foundation (BHF) exists to educate South African's on **how to detect Breast Cancer early** and **support them throughout their patient journey**..
- ✓ We are about **driving positive awareness**, supporting of current services and **helping people** understand appropriate use of treatments and protocols.
- ✓ Founded in 2002 to be a transparent and effective mechanism of reaching our nation.
- ✓ The money acquired has been used to teach women about Breast Health. This empowers women to talk about the importance of breast self-examination and medical examinations combined with the available screening modalities in the early detection of breast cancer



The “One Step at a Time” Initiative



- ✓ The concept was born in 2016 when 5 breast cancer survivors trekked to Everest Base Camp.
- ✓ Everest represents the epitome of human conquest and achievement. A trek to Everest Base Camp with breast cancer survivors was a public demonstration of the strength of the human spirit.
- ✓ The “One step at a Time” journey, symbolical of personal triumph and victory, from diagnosis to treatment to survivorship.
- ✓ This message of defiance will go out to all people suffering from cancer and stand as an example of what is possible.
- ✓ Exercise plays a very important role in long term health and walking is an ideal form of exercise and can be enjoyed by the survivors and their families and support.

One Step At a Time Walk: Concept

- ✓ The differentiating factor about the “One Step at a Time” walk is that it centres around the cancer survivors. Patient before profit.
- ✓ Survivors, support groups, family members as well as the general public will be invited to enter the walk.
- ✓ The survivors will receive warrior t-shirts, creating a platform for all survivors to have a good time whilst contributing towards a drive of education and awareness.
- ✓ 10% of all profit will go to the Cancer Alliance Collaboration to support Advocacy issues in South Africa.
- ✓ This walk is a fun opportunity that has been identified to increase awareness and raise funds for further advocacy campaigns and initiatives under the BHF and Cancer Alliance.



#OneStep18



#OneStep18



Click here to watch the video:

<https://www.youtube.com/watch?v=wghbnCYgKX0>

#OneStep19



#OneStep20 & #OneStep21



**ONE STEP AT A TIME
VIRTUAL WALK**

A row of colorful sneakers (pink, blue, orange) with pink pom-poms on top, arranged on a stone surface.

29 August '21
REGISTER FOR R50

#OneStep21

A chalkboard with a drawing of a shoe sole and a ribbon. The text on the board reads "one step at a time" and "BHF VIRTUAL".

breast health
CLINIC

Onestep2022

- ✓ 2022 is BHF's 20th year of operating. We want this #OneStep2022 walk to celebrate this momentous occasion – 20 years of supporting Breast Cancer Survivors.
- ✓ Date: is Sunday the 21st of August 2022.
- ✓ Venue: Melrose Arch
 - ✓ Race Collection at Melrose Arch pre-event
 - ✓ Walk to start and end on Whiteley Street.
 - ✓ Market after walk in High Street. Encouraging Walkers to stay longer at Melrose Arch
- ✓ Tickets will be bought via the Breast Health Foundations website.
 - ✓ Price: Adults: R150, Children R80, under 4 years old for free.
 - ✓ T-shirts will be charged additionally –R 100.
- ✓ Cancer Survivors get free Cancer Warrior t-shirts (Sponsorship needed)
- ✓ Goal of 4 000 walkers with a limit of 5 000.
- ✓ Goodie bags for first 1000 people to register for walk



Marketing Plan

- ✓ Marketing to start in July 2022
- ✓ To be marketed as Breast Health Foundation celebrating 20 years of supporting Breast Cancer patients.
- ✓ Hot 102.7 fm will be our media partner
- ✓ Marketing:
 - ✓ Cancer Alliance – Collection of Cancer NGO's will share to their cancer networks.
 - ✓ Hot FM as media partner.
 - ✓ Send out to previous One Step At a Time database.
 - ✓ All sponsors to share
 - ✓ Discovery Vitality to share.
 - ✓ Press Release to go out to Media
 - ✓ Melrose Arch marketing and advertising opportunities
 - ✓ One Step Ambassadors / Influencer to share.
- ✓ Marketed to the Cancer Community via digital media (Social Media, email databases, sms database and PR) as well as print media in the Public and Private Cancer Units throughout Johannesburg.

Sponsorship Opportunities

- ✓ The BHF is a registered Public Benefit Organization and prides itself in its ethics and transparency.
- ✓ Any donations made to the Breast Health Foundations can receive a section 18a tax deductible certificate.
- ✓ We would like to partner with reputable and credible brands with possibilities of long-term partnerships to ensure the sustainability of this event.
- ✓ We invite the Melrose Arch Tenants to get involved and be part of the One Step At a Time Walk.
 - ✓ Embrace the pink during the weekend of the 21st of August. EG: Add some pink to your shop windows, sell pink Milkshakes,
 - ✓ Create special promotions in store for the walkers
 - ✓ Those that are not working, register a team
 - ✓ Share this walk on your social media pages
- ✓ Please see the next few slides for our sponsorship opportunities and what you will receive in return.



Sponsorship Opportunities

Water points x3 (Provide actual water / juice)

- Branding 50m before water point
- Stand in Wellness village & Verbal recognition during the event
- Acknowledgement on event website & thank you letter
- Highlighted & featured in social media post during the marketing timelines.

T-Shirt sponsor (R50 000 or 400 branded cancer survivor t-shirts)

- Corporate logo, A5 on back of t-shirt
- Stand in Wellness village & On-Route Activation
- Verbal recognition during the event
- Acknowledgement on event website & thank you letter
- Highlighted & featured in social media post during the marketing timelines.

Medal / Keyring / item to give walkers at the end of the walk

- Corporate logo, back of medal/keyring
- Stand in Wellness village & on route activation
- Verbal recognition during the event
- Acknowledgement on event website & thank you letter
- Highlighted & featured in social media post during the marketing timelines.

Sponsorship Opportunities

Goodie Bags (1000 bags / 1000 items for in the bags)

- Verbal recognition during the event
- Stand in wellness village / on route activation
- Highlighted & featured in social media post during the marketing timelines.
- Item in goodie bags / prize given out

Raffle Prize (Prizes for a lucky draw / raffle)

- Verbal recognition during the event
- Highlighted & featured in social media post during the marketing timelines.
- Prize given out

Stand at Market (Limited spots available)

- Verbal recognition during the event
- Highlighted & featured in social media post during the marketing timelines.
- Stand - 6m x 3m / 3m x 3m

On route Activation (Limited spots available)

- 50 m before activation point branding
- Stand in Wellness village
- Thank-you letter
- Verbal recognition during the event
- Highlighted & featured in social media post during the marketing timelines.

Corporate Sponsorship Opportunities

Sole Sponsor | R500 000

(Contact us should you be interested in Sole Sponsorship)

Platinum Sponsor | R250 000

- **Event branding**
 - *Logo on all digital event artwork*
 - Acknowledgement on event website & Facebook event
 - *Logo placement on flyer and entry form*
 - Highlighted & featured in social media post and email marketing during the marketing timelines.
 - Acknowledgement in media release
 - Post event Appreciation & Thank you on social media channels
- **Event day**
 - Opportunity to include print collateral or promotional gifts in goodie bags
 - Verbal recognition during the event
 - Signage at *start & finish* lines & registration. Opportunity to display signage on Event day
 - 30 Free race entries to be offered
 - Stand in market or promotional team on event day and On route activations
- **Melrose Branding**
 - Newsletter over 35k subscribers & Social media -paid advertising
 - *M1 drivers right billboard*

Corporate Sponsorship Opportunities

Gold Sponsor | R150 000

- **Event branding**
 - Acknowledgement on event website & Facebook event
 - Highlighted & featured in social media post and email marketing during the marketing timelines.
 - Acknowledgement in media release
 - Post event Appreciation & Thank you on social media channels
- **Event day**
 - Opportunity to include print collateral or promotional gifts in goodie bags
 - Verbal recognition during the event
 - *Signage at start / finish lines & registration.* Opportunity to display signage on Event day
 - 10 Free race entries to be offered
 - Stand in market or promotional team on event day and *On route activations*
- **Melrose Branding**
 - *Acknowledgment in newsletter - over 35k subscribers*
 - Social media -paid advertising

Corporate Sponsorship Opportunities

Silver Sponsor | R75 000

- **Event branding**
 - *Acknowledgement on event website & Facebook event*
 - Highlighted & featured in social media post and email marketing during the marketing timelines.
 - *Acknowledgement in media release*
 - Post event Appreciation & Thank you on social media channels
- **Event day**
 - Opportunity to include print collateral or promotional gifts in goodie bags
 - Verbal recognition during the event
 - *Opportunity to display signage on Event day*
 - 7 Free race entries to be offered
 - Stand in market or promotional team on event day.

Bronze Sponsor | R30 000

- **Event branding**
 - Highlighted & featured in social media post and email marketing during the marketing timelines.
 - Post event Appreciation & Thank you on social media channels
- **Event day**
 - Opportunity to include print collateral or promotional gifts in goodie bags
 - Verbal recognition during the event
 - 4 Free race entries to be offered
 - Stand in market or promotional team on event day.

Thank You!

Support@mybreast.org.za

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