



ONE OF AUSTRALIA'S LARGEST  
FUNDRAISING LUNCHEONS, RAISING  
FUNDS FOR PROSTATE CANCER  
EDUCATION, CARE AND RESEARCH.

EST. 2010



# IT'S A BLOKE THING FOUNDATION SPONSORSHIP PROPOSAL





# OUR STORY

## OVER \$12M INVESTED INTO MENS HEALTH

It's A Bloke Thing Prostate Cancer Luncheon commenced in 2010 and has since raised nearly \$12 million in support of prostate cancer education, care and research.

We're different to other Foundations; we control every

cent raised through our successful partnership with the Prostate Cancer Foundation of Australia.

First and foremost, we put every dollar raised into communities first by funding prostate cancer specialist nurses in the Darling Downs, Gold

Coast and Darwin and numerous research programs.

Raising awareness, starting a conversation and educating men and their partners about prostate cancer is the other core pillar of the Foundation.



# THE FOUNDING COMMITTEE

THE COMMITTEE WILL MAKE SURE YOUR SPONSORSHIP MEETS YOUR PHILANTHROPIC GIVING GOALS AND VISION

MEET THE IT'S A BLOKE THING FOUNDING COMMITTEE DRIVING THESE ICONIC EVENTS.



DAN DWAN (CHAIRMAN)



KATIE DWAN



MARCUS BARNARD



BRAD FITZGIBBONS



TIM O'NEILL



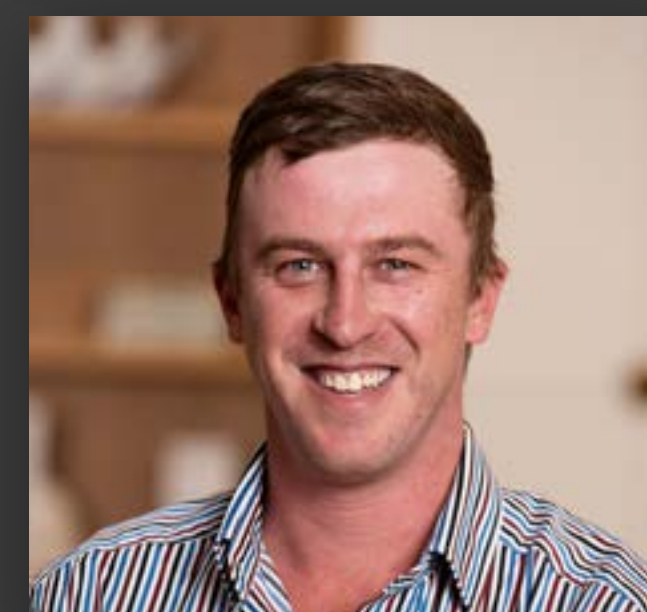
CARLY O'NEILL



DAVID RUSSELL



KELLI RUSSELL



JACK WAGNER



EMMA WAGNER





## OUR EDUCATION ROADSHOW

Our fundraising efforts fund and grow the Wagners It's A Bloke Thing Education Roadshow — a one-of-a-kind program tackling men's health across Queensland, New South Wales and the Northern Territory.

Our Roadshow Education program has literally saved lives from outback stations, mining camps, and into the city.

BOOK RUTH FOR YOUR NEXT CORPORATE WELLNESS EVENT:  
P 0417 739 166  
E [RUTH@ITSABLOKETHING.COM.AU](mailto:RUTH@ITSABLOKETHING.COM.AU)

The program aims to provide vital information about all aspects of prostate cancer. It's about sharing that early detection can and will save lives. Our program ignites conversations between men, their families and their healthcare physicians about prostate cancer.

Make a date with your prostate, and know your number is our key message.

SHE'S OUR OUTBACK GO-GETTER, ROADSHOW EDUCATOR, RUTH LOGAN.

IN 2022, WE ACHIEVED:

**+90**

EVENTS ORGANISED

**+38,500**

KM'S TRAVELLED, NOT INCLUDING FLIGHTS

**+1300**

HOURS DEDICATED TO TALKING INFRONT OF 5000+ MEN AND WOMEN



**95%**  
CHANCE OF SURVIVAL  
FOR AT LEAST FIVE  
YEARS IF DETECTED  
EARLY

## KEY 2023 STATS

BY 2040, THERE WILL BE  
372,000 + MEN LIVING  
WITH PROSTATE CANCER IN  
AUSTRALIA.



3,323 AUSTRALIAN MEN  
ARE LIKELY TO DIE FROM  
PROSTATE CANCER THIS  
YEAR.

**18,110+**  
MEN ARE LIKELY TO BE  
DIAGNOSED WITH PROSTATE  
CANCER IN 2022



# SPONSORSHIP OPPORTUNITIES



## Naming Rights

COMMITTED FOR 2023.  
THANK YOU WAGNERS

**WAGNERS**



## Diamond

\$25K +  
OPPORTUNITIES AVAILABLE

- Your logo is listed under Diamond Sponsor
- Minimum of four (4) social media posts or stories acknowledging your contribution
- Logo included on media wall background which will be placed on stage
- Verbal acknowledgement on the day
- Digital banner recognition on the day

This exclusive package can be tailored for your needs.



## Platinum

\$15K +  
OPPORTUNITIES AVAILABLE

- Your logo is listed under Platinum Sponsor
- Up to three (3) social media post or story acknowledging your contribution
- Logo included on media wall background which will be placed on stage
- Verbal acknowledgement on the day
- Digital banner recognition on the day



# SPONSORSHIP OPPORTUNITIES



## Gold

\$10K +  
OPPORTUNITIES AVAILABLE

- Your logo is listed under Gold Sponsor
- Up to two (2) social media post or story acknowledging your contribution
- Recognition and logo included in any post event advertising



## Silver

\$5K +  
OPPORTUNITIES AVAILABLE

- Recognition of your contribution within the Toowoomba event program (no logo)
- Business recognised on sponsors list on website
- One (1) social media post or story acknowledging your contribution



## Tailored

WE OFFER TAILORED PACKAGES TO  
SUIT YOU

We understand that getting the most out of your sponsorship dollars is important. Get in touch with our Foundation Manager or Founding Committee to discuss your options.



# OUR PREVIOUS GUESTS AND MEDIA COVERAGE



OUR ENTERTAINERS CONTINUE  
TO DONATE THEIR TIME TO  
SURPRISE OUR 550+ GUESTS,  
WE'RE THANKFUL FOR THEIR  
GENEROSITY:

- BROOKE MCCLYMONT AND ADAM ECKERSLEY
- BRAD COX AND SAMMY WHITE
- SHEPPARD
- RONAN KEATING
- KEITH URBAN
- DARRYL BRAITHEWAITE
- KERRI-ANNE KENNERLEY
- RAY MARTIN
- LEE KERNAGHAN
- KARL STEFANOVIC
- JAMES MORRISON
- ALASTAIR MCLEOD
- LI CUNXIN (AO)
- ALAN JOYCE
- MICK DOOHAN
- HARRISON CRAIG

ALL ROOM HIRE, SEAFOOD,  
MEATS, PRODUCE, WINE AND  
BEER HAS BEEN 100% DONATED  
BY OUR SUPPLIERS.

AUSTRALIA-WIDE MEDIA  
COVERAGE:

- THE TODAY SHOW
- SUNRISE
- LANDLINE
- CHANNEL 7 NEWS
- CHANNEL 9 NEWS
- STUDIO 10
- WOMEN'S DAY
- THE OUTBACK MAGAZINE
- QANTAS SPIRIT MAGAZINE
- SUNDAY MAIL
- COURIER MAIL
- ABC NEWS
- PCFA NATIONAL MAGAZINE
- APN NETWORK
- SOCIAL MEDIA

SPONSORS ARE GIVEN FIRST  
RIGHT TO TICKET SALES.  
A WAITLIST IS AVAILABLE.





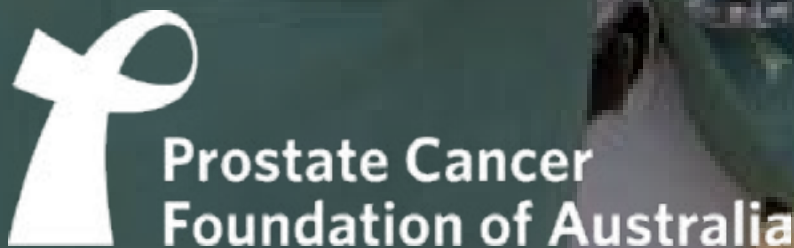
ON BEHALF OF THE, IT'S A BLOKE THING FOUNDING COMMITTEE; WE  
THANK YOU FOR YOUR CONSIDERATION IN PARTNERING WITH US TO  
RAISE MUCH-NEEDED FUNDS TOWARDS MEN'S HEALTH AND EARLY  
DETECTION OF PROSTATE CANCER.

*We look forward to partnering with you soon.*

SEE OUR 2022 EVENT VIDEO  
HERE.



PROUDLY SUPPORTING



FOUNDATION PARTNER



TOOWOOMBA, QUEENSLAND  
P 0499 628 576 | W [WWW.ITSABLOKETHING.COM.AU](http://WWW.ITSABLOKETHING.COM.AU)  
E [MANAGER@ITSABLOKETHING.COM.AU](mailto:MANAGER@ITSABLOKETHING.COM.AU)





HOW IT STARTED:

# BORN OVER A GLASS OF WINE, AND THE TRADITION CONTINUES

It's A Bloke Thing is a not-for-profit (NFP) foundation hosting annual fundraising and awareness-raising events, including the highly anticipated Wagners It's a Bloke Thing Prostate Cancer Luncheon – now the largest day-time fundraising event in Queensland.

The 2022 Toowoomba event alone was attended by over 540 prominent business guests worldwide who were treated to an array of gourmet food, exclusive wines and outstanding entertainment, including country music superstars Brooke McClymont and Brad Cox, raising more than \$1.4 million.

As we reignite our brand across the Gold Coast and Darwin, we seek like-minded businesses to align with us and become part of something extraordinary.

To date, we have funded research programs with the Prostate Cancer Foundation of Australia, sponsored the first specialist prostate cancer nurses in Toowoomba, Darwin and the Gold Coast, and established the It's a Bloke Thing Education Roadshow - educating men every year across Queensland, New South Wales and the Northern Territory.

The original founding committee was born over a glass of wine and a serious discussion about that "terrible thing" two mates had in common – prostate cancer. By starting the, It's a Bloke Thing Foundation and hosting this annual event, we can break down the walls and discuss men's health to save lives.



# #1

IN 2022, PROSTATE  
CANCER WAS THE  
MOST COMMON CANCER  
DIAGNOSIS IN AUSTRALIA

FUNDS RAISED FROM IT'S A BLOKE  
THING SUPPORT PROSTATE CANCER  
RESEARCH, INCLUDING SUPPORTING  
THE QUEENSLAND UNIVERSITY  
OF TECHNOLOGY'S AUSTRALIAN  
PROSTATE CANCER BIORESOURCE  
TEAM AT THE TRANSLATIONAL  
RESEARCH INSTITUTE IN BRISBANE.



# IT'S A BLOKE THING COMMITMENT FORM

FRIDAY, 18 AUGUST 2023  
TOOWOOMBA WELLCAMP AIRPORT, TOOWOOMBA

SPACE IS LIMITED, AND THE EVENT WILL SELL OUT. PLEASE RETURN THE FORM WITH PAYMENT TO GUARANTEE AVAILABILITY.

## MAJOR SPONSORSHIP PACKAGES (TOOWOOMBA EVENT)

- Diamond
- Platinum
- Gold
- Silver
- Tailored (speak to our Committee or Foundation Manager)
- Major Car Raffle

## PAYMENT METHOD

- I would like to be invoiced in \_\_\_ installments of \$\_\_\_\_\_ (please specify any dates if required \_\_\_\_\_)
- I would like to purchase tickets in addition to my sponsorship
- I cannot participate, but please accept my donation of \$\_\_\_\_\_
- I can help engage others to support the cause

My preferred method of contact is:      Email              Phone              Other

Please list my name on materials as: \_\_\_\_\_

Name: \_\_\_\_\_ Additional Contact Name: \_\_\_\_\_

Company/Organisation: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

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

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Amount Total: \$ \_\_\_\_\_



## IMPORTANT INFORMATION:

SPONSORSHIPS WILL BE OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.

It's A Bloke Thing is predominantly a SOLD-OUT event, and payments must be paid by 30 July 2023. The event will go ahead rain, hail or shine.

Benefits will be confirmed upon receipt of the deposit or full payment. All guest lists are due by 30 July 2023.

Please make all cheques payable to the It's A Bloke Thing Foundation. Forms can be returned via email to: [manager@itsablokething.com.au](mailto:manager@itsablokething.com.au).

Your contribution supports the effort to significantly decrease late detection of Prostate Cancer by investing in Prostate Cancer nurses, care and research, and our education roadshow that travels across the nation.

All contributions are tax-deductible to the extent of the law. The success of It's A Bloke Thing depends upon your donation's receipt. By executing this agreement, you affirm your contribution at the indicated level. It's A Bloke Thing delivers vital funds directly back into the community.