



SPONSORSHIP PROSPECTUS

FOUNDATION 96 INAUGURAL CONFERENCE

ADVANCING CANCER SURVIVORSHIP CARE:

Evidence-Based Strategies for Health Professionals

Two time zones two dates:

1. Australia - Thu 19 Sep 2024 &
2. USA - Wed 9 Oct 2024

Why partner with Foundation96?

1. Introduction:

Foundation96 is a profit-for-purpose organisation providing online resources for cancer survivors and their health professionals for over 10 years. Foundation96 is on a mission to enhance the skills of all health professionals via online learning and events designed for healthcare professionals wanting to uplift their oncology skills to better understand and support their clients' special needs. Foundation96 also provide multidisciplinary care planning and coordination services for people who have complex ongoing care needs. Our service directory is a curated global list of health care professionals, and complementary product and service providers who are experienced in supporting consumers living with cancer or the after-effects of their treatment.

For more information about Foundation96 visit our website <https://foundation96.com/about/>

2. Conference Overview:

Foundation96 started our series of health provider online training programs and building on this success we have launched our inaugural health provider conference.

The theme of the conference is Evidence-Based Strategies for Health Professionals

The conference is available on two dates and time zones to accommodate our global audience.

The objective of our conference is to leverage our training resources to provide a forum for multidisciplinary health professionals to learn more about supporting their clients who are living with cancer or the side effects from cancer treatment. To understand the issues, how to approach them with clients and options and resources available.

The target audience includes nurses, doctors, allied health professionals and related industries drawing on Foundation96 professional subscribers of our global directory listing as well as our health professional followers on social media.

We anticipate approximately 500 health professionals to attend our two-day conference: with a promotional reach of approximately 21,000 health professionals.

Details are available on our website <https://foundation96.com/events/>

3. Sponsorship Opportunities and benefits:

Foundation96 offers a range of sponsorships to suit your business, whether you are targeting a particular region or health professionals. Our sponsors are promoted at the events and also through our direct marketing channels reaching over 21,000 health professionals supporting people living with cancer around the globe.

Value for money - we aim to create a “Win-Win” with our supporting sponsorship partners. The additional benefits and promotional value provided to our sponsors is very attractive, piggy backing on our event promotions, website advertising, in conference promotions and delegate tickets

Sponsorship

You can sponsor 1 or both conferences

\$500 AUD (\$350 USD) including GST/SalesTax

- **In conference participation including:**
 - In conference sponsorship acknowledgement by MC
 - Sponsor Logo and category will feature on the conference presentation
 - The conference is recorded and available as a resource to delegates
 - 1 delegate ticket valued at AUD\$180/USD\$120
- **Foundation 96 conference benefits and promotions:**
 - Logo and link to website Sponsors section on the conference web page under Sponsorship section
 - Social media posts reaching over 14K F96 followers: Facebook, LinkedIn – 1921, 13921, support network, Instagram
 - Sponsors announcement – pre event
 - Sponsorship thank you post event
 - Logo with weblink on conference promotional emails – to over 900 health professional subscribers
 - Logo with weblink on conference delegates’ email pre and post conference

4. Wanting something a bit different from your sponsorship?

Reach out to us with your sponsorship idea and we will certainly undertake strong consideration, and maybe provide some ideas of our own.

5. Audience Profile:

Foundation96 has a global reach to thousands of health practitioners who subscribe to our service directory on our website, subscribe to our e-news and follow our social media.

Our modest estimate is to attract 500 attendees across our two inaugural conference dates. However, our promotional reach provides our sponsors unique access to over 21,000 health professionals who provide support to people living with cancer or post treatment side-effects.

Our audience profile includes:

- Cancer Nurses
- Counsellors
- Dieticians
- Exercise Physiologists
- GPs
- Hypnotherapists
- Massage Therapists
- Nurse Practitioners
- Nutritionists
- Occupational Therapists
- Physiotherapists
- Psychologists
- Specialists
- Other health and wellness practitioners

Foundation96 registered practitioners are located in:

- USA
- Canada
- Australia
- New Zealand
- South Africa
- UK
- Ireland
- France

6. Marketing and Promotion:

Foundation96 has developed a pre and post event promotion plan which our sponsors will tap into. Additionally, we encourage our sponsors to promote the event through their own marketing channels and consider a special event offer or a give-away e.g. a coupon code discount for your products and/or services or offer a lucky attendee prize which we can draw and announce during the event.

Marketing Calendar

Month	Media	Communications Focus
Aug	Email/newsletter Social Media	Event Registration - Early Bird Offers. Full program and sponsors. Plenary Sessions, Keynote speaker and other Guest speakers announced

Month	Media	Communications Focus
	Social media & Website	Welcome New Sponsors
	Website Carousel	Sponsor ads commence
	LinkedIn/Google Ads	Early Bird Conference offers - Allied health Professionals Asia Pacific, USA, Canda, South Africa, UK
Sep	Email/Social Media	Australian Pre-Conference Delegates Email – incl. sponsors Australian Post-Conference Delegates Email – incl. sponsors and resources access
	Event	Presentation sponsors page Break sponsor page and music recordings
	Website & social media	Post Event outcomes- snippet recordings, participant feedback
Oct	Email/Social Media	USA Pre-Conference Delegates Email – incl. sponsors Australian Post-Conference Delegates Email – incl. sponsors and resources access
	Event	Presentation sponsors page Break sponsor and music recordings
	Website & Social Media	Post Event outcomes- snippet recordings, participant feedback
	Website Carousel	Sponsor ads end
Nov	Email	Delegates email reminder use training coupon discount
Dec	Email	Delegates email reminder use training coupon discount
Jan	Email	Delegated reminder end of training coupon discount

7. Testimonials

Here is what our partners have to say about collaborating with Foundation96.

“Foundation96's focus on supporting the needs of every individual they serve is truly rare and inspiring! They selflessly and joyfully work with the women of our Hope After Breast Cancer community, and we are so grateful for our partnership!”

- Jan James, CEO, Hope After Breast Cancer
<https://www.linkedin.com/in/therealjanjames/>

“I have known Karen for approximately 20 years, and during this time have always found her to have an incredible passion for exercise physiology and the benefits this pathway can offer to people with cancer and other chronic disease. This passion is equally evident through Foundation 96, which continues to grow and help people . A professional organisation truly making a difference for those with cancer.”

- Dr Tim Henwood, Group Manager, Research & Development, Southern Cross Care (SA, NT & VIC) Australia
- <https://www.linkedin.com/in/dr-tim-henwood>

“Karen Anderson is an incredible human! She is devoted to improving health and quality of life for those facing chronic disease. Through Foundation96, she works tirelessly to provide responsible and professional evidence-based care and support to those in need!”

- Whitney Long - Virginia Polytechnic Institute and State University - Virginia USA
- <https://www.linkedin.com/in/whitneylray/>

8. Contact Information:

For more information visit our events page on our website <https://foundation96.com/events/> or email us events@foundation96.com and we will respond within one business day. or call Karen Anderson 0466 672 223

Fill in the form below to reserve your sponsorship today.

Acceptance of Sponsorship

Sponsor Details

Company / Organisation Name	
Address: Street Suburb/Area Zip/Post code Country	
Contact Name	
Contact Role	
Phone (incl country code)	
Email	

Payment Options and Details

1. Please charge my Mastercard/Visa:

Card Name	
Card number	
Expiry Date	
CVV	

2. PAY BY EFT (Australian Sponsors ONLY):

Great Southern Bank

Foundation96

BSB 814282

Account 51241573

3. PayPal: paypal.me/Foundation96
4. Other: We will contact you to arrange an alternative payment method.

Please Print and save a copy of this form and email to events@foundation96.com we will confirm your sponsorship and provide an invoice and/or receipt of payment.