



Sponsorship Proposal

Pink Ink Australia

Funding Anatomical, Camouflage and
Cosmetic Tattoos for Breast Cancer Survivors
across Australia.

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Pink Ink
Australia 



at a glance



9 women.
1 mission.

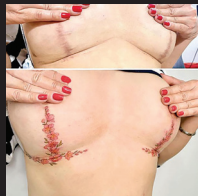
To bring sexy back to breast cancer survivors across Australia...

one tattoo at a time.

Based in North Western Sydney...

helping the nation.

Covering the burns, scars and missing anatomy cancer stole from them...



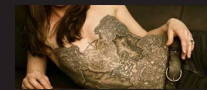
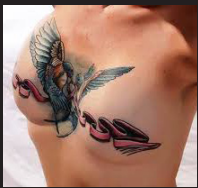
and converting them into beautiful works of art



Helping survivors reclaim their bodies, ease the mental trauma...

lessen the fear of intimacy...

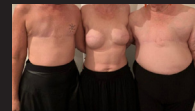
and become a new and powerful version of themselves...



as a sexy and desirable being.

Breast cancer is a beast that does not discriminate...

and it will attack entire families...



even at the same time.

We fill a gap in the after-care sector.

We are not "another" cancer charity...

We are a Recovery Charity.

We are new.

We are unique.



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INTRODUCTION

Pink Ink provides Australian male & female breast cancer survivors benevolent relief, support and assistance by funding Anatomical, Camouflage or Cosmetic Tattooing.

These simple, but costly, tattoos can ease the suffering and distress caused by the residual scarring, body disfigurement, loss of nipple/areola, burns, permanent eyebrow loss, or other, that has resulted from mastectomy, breast cancer surgery, chemotherapy or radiation treatment.

Pink Ink offers funding for these tattoos as it is an important part of a full physical, mental and emotional recovery from the breast cancer journey.



Meet our Board



Alison Attard



Dr Donna Burgess



June Belkovskis
Founder/President



Karin Murton
Treasurer



Linda Gunek
Secretary



Lisa Wales
Ambassador



Dr Michelle Byrne



Sonya Phillips



Susan Cliff

ABOUT US

Pink Ink is the only known charity in Australia funding corrective tattoos for women and men who have been scarred or disfigured from breast cancer treatment.

Our Board consists of 9 women. Two have had breast cancer. All have been affected by breast cancer.

Pink Ink is based in the Sydney Hills District but will be helping survivors across the country.

Pink Ink is registered with NSW Fair Trading and has Deductible Gift Recipient (DGR) status with the ATO.

Pink Ink Australia is a nationally recognised charity with the Australian Charities and Not-for-profits Commission (ACNC).



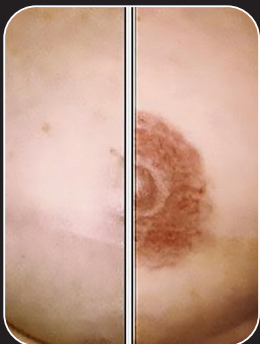
ABOUT THE GRANT

Each year there will be four rounds of funding available.

Survivors can apply for full or part funding, with a maximum amount of \$2,500.

As the amount of available funds is unknown, approved applicants may need to wait for funding to become available.

Applications must be signed-off by one of the applicant's treating medical professionals (i.e. surgeon, oncologist, GP or breast nurse)



Anatomical 3D Nipple/
Aerola Tattoo



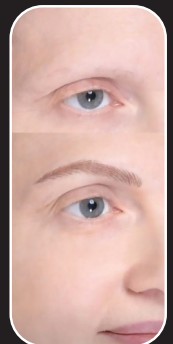
Nipple Camouflage Tattoo



Mastectomy/Scar/Burn
Camouflage Tattoo



Scar Cover Tattoo



Cosmetic Eye-
brow Tattoo

THE NEED

- There is limited aftercare for breast cancer survivors.
- Medicare does not cover corrective tattoos.
- Most health insurance providers do not cover corrective tattoos.
- For many, the extra expense is unaffordable after costly treatment and ongoing medical issues post treatment.

Survivor Trauma is not just physical

Each The breast cancer journey is different for everyone.

The one thing they all have in common - is that it is traumatic.

Once treatment is over - there is little post-treatment care for survivors left with the pain and scars from the battle they have endured. Many are left with severe physical trauma including scarring, no nipples, damaged eyebrow hair follicles, damaged skin and more. For these survivors, their mental trauma continues every time they look at their own reflection.

Such disfigurement can cause Body Dysmorphia (or Body Dysmorphic Disorder - BDD), which is a mental disorder characterised by the obsessive idea that a body part or their appearance is severely flawed. When the flaw is actual, its importance becomes severely exaggerated. Thoughts about it are pervasive and intrusive and may occupy the mind of the sufferer for many hours every day, causing severe distress and impairing otherwise normal activities.

Body Dysmorphia affects relationships, can end marriages, can lead to severe/chronic depression, and has been known to have led to suicide.

The Statistics

50% of people in Australia will have some sort of cancer

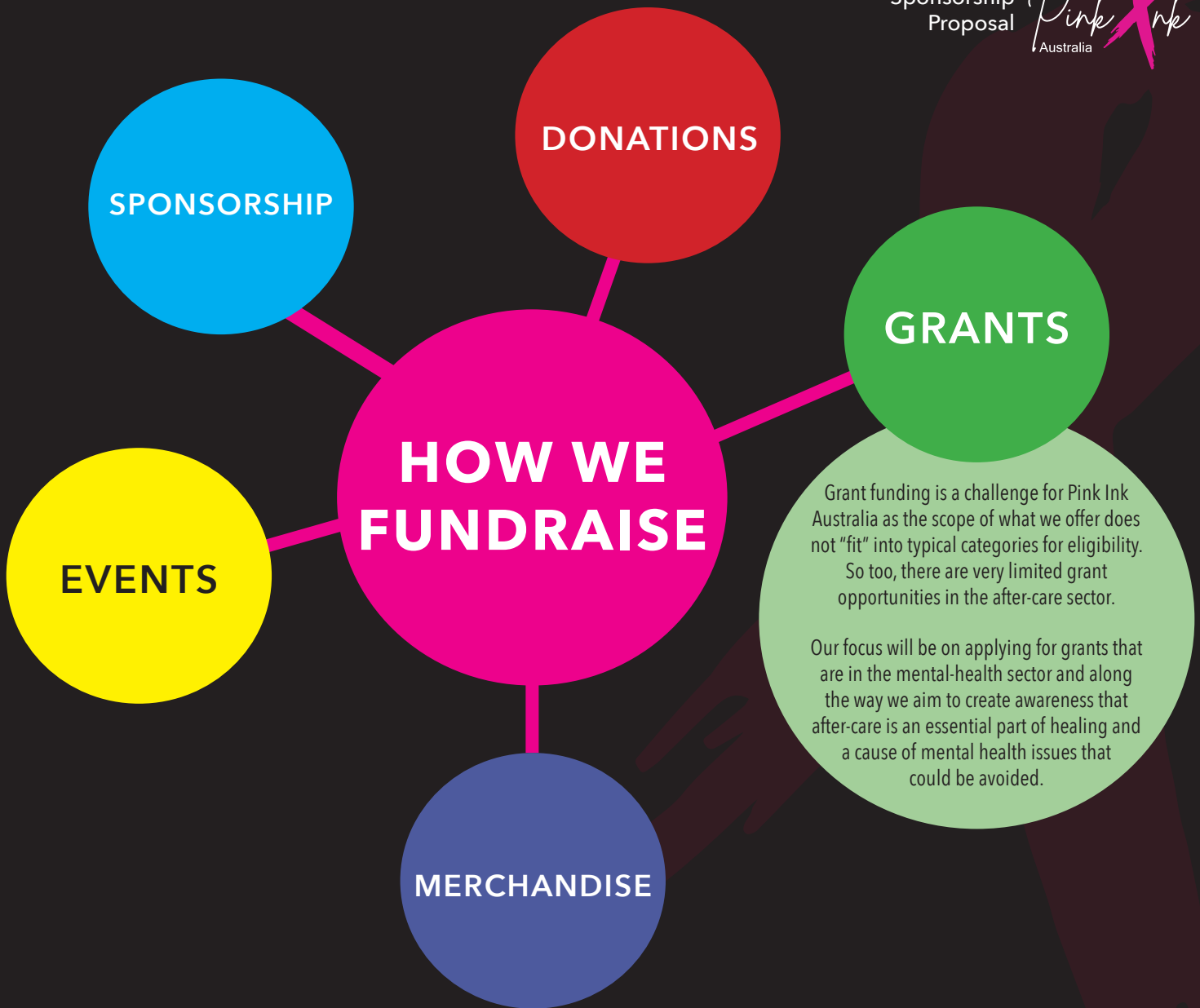
1 in 7 women will develop breast cancer

1 in 600 men will develop breast cancer

42,279 women in Australia and New Zealand had a mastectomy between 2009 and 2019.

Women as young as 16 can develop breast cancer

**Your support
will help us fill
this gap in the
after-care sector
in Australia**



Friends of Pink Ink Australia

Friends of Pink Ink Australia is a fundraising initiative created to attract public support, raise funds and keep our "friends" up to date with our progress and achievements throughout the year.

Standard benefits include:

- Pink Ink T.Shirt or Cap
- Pink Ink eNewsletter sent twice annually
- Invitation to Pink Ink events

Friends of Pink Ink Australia is also a strategy to create a database of interested people who may wish to volunteer some of their time in the future.



THE SPONSORSHIP GOAL

From the beginning, it has been a strategic goal for Pink Ink to be a charity that has adopted the 100% Model – meaning 100% of public donations would go directly to funding corrective tattoos for breast cancer survivors.



Vision

- To remain the prime provider of funding for post breast cancer tattoos in Australia.
- To be in the financial position to provide tattoo funding without budgetary constraints.
- To adopt and sustain the 100%Model which will instil and maintain donor confidence.



Mission

- Funding Anatomical, Camouflage and Cosmetic Tattoos for breast cancer survivors across Australia - covering the scars, burns and missing anatomy resulting from surgery, chemotherapy and/or radiation.
- To help survivors reclaim their bodies, relieve mental suffering and change their lives.

The 100% Model ensures complete transparency and gives public confidence that any donation, however large or small, will reach survivors and will not be used for administration costs.



100% Donations
TATTOO FUNDING

100% Sponsorship
ADMINISTRATION

*Pink Ink Strategic Plan 2023-2025

To reach this goal, Pink Ink is seeking the support of corporate sponsors to help cover the costs associated with running and facilitating the charity; enabling us to assure donors their support will directly help survivors.

2024/2025 MARKETING/EVENTS

2024

PRIMARY GOALS
**Awareness &
Connection**

Pink Ink Podcast

Pink Ink will be the dedicated subject of an upcoming episode of the "Life in the Battlefield" podcast by Mario Bekes which has over 2 million listeners.

Nationwide

Pink Ink Inaugural Ball

The inaugural Gala Ball will be a spectacular event like no other, and will kick off Breast Cancer Awareness Month in October. With an estimated 200 guests, this event will have attendees from across Australia and across demographics - from providers to sponsors, heads of industry bodies to heads of corporations.

Norwest, NSW

2025

PRIMARY GOAL
Fundraising

Planned Events

International Womens Day Lunch - Parramatta
Pink Ink Charity Golf Day - TBC
Pink "Dance" Party - TBC
Music Festival - Sydney/Melbourne
Pink Ribbon Ride - Sydney City to Penrith
Pink Ribbon Breakfast - TBC
Race Day - Hawkesbury or Rosehill
Fashion Week Event - TBC

Sydney Metropolitan, NSW

*Correct at time of printing. Subject to change.

BENEFITS OF SPONSORSHIP

Pink Ink offers sponsors both tangible and intangible benefits that can be tailored to meet your strategic goals and the outcomes you wish to achieve.

1 **First Benefit – Opportunity**

A tailored range of branding, promotional, marketing and media opportunities created to align with your strategic goals, and the opportunity to promote your support to your customers, to your Board and through your networks. Standard benefits include tickets to Pink Ink events, logo placement, video endorsements, product giveaways etc, but we are more than open to discuss what will work best for you.

2 **Second Benefit – Point of Difference**

The opportunity to align with a charity that is new, unique and never seen before in this country. A charity that is driven, has no known competition, supports the “forgotten” sector of the breast cancer community, and provides funding for a service many have never heard of or thought about.

600,000

NOT FOR PROFITS IN AUSTRALIA



60,000

CHARITIES IN AUSTRALIA

1

CHARITY FUNDING CORRECTIVE
TATTOOS IN AUSTRALIA

3

Third Benefit – Changing Lives

Your support will directly enable Pink Ink to change the lives of women and men who have been disfigured by their breast cancer battle scars. Your support won't just help us change lives... we can save lives, save relationships and save the dignity of those who have already suffered so much.

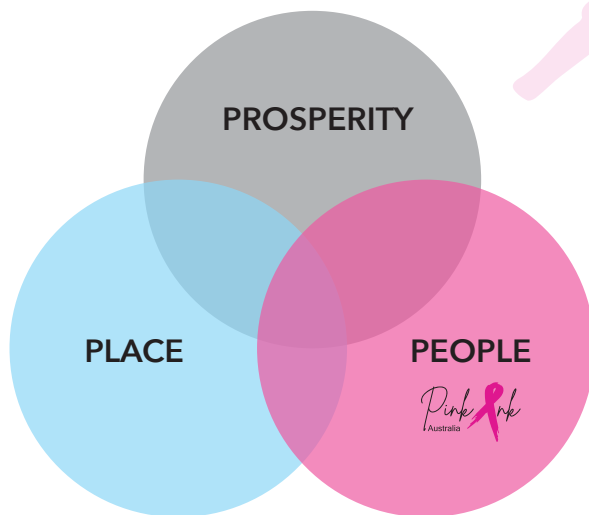
"We can be a part of a triple bottom line like you've never seen before."

– June Belkovskis (Founder/President)

4

Fourth Benefit – Corporate Social Responsibility (CSR)

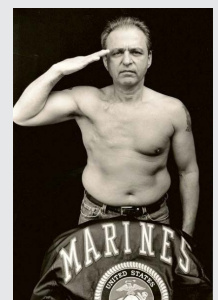
Contributing to Pink Ink's 100% model enables the charity to provide quantifiable evidence to sponsors of how their support has directly and successfully impacted lives... and not just be another "drop in the bucket".



**Keeping it Real:
Real Need
Real Results
Real Impact**

Did you know... Men get breast cancer too

1 in 600 Australian men get breast cancer. For them, this is an incredibly difficult thing to accept, embrace or even admit to because of the "feminine" connotations attached to having "a woman's cancer". Breast cancer not only attacks their body, but it also emotionally and mentally attacks their masculinity. The result of a male mastectomy can be severe because men have less breast tissue, and thus to get the margins around the tumour more tissue must be taken - leaving a concave indentation in their chest. Camouflage tattoos mask this body flaw, and enable men to regain their masculinity.



SPONSORSHIP PACKAGES

Packages can be tailored to suit your requirements.



FOUNDATION SPONSOR

An exclusive opportunity for one sponsor only!

We will work together with you to tailor a package that will align with your goals to help meet the strategic outcomes you want to achieve.

Some standard benefits include:

- | | |
|--|---|
| <p>Title of "Charity Patron"</p> <hr/> | <p>5 Tickets and branding opportunities at all Pink Ink events</p> <hr/> |
| <p>National Media Release</p> <hr/> | <p>6 Video and written message plus a collection of photographs from Pink Ink for use in reporting, social media or website.</p> <hr/> |
| <p>1 Logo on all Pink Ink material</p> | |
| <p>2 distributed to hospitals and specialists across Australia as well</p> | |
| <p>3 as on the Application Form</p> <hr/> | <p>7 Opportunity to split funding 80/20 (sponsorship donation)</p> <hr/> |
| <p>Naming rights, exclusive table, keynote speaker, branding and messaging at the Annual Gala Ball</p> <hr/> | <p>PLUS MORE!</p> <hr/> |
| <p>4</p> <hr/> | |

\$100,000

PLATINUM & GOLD SPONSORSHIP

Packages can be tailored to suit your requirements.



PLATINUM

Platinum Sponsorship includes all of the Gold Sponsor Benefits plus:

- 1** Written Message, logo with link on Pink Ink website
- 2** 6 Tickets to Gala Ball with branding, messages, signage and giveaways.
- 3** Video and Written Message from Pink Ink for use in reporting, social media or website.
- 4** Opportunity to split funding 80/20 (sponsorship donation)

Plus more!

\$50,000



GOLD

Gold Sponsorship includes all of the Silver Sponsor Benefits plus:

- 1** Logo with link on Pink Ink website
- 2** 6 Tickets to Gala Ball with branding, messages, signage and giveaways.
- 3** Tickets to Pink Ink events with the opportunity for product giveaways

Plus more!

\$25,000

SILVER & BRONZE SPONSORSHIP

Packages can be tailored to suit your requirements.



SILVER

Silver Sponsorship includes all of the Gold Sponsor Benefits plus:

- 1** 4 Tickets to Gala Ball with logo on event program.
- 2** Logo placement on select Pink Ink Advertising.
- 3** Support promoted on social media.
- 4** Tickets to Pink Ink Events

Plus more!

\$10,000



BRONZE

Bronze Sponsorship includes all of the Silver Sponsor Benefits plus:

- 1** Logo on Pink Ink website
- 2** Cheque Presentation
- 3** 2 Tickets to Gala Ball with logo on event program.
- 4** Invitation to Pink Ink events.
- 5** Written thank you letter, message and certificate from Pink Ink for Corporate Reporting.

\$5,000

SUPPORTS & CATEGORY SPONSORS

Packages can be tailored to suit your requirements.



SUPPORTER

Supporters can contribute with cash or in-kind donations.

Standard benefits include:

- 1** Name placement on Pink Ink website
- 2** Invitation to Pink Ink events
- 3** Name on Gala Ball programme.
- 4** Written thank you letter and certificate from Pink Ink for Corporate Reporting

\$2,500



CATEGORY SPONSORS

Category Sponsors can contribute with cash or in-kind donations. The benefits depend on the level of their support.

Categories include but are not limited to:

Tattoo Equipment / Ink
Travel / Accommodation
Photography
Merchandise
Printing (Other)
Regular Meeting Venue
Accounting Services - SOLD
Flowers - SOLD
Graphic Design - SOLD
Jeweller - SOLD
Legal Services - SOLD
Printing Stationery - SOLD
Stationery items - SOLD
Website - SOLD

CAN YOU HELP?

STANDARD SPONSORSHIP BENEFITS

	FOUNDATION SPONSOR - EXCLUSIVE \$100k	PLATINUM SPONSOR \$50k	GOLD SPONSOR \$25k	SILVER SPONSOR \$10k	BRONZE SPONSOR \$5k	SUPPORTER \$2.5k
Charity Patron	✓					
Media Release through national media channels announcing partnership	✓					
Video message on Pink Ink website	✓					
Written message on Pink Ink website	✓	✓				
Cheque presentation photo opportunity	✓	✓	✓	✓	✓	
Opportunity to split funding 80/20 (Sponsorship/Donation)	✓	✓				
<i>*Level and benefits dependent upon value of support</i>						✓
BRANDING						
Message, photo and logo included in future official Pink Ink presentations, proposals, etc.	✓					
Logo on all material distributed to hospitals and specialists across Australia	✓					
Logo placement on Pink Ink website with link to your company	✓	✓	✓			
Logo placement on Pink Ink website				✓	✓	
Logo placement on Pink Ink Application Form	✓					
Logo placement on all Pink Ink advertising	✓					
Logo placement on selected Pink Ink advertising	✓	✓	✓	✓		
Support promoted on Social Media	✓	✓	✓	✓		
Advertising opportunities on Social Media	✓	✓				
Name on merchandise (if/where possible)	✓					
<i>*Level and benefits dependent upon value of support</i>						✓
GALA BALL FUNDRAISER						
Naming rights to GALA Fundraiser	✓					
Video Invitation to GALA Fundraiser on Pink Ink website event page	✓					
Logo placement on printed GALA Fundraiser Ticket	✓					
Logo placement on printed GALA Fundraiser Program	✓	✓	✓	✓	✓	
Name placement on printed GALA Fundraiser Program						✓
Exclusive table at GALA Fundraiser	✓					
Tickets to GALA Fundraiser (8/6/4/2)		✓	✓	✓	✓	
Extra Tickets to GALA Fundraiser (at cost)	✓	✓				
Video Message at GALA Fundraiser	✓	✓				
Keynote Speaker at GALA Fundraiser	✓					
Signage at GALA Fundraiser	✓	✓	✓			
Opportunity for Giveaways at GALA Fundraiser	✓	✓	✓			
<i>*Level and benefits dependent upon value of support</i>						✓
PINK INK EVENTS						
Tickets to Pink Ink events	✓	✓	✓	✓		
Logo placement and signage at all Pink Ink events	✓	✓				
Opportunity for signage at Pink Ink events	✓	✓	✓			
Opportunity for production/information giveaways at Pink Ink events	✓	✓	✓			
<i>*Level and benefits dependent upon value of support</i>						✓
OTHER						
Video message from Pink Ink for use on Social Media, etc	✓	✓				
Written thank you letter, message and certificate from Pink Ink for Corporate Reporting	✓	✓	✓	✓	✓	
Written thank you letter and certificate						✓
Collection of photography from Pink Ink events and activities for corporate reporting and use on Social Media	✓	✓				
Link with other corporate partners	✓					
Copy of Annual Report with your message included	✓					
<i>*Level and benefits dependent upon value of support</i>						✓

Pink Ink thanks the following companies and organisations who saw our vision, took a leap of faith, and helped Pink Ink launch in 2023.

