



CHRISTMAS FOR A CURE

SPONSORSHIP PROSPECTUS 2026

MORE CHRISTMASES TOGETHER



01

OUR WHY



Every day, 3 families hear the words “Your child has cancer”



3 children die in Australia every week from childhood cancer



In Australia, more kids die from cancer than any other disease.

Over 1,000 kids per year are diagnosed. That's our WHY x 1000.



“My promise is to never give up until every child survives cancer with minimal or no long-term effects.”

COL REYNOLDS OAM
FOUNDER, THE KIDS' CANCER PROJECT

The Kids' Cancer Project is an independent national charity supporting childhood cancer research, founded by Col Reynolds OAM (pictured above).

For more than 30 years, thanks to strong corporate and community support, we have contributed more than \$76 million in funding to childhood cancer research.

02

CHRISTMAS IS MADE OF MOMENTS



For children facing cancer, every one of those moments matters.

Christmas for a Cure is The Kids' Cancer Project's signature fundraising luncheon, bringing together over 500 guests, corporate partners and passionate supporters for an afternoon of celebration in aid of childhood cancer research.



CHRISTMAS IS MADE OF MOMENTS

Family. Laughter.
Tradition. Memories.

For children facing cancer, every one of those moments matters.



EVERY PERSON HELPS

Every ticket and every donation becomes a symbol of hope.

A simple act of generosity that binds our community, funding life-saving research.



MORE CHRISTMASSES TOGETHER

When enough people give, small acts become something much bigger.

More moments, more memories, and more Christmases, together.

03

CHRISTMAS FOR A CURE



A joyful, high-profile celebration bringing corporate Sydney together for a cause. Combining fine dining, live entertainment and powerful fundraising moments in one of the city's most iconic ballrooms.

DATE	Thursday 3 December 2026, from 12pm
VENUE	The Fullerton Hotel Sydney, Grand Ballroom
GUESTS	500+ corporate and community supporters
FORMAT	Seated luncheon, guest speakers, entertainment & fundraising

Guests will enjoy a seated three-course lunch and premium drinks package over 4.5 hours, live and silent auctions, raffles, festive activation stations, live entertainment and insights from families and researchers who have first-hand experience in diagnosis, treatment and progress – all while raising funds to directly impact childhood cancer research in Australia.



500 +

GUESTS IN ONE ROOM

A captive audience of business leaders, philanthropists and families – an ideal platform for brand visibility.



05

YOUR WHY



From humble beginnings with only 150 guests in 2021, Christmas for a Cure has grown to the must-attend event of the season, attracting over 500 guests and raising over half-a-million dollars in 2024 and 2025.

WHY PARTNERING WITH THE KIDS' CANCER PROJECT BENEFITS YOUR ORGANISATION

BRAND VISIBILITY

Prominent brand placement across event signage, communications and digital campaign assets reaching thousands.

ENGAGED AUDIENCE

Connect with 500+ business leaders, philanthropists and decision-makers in an engaged, positive, high-profile setting.

PURPOSEFUL CSR

Align your brand with a trusted charity partner and demonstrate genuine commitment to community impact.

STORYTELLING MOMENTS

Feature in campaign content, media coverage and social storytelling around the 'More Christmases' Tree.

GUEST EXPERIENCE

Host clients and staff at a beautifully presented luncheon that leaves a lasting, positive impression.

MEASURABLE IMPACT

See your contribution directly translated into funded research, with reporting on outcomes achieved.

WHAT KEEPS US COMING BACK?

"We've been involved with the Kids' Cancer Project for close to 10 years. The Christmas for a Cure event provides an opportunity for us to invite our clients along to help make them aware of the amazing work the Kids' Cancer Project is doing. It's also an opportunity for our business to support a charity that funds important research projects where you can see the difference the scientists are making in terms of finding a cure for cancer".

Mark Jennings
Commercial Manager, Express Glass



ASSETS & BENEFITS

AVAILABLE ASSETS

Packages:	Investment:
Presenting Partner	\$31,500
North Pole Sponsor	\$19,500
More Christmases Activation Sponsor	\$19,500
Online Auction Sponsor	\$16,800
Afterparty Host	\$8,500

^ Ask us about tax deductible inclusions in your investment, with The Kids' Cancer Project a registered DGR.

SPONSORSHIP BENEFITS

Base inclusions in all sponsor packages:

- Table/s at Luncheon
- Social media promotion to our community via collab posts
- Opportunity to provide brand material in gift bags
- Inclusion in wrap-up video
- Inclusion in digital comms pre and post event
- Association with The Kids' Cancer Project

PRESENTING PARTNER

EXCLUSIVE NAMING RIGHTS

“Christmas for a Cure, proudly presented by [Partner]”



1. INVESTMENT: \$15,000 + GST
+ \$15,000 tax deductible donation

Total investment: \$31,500

Our highest tier of partnership. Become the exclusive Presenting Partner of Christmas for a Cure 2026 and align your brand at the very centre of Sydney's most heartfelt end-of-year celebration.

High visibility, strong brand presence, big impact.

^ A portion of this investment (\$15,000) is tax deductible, with The Kids' Cancer Project a registered DGR.



2. INCLUSIONS

- Two champagne tables (20 guests) with prime placement
- TKCP Ambassador seated at your tables
- Christmas bear for each guest
- Prime logo placement on stage, media wall and all event signage
- Speaking opportunity during event formalities
- Featured logo on invitations, EDM campaign and event webpage
- Dedicated social media and e-newsletter recognition
- Post-event impact report



The Kids' Cancer Project CEO, Owen Finegan
with Entertainment Guru, Richard Wilkins OAM

MORE CHRISTMASSES TREE

ACTIVATION SPONSOR

Each hexagon represents a contribution towards funding life-saving research.
Together, the completed tree becomes a powerful symbol of hope, generosity and the possibility of MORE CHRISTMASSES TOGETHER.



1. INVESTMENT: \$10,500 + GST
+ \$8,000 tax deductible donation
Total investment: \$19,550

Exclusive branding of the 'More Christmases Tree'
our interactive, highly visible guest activation.

^ A portion of this investment (\$8,000) is tax deductible, with The Kids' Cancer Project a registered DGR.



2. INCLUSIONS

- One premium guest table (10 guests) with prime placement
- Prime logo placement on stage, media wall and all event signage
- Brand ambassadors at activation
- Featured logo on invitations, EDM campaign and event webpage
- Social media and e-newsletter recognition
- Post-event impact report



NORTH POLE SPONSOR

SANTA'S PHOTOBOOTH



1. INVESTMENT: \$8,000 + GST
+ \$8,000 tax deductible donation
Total investment: \$16,800

High visibility, strong brand presence,
attendee engagement = big impact.

^ A portion of this investment (\$8,000) is tax deductible, with The Kids' Cancer Project a registered DGR.



2. INCLUSIONS

- One champagne table (10 guests) with prime placement
- Christmas bear for each guest
- Prime logo placement on media wall and Santa station signage
- Featured logo on invitations, EDM campaign and event webpage
- Dedicated social media and e-newsletter recognition
- Post-event impact report





MAKING A DIFFERENCE

"I would absolutely encourage other businesses to get involved. It's a great event, a worthwhile cause and a partnership that delivers value both personally and professionally. Most importantly, you know that your involvement is helping make a difference to families and children who really need the support".

Tony Savino
Business Development Manager, Sharp EIT Solutions



ONLINE AUCTION SPONSOR

DIGITAL ASSETS & DATABASE REACH



1. INVESTMENT: \$8,000 + GST
+ \$8,000 tax deductible donation
Total investment: \$16,800

Raising over \$80,000 in 2025, our online auction has a national reach through our digital channels.

^ A portion of this investment (\$8,000) is tax deductible, with The Kids' Cancer Project a registered DGR.



2. INCLUSIONS

- One champagne table (10 guests) with prime placement
- Exclusive naming rights to online auction
- Headline brand placement on all online auction collateral
- Christmas bear for each guest
- Dedicated social media and e-newsletter recognition
- Post-event impact report



AFTERPARTY HOST

KEEP ENGAGING POST-EVENT



1. INVESTMENT: \$5,000 + GST
+ \$3,000 tax deductible donation

Total investment: \$8,500

Keep the festivities going in the Fullerton bar once the formalities are finished.

^ A portion of this investment (\$3,000) is tax deductible, with The Kids' Cancer Project a registered DGR.



2. INCLUSIONS

- One table (10 guests) with prime placement
- Exclusive naming as the afterparty host
- Logo on all drinks cards given to guests
- Social media and e-newsletter recognition
- Post-event impact report



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BESPOKE OPPORTUNITIES



A captive audience of business leaders, philanthropists and families – an ideal platform for brand visibility. Make your moment count.

BUILD YOUR OWN **SPONSORSHIP PACKAGE** MAKE YOUR **IMPACT COUNT**

BEVERAGE SPONSOR

Get your brand in our guests hands. We'll serve your beverages, create your cocktail, and our guests will enjoy their lunch with you in mind.

GIFT BAG SPONSOR

A chance to get in the hands of every guest - providing an individual gift to be left on every place setting.

ENTERTAINMENT SPONSOR

Your brand front and centre, associated with the live on-stage entertainment guests will remember.

PRINT SPONSOR

Covers the cost of all event print including programs, signage, flyers, and collateral.

AUCTION SPONSOR

Own the rights to present our live auction - our auctioneer will acknowledge with each item and your logo will feature on all auction pages in program.

PRIZE DONOR

Contribute a prize, item or experience for our online auction, raffles, live auction or christmas tree lucky dip.

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YOU'RE
INVITED

YOU'RE INVITED

CHRISTMAS FOR A CURE



MORE CHRISTMASSES TOGETHER

CHRISTMAS FOR A CURE

Every ticket helps create **more moments, more memories and more Christmases** for children and families affected by cancer.

THURSDAY **03/12** FROM 12PM

VENUE

The Fullerton Hotel, 1 Martin Place, Sydney

Event contact:
Claire Blomfield
claire@tkcp.org.au
or 02 8394 7706





LET'S CREATE MORE CHRISTMASSES, TOGETHER

We'd love to talk about how a Christmas for a Cure partnership can help meet your organisation's community and brand goals – while funding life-saving research for children with cancer.

Event Sponsorship

Patrick Phibbs, Head of Partnerships

patrick@tkcp.org.au

0406 712 508

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