



PINK RIBBON GLOBAL LAUNCH:
CHARITY, CAMPAIGN, AWARDS

PARTNERSHIP PROPOSAL

LONDON, THURSDAY 24 JUNE, 2021, RITZ, 18:15 - 21:00
(PRESS CONFERENCE AT 16:00)

CONTENTS

1. Global Charity for a Global Campaign
2. Key Statistics for our London Launch
3. The Story so Far. The Story to Come
4. 2021 Launch: Charity, Campaign & Awards
5. The Pink Ribbon Awards - Categories
6. The Pink Ribbon Awards - Schedule
7. The Pink Ribbon Launch Committee
8. Why Sponsor the Launch?
9. Schedule, Details & Costs
10. Next Steps

1. GLOBAL CHARITY FOR A GLOBAL CAMPAIGN

Breast cancer prevention and cure is at a crossroads.

The campaign against breast cancer has yielded many positive results. It's impossible to look back without recognising how far we've come. However, everywhere around us today, there are many reminders of the terrible toll this disease continues to exact on patients and families' health, as well as, psychological and financial struggles. There is no denying the urgent need to do more and persist in our efforts.

We need to support patients, doctors, carers and those searching for a cure. We must ensure early detection tools and quality treatments are available to all and we must mobilise a global political campaign encouraging leaders, governments and policies behind us.

Global Challenge

In the last 20 years, Pink Ribbon's work has focused on our magazine, the annual 'A Night of Fashion' launch party, online information, and a series of conferences in London, including the Pink Ribbon forum. The forum is where medical practitioners from around the world have the ability to share their knowledge with fellow professionals, patients and campaigners.

Moving forward, we wish to develop global campaigning and lobbying activity, which will be critical in the effort to beat breast cancer.

The final piece of the jigsaw, we believe, is the Pink Ribbon Awards. It will be launched in London and then taken around the world to each of the six continents. The awards celebrate the progress achieved and the heroes in this campaign, encouraging redoubled support and awareness for the cause across all sectors of society.

Our Main Objective

We want our global efforts to create a level playing field of excellence in prevention and cure strategies across the entire world, so breast cancer related mortality becomes a thing of the past. Let's try in the next 15 years to make this happen.

To achieve all this, we need a global organisation.

We invite you to join us in making the beginning of our charity a success by providing your support for the launch in June 2021. The launch will also promote our inaugural awards ceremony, set for New York City in 2022.

2. KEY STATISTICS FOR OUR LONDON LAUNCH

In the UK and USA (as such with many parts of the world) detection rates for cancer are up, while mortality rates have decreased. However, with an uptick in the prevalence of triple negative breast cancer, an increased and urgent focus on metastatic breast cancer, and very limited access to quality care and early detection tools in less developed parts of the world, it is clear that much more needs to be done.

Here are some key statistics, prepared by our medical consultant Dr Kath Thompson:

Headlines:

- Breast cancer is second commonest cancer worldwide (even including cancers in men).
- Rates of new breast cancers have increased over last 30 years, although rate of increase is reducing year on year.
- Over 10% of cases are diagnosed late – reducing survival chances.
- Although many causes are unknown/unavoidable (eg genetic susceptibility), 21% have potentially avoidable causes, e.g. excess body weight and alcohol consumption.
- Breast cancer survival has doubled in the last 40 years in UK.
- Screening leads to earlier diagnosis, but also some false diagnoses.
- ~ 35,000 people living with secondary (incurable) breast cancer in UK.

Detail:

1. Breast cancer is the commonest occurring cancer in women and the second commonest cancer in both sexes worldwide.
2. Over 2 million new cases worldwide in 2018; ~ 55,000 new cases in UK.
3. If diagnosed at its earliest stage, all (100%) people with breast cancer will survive their disease. for one year or more, compared with 2 in 3 (66%) when diagnosed at the latest stage.
4. For every breast cancer death prevented through screening, 3 women will be over-diagnosed.

5. In ~ 5% of women, breast cancer has already spread at time of diagnosis.

6. Some causes are known (and potentially avoidable), but only account for ~21% of cases:

i. Overweight and obesity (8%)

ii. Alcohol (8%)

iii. Not breastfeeding (5%)

iv. Post-menopausal hormones (2%)

v. Oral contraceptives (<1%)

Sources: Cancer Research UK, Breast Cancer Now, World Cancer Research Fund International, American Institute for Cancer Research



3. THE STORY SO FAR. THE STORY TO COME

History of the Pink Ribbon

The Pink Ribbon is the globally recognised symbol for breast cancer awareness and solidarity. It signifies unity of purpose among different members and segments of society in the effort to find a cure and reduce the devastating loss of lives and wellbeing. The symbol is in the public domain and has allowed many organisations like ours to use it as a rallying cry to seek a cure for breast cancer.

The evolution of the pink ribbon began with the efforts of Charlotte Hayley, an American woman battling cancer. In 1991, Charlotte sent peach-coloured ribbons to raise awareness of breast cancer and encourage advocacy for increased budgetary spending on research. Editor-in-chief of Self Magazine, Alexandra Penney, saw the potential of the symbol as she planned the commemorative issue of the magazine for breast cancer awareness month (October) in 1992.

Evelyn Lauder of Estée Lauder Cosmetics collaborated with Self Magazine and would see to it that 1.5 million pink ribbons were given to customers at Estée Lauder counters during October that year. Through this phenomenal awareness and outreach effort, the powerful pink ribbon symbol we have today was born.

The ribbon symbol rapidly spread worldwide and in 1999 saw the launch of our global Pink Ribbon magazine and annual launch party.

Future of the Pink Ribbon

So what can the Pink Ribbon become?

We believe the Pink Ribbon can now evolve into one global organisation working to serve the diverse and influential community we bring together in our efforts. We want to reach out to all existing breast cancer organisations to achieve these goals.

Pink Ribbon works for the growing international network of our “3Ps”...

Patients

Practitioners

Politicians

Working together to hasten the discovery of a cure, reduce and then eliminate breast cancer-related mortality.





4. 2021 LAUNCH: CHARITY, CAMPAIGN & AWARDS

Our 2021 global launch celebrates the creation of a truly global charity.

10-Point Global Charter

1. **Research** into current level of breast cancer prevention and cure technologies.
2. Be the umbrella organisation for **patients, patient groups and charities**, to dovetail efforts.
3. Canvass opinion and needs among **medical practitioners**.
4. Seek support, help and input from **commercial organisations**, including healthcare, pharmaceutical and consumer, to achieve goals.
5. Engage with as many existing events, activities and initiatives as possible to further networking.
6. Provide individual **country and continent-wide templates** for success, continually revised, with key information provided.
7. Lobby and canvass **government** for support and funding.
8. Provide on-hand support, including financial support, where possible for provision of **medical facilities**.
9. Run **Pink Ribbon Awards** to ensure recognition of progress.
10. **Countdown to the cure**: global clock running to monitor ultimate success.

Global network

With its initial history in the US and UK, it is appropriate we kickstart our activity in these countries by launching our charity in London. The running of the charity's global HQ – and the hosting of the first ever Pink Ribbon Awards – will be in New York City.

We are also setting up a series of global regional branches based on the six continents. Our first branch, Pink Ribbon Europe, is HQ-d in Prague, Czech Republic (number 08881898). A separate office, Pink Ribbon Partnerships, is also being set up in the UK.

5. THE PINK RIBBON AWARDS - CATEGORIES

It's time to recognise and celebrate the achievements being made in breast cancer prevention and cure. The Pink Ribbon Awards are designed to celebrate progress and encourage continued support from all sectors of the breast cancer prevention and cure "industry".

The awards will celebrate the work of doctors, caregivers, researchers, charities, patrons, merchandisers and journalists, all of whom play vital roles in the campaign against breast cancer. The spotlight will be on innovation, compassion, exemplary corporate management, as well as, creativity in the design and implementation of awareness raising campaigns.

The awards will provide important value-oriented publicity to our partners and be a means for organisations to achieve their CSR targets, being part of Pink Ribbon's influential community of stakeholders.

Nominations will be accepted from both general public and organisations, around the world, in any of the following categories:

 1) PATRON OF THE YEAR <p>This category will reward individuals or organizations who have contributed an array of resources to a breast-cancer related charity and whose patronage has led to increased funding and media coverage of the charity's activities.</p>	 2) FUNDRAISER OF THE YEAR <p>In this category, the fundraiser who has the most impressive record of raising funds, meeting fundraising targets and finding innovative means to attract funding will be honoured for their efforts.</p>	 3) MERCHANDISE OF THE YEAR <p>Products nominated for this award may include innovative breast examination tools, products that aid breast cancer patients as well as any products directly related to breast cancer or designed for</p>	 4) DRUG / HEALTHCARE PRODUCT OF THE YEAR <p>This important award category will highlight new drugs or treatments that improve significantly on available therapies, improve the lives of breast cancer patients and have minimal side effects.</p>
 5) PARTNER OF THE YEAR <p>This award category is designed to honour the sacrifices that families and friends make to support loved ones who are battling breast cancer. It will highlight personal stories of courage, determination and resourcefulness to show the vital importance of this personal support system for breast cancer</p>	 6) RESEARCH OF THE YEAR <p>This category will reward ground-breaking research that offers direct benefits to breast cancer patients, is generally applicable and will make a difference to the future outcome for patients.</p>	 7) CARER OF THE YEAR <p>This category is designed to honour professional carers like nurses, physiotherapist and counsellors who have provided support, inspiration and strength to breast cancer patients and their families.</p>	 8) CAMPAIGN OF THE YEAR <p>This category seeks to reward the most creative, innovative and imaginative campaign by an individual or organization, which achieved remarkable success in its intended goal of raising funds, raising awareness or motivating people to take</p>
 9) PHYSICIAN (DOCTOR) OF THE YEAR <p>The physician of the year award will go to the doctor who best exemplifies quality clinical care, attentiveness to the needs of breast cancer patients, and commitment to finding a cure.</p>	 10) CHARITY OF THE YEAR <p>This award category seeks to honour the charity organization who through outstanding corporate conduct, accountability to principal stakeholders and timely communication with wider stakeholders, was able to achieve its goals and deliver measurable benefits to breast cancer</p>	 11) SURVIVOR OF THE YEAR <p>The survivor of the year award will honour the breast cancer survivor whose story of inner strength, determination and resilience is remarkable and inspirational to breast cancer patients and society at large.</p>	

6. THE PINK RIBBON AWARDS - SCHEDULE

The schedule for the Pink Ribbon awards is as follows:

- 2021 Launch, London, Ritz
- 2022 Pink Ribbon Awards I, North America - New York City
- 2024 Pink Ribbon Awards II, Europe – Moscow
- 2026 Pink Ribbon Awards III, Asia - Beijing
- 2028 Pink Ribbon Awards IV, Africa – Lagos
- 2030 Pink Ribbon Awards V, South America - Sao Paulo
- 2032 Pink Ribbon Awards VI, Australasia – Sydney
- 2034 Closing party, London

The events team behind the awards includes Blue Moon Group, which has run schemes such as the Credit Today awards and the Awards Awards, as well as a team of other experts, professionals and support organisations (see page 7)

A distinguished panel of celebrities, medical experts, charity experts, journalists, politicians and merchandisers, will shortlist the categories. Winners will be chosen by public vote.

Awards will be presented by sponsor representatives, together with a high-profile celebrity, campaigner or professional.

Nomination packs will follow in due course, with more details of the event, including how to buy tickets.

- * Other areas of achievement deserving of recognition
 - possible split of “physician” into oncologist, surgeon, radiologist
 - hospital of the year
 - IT related category



7. THE PINK RIBBON LAUNCH COMMITTEE



Gerard Dugdill is Pink Ribbon global managing director and the founder of The Pink Ribbon Awards. Gerard's background is in publishing, events and campaigning and, more latterly, political campaigning. "Pink Ribbon must now become the truly international organisation that everyone sort of think exists, but doesn't quite yet", he says.

Gerard's vision is to build an impactful global political campaign, backed by an expert-led community, outstanding events and strategic media coverage, to support the increasingly urgent quest for a breast cancer cure.

***"We can do it, and we can do it fairly soon," he says.
"Pink Ribbon can lead the way. We want to reach out to
and link with all those involved in this campaign."***



Vlastimil Roun is the co-founder and member of the Board of Directors of Pink Ribbon Europe. Big advocate of proton beam therapy in the UK, the founder of Proton Therapy UK, Ltd. Since 2013 he helped more than 100 British patients to get proton beam treatment. Founder of Proton Therapy Foundation. The main concern of his activities is to enable cancer patients to get the most advanced treatment with minimal side effects.



Dr Kathleen Thompson is a medical doctor specialising in pharmaceutical drug research. A few years ago her life changed when she was diagnosed with breast cancer. This made her appreciate the desperate need for an easily-digestible book to help people get through cancer, and so she wrote 'From Both Ends of the Stethoscope - Getting Through Breast Cancer by a Doctor Who Knows', available at <http://amzn.to/20Y09pK>.

Her book has won first prize in the Words For The Wounded Book award 2016 and the 'Janey loves' Platinum Award 2017 (Radio 2's Janey Lee Grace)

John Bonham, Chairman of The Cancer Research UK Mayfair & St James' Committee.

Wendy Watson, Founder the National Hereditary Breast Cancer Helpline.

Other Team Members and Contributors

Julia Bradford, Metup; Sharon Henifin and Becky Olson at Breast Friends; Avril Chester, founder, CancerCentral.org.uk; Scott Clarke, Crabby Cards; Cheryl Cruwys, campaigner, Breast Density Matters; Alison Dagul, breast and ovarian patient; Nicole Dorman, author, I Fought Like A Girl And Won; Cheryl Feeney, founder, Healing Ribbons; Heather Goodare, supporter and author, Foiled Creative Fire; David Hasson and team, Accountant, Pink Ribbon Inc, New York City; Anna Kabba; Jasmine Jiang, CEO, Peak Group Global; Lorraine Massamba, founder, Reigns Beauté; Thomas Minarik, founder, QRank; Becky Slack, founder, Slack Communications; Dionne Smith, DPS Brand Consultancy; Professor Justin Stebbing; Jo Taylor, ABC Diagnosis; Carolina Valiente, academic and cancer coach; Emma-Louise O'Neill, founder of ELO Brands; Tiffany Haughton, Marketing Manager at ELO Brands.

The breast cancer forum steering panel

Leena Chagla, consultant surgeon and hon. Secretary, association of breast surgery; Mike Dixon, consultant surgeon & professor, Edinburgh breast unit; Aleksandra Filipovic, clinical fellow in medical oncology, Imperial College, London; Denise Flett, breast care nurse, Royal Marsden; Mark Ho-Asjoe, consultant plastic surgeon, St Thomas; Caroline Humber, oncologist and secondary breast cancer patient; Donald Longmore, retired heart surgeon, author, MRI technology developer; Deborah Ruddy, consultant clinical geneticist, Guys & St Thomas; Susannah Stanway, consultant medical oncology, Royal Marsden breast unit; Ash Subramanian, breast care consultant, East Sussex Healthcare NHS Trust; Chris Twelves, pharmacology & oncology professor, Leeds Cancer Research UK clinical centre.

For previous conference agendas, please visit <http://pinkribbon.co/conferences/>

8. WHY SPONSOR THE LAUNCH?

To make the global launch of Pink Ribbon a success, we are seeking sponsorship and partnership agreements with organisations from all sectors of business, industry and community.

Here are six reasons to support:

1. Help us highlight the heroes

We want to put a public spotlight on the hidden heroism of so many people whose quiet work is contributing to make breast cancer a thing of the past.

2. Make your contribution to society

Lay the foundation for the charity, campaign and awards to yield lasting positive impact for the people directly affected by the disease and society as a whole.

3. Make your work widely known

Put yourselves under the spotlight, so the world can see you in this unique opportunity and what a difference you are making.

4. Achieve your CSR targets

Contribute towards achieving your organisation's corporate social responsibility (CSR) targets, whilst making you a valued member of Pink Ribbon's community of patrons.

5. Branding, PR, presence

Pink Ribbon will employ strategic event marketing and PR at the global launch in 2021 and inaugural awards ceremony in 2022. Branding will be displayed at strategic backdrops as well as on commemorative paraphernalia. Representatives of your organisations can both witness and participate in the event.

6. Support the ongoing work...

Our work here at Pink Ribbon is dedicated to the campaign. Proceeds from the launch and awards will be channelled towards supporting patients, their communities, charities and research institutions.

As a sponsoring partner, you will have a say in deciding how the proceeds from the launch and subsequent events, including the Pink Ribbon Awards, will be employed for good.



9. SCHEDULE, DETAILS AND COSTS

The official launch of Pink Ribbon will take place at The Ritz London on Thursday, 24 June 2021. It promises to bring together all stakeholders and friends of the cause, including celebrities, politicians, patrons, trustees, charity experts and journalists. As well as representatives of health institutions, pharmaceutical companies and research institutes.

We hope to keep the official launch brief, memorable and eventful. The Ritz London has been chosen to set the right tone for the launch and the awards ceremony then to be held in New York City in 2022. We hope to create a warm and friendly atmosphere, symbolic of the hope and love for humanity that motivates our efforts to hasten the discovery of a breast cancer cure.

Schedule

16:00 – Press Conference

Preambles for the launch will begin with a **press conference** by Pink Ribbon and key partners.

18:15 – Launch Party

The official start of the launch party when guests will start to arrive and begin **networking**. Welcome drinks and canapes will be served, and attendees will be free to give press interviews about their expectations for Pink Ribbon and what the charity, with its campaign and associated activities means to them.

19:00 - Speeches

Formal **speeches** by key stakeholders and sponsors. This will include the formal launch of the charity and awards, with the opening call for nominations.

20:00 – Charity Auction

A **charity auction** will held just after 8pm, followed by closing drinks and guest departures.

Music and entertainment will be held throughout!

Two charity beneficiaries on the night will be:

- Cancer Research UK, C/O Mayfair & St James Committee
- Hereditary Breast Cancer Helpline, with Wendy Watson

Costs

Pink Ribbon is seeking a serious partner organisation to be the flagship sponsor of the launch event. Sponsorship will include exclusive press, PR and branding opportunities prior to, during and following event.

Specific benefits will include:

- *Online, print and event branding*
- *Interview opportunity*
- *Exclusive Pink Ribbon feature, with reach outs to other supporting press*
- *Speech on the night*
- *Ticket allocation for guests*
- *CRM marketing and branding*

Specific cost details are available upon request.



Pink Ribbon magazine

Look out to on the night for a souvenir edition of Pink Ribbon magazine, currently being prepared by Simon Briant, SDB Marketing. For enquiries,

Contact

simon@sdbmarketing.co.uk,
tel + 44(0)1273 594455



10. NEXT STEPS

For more information and to discuss this branding partnership opportunity further please do not hesitate to contact us.

Pink Ribbon

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