



FOOTY COLOURS DAY Launch Event 2026

Supporter

Proposal

HELP AUSSIE KIDS KICK CANCER



Fight Cancer Foundation

Fight Cancer Foundation is committed to supporting families through the ordeal of childhood cancer treatment.

Since 1989, we've worked tirelessly to help kids fight cancer—establishing the Australian Bone Marrow Donor Registry in 1990 and the Cord Blood Bank in 1996, both of which continue to save lives through stem cell transplants.

A childhood cancer diagnosis places immense emotional and financial strain on families, particularly when treatment requires travel and long-term stays far from home.

Our purpose-built accommodation centres—BMDI House, just steps from The Royal Children's Hospital in Melbourne, and Hilltop, adjacent to Albury Base Hospital—offer a supportive home-away-from-home, helping families stay together when it matters most.



Today, our services include:



Accommodation

Giving families facing a fight against childhood cancer a home away from home in two states



Research

Funding vital cancer research to help more kids survive cancer

Our Hilltop Accommodation Centre provides patients and their carers with comfortable accommodation close to the Albury Base Hospital.

We're helping Aussie kids kick cancer

"Fight Cancer Foundation and their supporters gave us the ability to stay together — right where we needed to be — something we couldn't have otherwise done. I would have had to have flown back home — and leaving them at such a crucial point would have been just too horrendous."

MARCUS, DAD OF CANCER PATIENT, WILL



Why your generosity is needed more than ever:



On average, a child will spend over **six months away from home**, school, and friends during their cancer treatment



Three Aussie kids are diagnosed with cancer every day



The **cost-of-living** crisis is squeezing Australian families doing it tough

Last year, people like you helped Fight Cancer Foundation to:



Supported **348 people** with a place to stay during their treatment.



Gave patients and their families **10,562 nights** of rest close to hospital when they needed it most.



Helped families that stay with us save on average **\$6,192** in accommodation fees.



FOOTY COLOURS DAY

Footy Colours Day is our national fundraising event held in September — International Childhood Cancer Awareness Month.

Throughout the month, thousands of Aussies — from workplaces, sports clubs, schools, and more — come together, proudly sport their team's colours, and raise money so kids don't have to fight cancer alone.

Yet, you can wear your colours and support Footy Colours Day any time of the year — it's never too early to get involved. [Learn more here](#)

More than 250 business leaders from the building, financial, health, education, sport and entertainment sector — will be attending the Footy Colours Day Launch Event, giving sponsors a great opportunity to connect with other like-minded individuals and support kids with cancer.

Footy Colours Day Launch Event

Special event celebrating over
30 years of fighting cancer in our great sporting nation

29th July 2026

MCG, Olympic Room

The principal venue for the AFL

Guest Speakers | Panel Discussion | Raffle, Live Auction & Silent Auction
Special Presentation | Sporting Stars and Personalities

Join us for an exciting and exclusive event that brings Melbourne's corporate community together to raise vital funds to help kids kick cancer.

Celebrate Footy Colours Day alongside celebrities, sporting personalities, and long-time supporters, and make 2026 our biggest year yet.

Major Sponsor - \$16,000

Benefits:

- Tailored MCG scoreboard signage
- Three tables of 10 seated in a prominent location
- Brand signage on three tables
- Key sports personality seated at your table (optional)
- Brand acknowledgement in the event program
- Full-page advertisement in the event program
- Audiovisual brand acknowledgment at the function
- Acknowledgement by the host during the function
- Acknowledgement on the Footy Colours Day website
- Corporate photo opportunity with a sports personality



Associate Sponsor - \$8,000

Benefits:

- Two tables of 10 seated in a prominent location
- Brand signage on two tables
- Key sports personality seated at your table (optional)
- Brand acknowledgement in the event program
- Half-page advertisement in the program
- Audiovisual brand acknowledgement at the event
- Acknowledgement by the host during the function
- Corporate photo opportunity with a sports personality



Table Sponsor - \$5,000

Benefits:

- Table of 10 seated in a prominent location
- Brand signage on table
- Key sports personality seated at your table (optional)
- Brand acknowledgement in the event program
- Audiovisual brand acknowledgment at the function



THANK YOU

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