



# St Ives Junior AFL Club

(Acron Oval, 1 Acron Road, ST IVES)

## “Strike Me Pink” Campaign



### Who remembers Sydney v St Kilda at ANZ Stadium in 2007?

Remember when over 13,000 people, dressed in pink, poured out onto the ground before the kick off to form the pink woman logo from the Breast Cancer Network Australia ...



Well, for Mother’s Day on the 10-May, the St Ives Junior AFL Club, (the only AFL Club in Ku-ring-gai with 300+ members aged 5 to 16), is going to make a statement and all the players will wear pink socks to raise money for the McGrath Foundation.

#### Why Is It Important to Wear Pink?

- Breast cancer is the most common cancer experienced by women in Australia
- A woman's lifetime risk for developing breast cancer in Australia is 1 in every 8
- Over 13,000 women are diagnosed with breast cancer every year (36 per day)
- By 2011, around 14,800 women will be diagnosed with breast cancer each year
- Number of women diagnosed with breast cancer has doubled in the last 20 years

#### Why is the St Ives Club Wearing Pink?

- To raise awareness for breast cancer amongst the local community
- To profile sport within the local community and across other clubs
- To give the players another fun reason for playing footy at St Ives

#### How Can Local Business Get Involved?

- **Sponsor the Socks by making a donation to cover the cost of the socks.**
- **\$300 (Gold Sponsor), \$150 (Silver Sponsor) or \$75 (Bronze Sponsor).**

300 pairs of socks are being provided by Sport First in St Ives at cost (\$6 each) and the Club will seek Gold, Silver, or Bronze sponsorship. On Mother’s Day, each player will make a donation for a pair of socks to wear during the game and the proceeds will go to the McGrath Foundation.

This is a community event and it is a great opportunity for local businesses to gain exposure to the Club’s members and the community at large. Sponsorship starts from \$75 and support of the local community will be recognised on the Club’s noticeboard outside the Club’s canteen for season from May to August, and it will be written up and promoted during May in the Club’s newsletter and covered at the Club’s annual cocktail party in August. The Club will also give sponsors a thank you certificate to display at their place of business and the event will be in the North Shore Times.

**Gold Sponsor - \$300**  
**Silver Sponsor - \$150**  
**Bronze Sponsor - \$75**

**Exposure on the Club Noticeboard/Newsletter**  
**Exposure at the Club’s Annual Cocktail Party**  
**“Thank You” certificate to recognize contribution**

**For more information, please contact:**  
**Terry Southwell on [president@stivesafl.com](mailto:president@stivesafl.com) or 0415-677-624**