



Race Against Blood Cancer presents a unique sponsorship opportunity to support a high profile charity sporting event, taking place in May.

With sponsorship packages from **£1500 - £6000**, your business could potentially reach in excess of **17 million** people, as well as raising funds and awareness for a potential cure for patients affected by blood cancer.

Carl's BIG Race Against Blood Cancer

In 2020, we are delighted to be working with an ex-professional footballer on a project to raise **£50,000** for the charity, as well as recruiting **1,000** new donors to the stem cell register.

Carl Ikeme, who will be cycling with fellow ex-England footballer and TV pundit, **Joleon**

Lescott, will be joined by a group of fundraisers and undertaking a challenge to cycle 555 miles across the country in six days to raise awareness of the importance of stem cell donation.

En-route, Carl will be visiting a number of high-profile football clubs to spread the message and we expect the surrounding publicity to significantly impact surrounding stem cell donor recruitment - especially among men and the BAME community,

both target groups who are currently underrepresented on the stem cell and bone marrow register.

In Carl's own words

Though I was signed to Wolverhampton Wanderers for my entire career, I also played on loan for a number of other clubs and this gave me an idea. Building on the training I did for a recent bike ride, I'm planning to cycle

555 miles in six days, stopping off at all the clubs I represented during my career.

I'll start at Middlesbrough on Monday 4 May, before winding my way down (and then back up!) the country, finishing at Wolves during half time on Saturday 9 May.

The route I'll take is as follows:

Day 1 (4 May) Middlesbrough - Accrington Stanley - Stockport County TOTAL 132 miles

Day 2 (5 May) Stockport County - Doncaster Rovers - Sheffield United TOTAL 83 miles

Day 3 (6 May) Sheffield United - Leicester City - Northampton (rest stop) TOTAL 110 miles

Day 4 (7 May) Northampton (rest stop) - Charlton Athletic - QPR TOTAL 90 miles

Day 5 (8 May) QPR - Southam (rest stop) TOTAL 90 miles

Day 6 (9 May) Southam (rest stop) - Wolves TOTAL 50 miles"

About Carl

Carl Ikeme is a former professional goalkeeper for Wolves. He spent his entire career at Wolverhampton Wanderers, making 207 appearances across all competitions. He was part of their teams that won the Championship in 2009 and League One in 2014, and he made one Premier League appearance in 2012. Throughout his time at Wolves, he was loaned to eight other clubs. Born and raised in England, Carl chose to represent Nigeria at international level, earning ten caps between 2015 and 2016.

In July 2017, Carl was diagnosed with acute leukaemia. A year later, after being in complete remission, he retired.

"After my own diagnosis with leukaemia back in 2017, I discovered that my treatment options would be limited due to the lack of ethnic diversity on the stem cell register. Race Against Blood Cancer is trying to change all that; I've been involved with the team for more than a year now and so wanted to take on a challenge to raise funds and awareness, as well as creating opportunities to increase the number of potential stem cell donors on the register."



About Race Against Blood Cancer

Stem cell and bone marrow transplants are now regularly used as a curative treatment for patients with blood cancer, such as lymphoma, myeloma and leukaemia. However, only one in four people with blood cancer find a matching donor in their family, so many people are reliant on a donation from a stranger.

The chances of finding a donor vary greatly; of the 2,000 people in the UK currently searching for a transplant, only **50%** will find a successful match.

Not only that, **but if you are a black, Asian or minority ethnic (BAME) blood cancer patient, you have a significantly lower chance of finding a suitably matched donor** due to the lack of diversity of the stem cell register; even if you are lucky enough to find a donor, your chance of finding the best possible match is also considerably reduced in comparison to that of a White Northern European Patient.

Race Against Blood Cancer was set up in 2015 by a group of media, finance and sport professionals who were devastated by the news of a close friend's own blood cancer diagnosis. The team decided to be pro-active in their approach to the issues surrounding stem cell and bone marrow transplantation; not only for their friend, but for all patients with blood cancer who are currently seeking a match.

Our ultimate goal is to increase the total number of people on the stem cell and bone marrow register, with a particular emphasis on increasing the sign up from minority groups - whether defined by race, ethnicity or gender - who are vastly underrepresented on the donor registry at present.

We have a simple overarching strategy to define our mission:

1. Raise awareness of the issue and improve apathy.
2. Educate people on the process of becoming a donor and demystifying the many myths.
3. Help simplify the sign up process and make this more accessible.

We are extremely proud to say that despite us being so small in stature, with no direct employees during this time, the charity has now registered nearly **10,000** people. Of this group, more than **100** have been matched to a patient in need, with **14** going through to transplant - giving someone a second chance at life.

We want all blood cancer patients to have an equal chance of finding a best-possible stem cell donor match. By increasing the number of donors on the register, we save lives.



Event sponsorship

We have three main objectives for the event:

1. To recruit 1000 new stem cell donors – especially male and BAME donors

As well as the publicity we expect to generate for our online sign up facility through publicity for the race (<https://www.raceagainstbloodcancer.com/join/>), we are also running a donor drive at each of the football clubs involved in 2020.

2. To raise £50,000 for the charity.

A target set by Carl himself, we hope to raise £50,000 from this campaign. All the money raised will fund a number of key projects that we believe will take us closer to our goal – that all blood cancer patients have an equal chance of a stem cell match. These projects include:

- A community engagement pilot project
- A student recruitment campaign
- Greater partnership working
- Recruitment of new volunteers in key geographical areas in the UK.

3. To raise awareness of the issues surrounding stem cell donation and the process itself

While the recruitment of donors is essential, real progress can only be achieved if we change attitudes towards stem cell and bone marrow donation. We have to address some of the issues that exist if we are going to drastically improve the survival prospects for blood cancer patients in the long-term.

Publicity, reach and influence

We have a PR plan in place that includes local, national and specialist cycling and football press and commitment from **Sky Sports News** to cover some of the event. In addition, we have the support and commitment of the football clubs that we will be visiting en route, in fact, the campaign launch is being held at Molineux Stadium - home of Wolves. Between the Charity, Carl and the Clubs, our social media following numbers are in excess of 17 million people:

	Facebook (followers)	Instagram (followers)	Twitter (followers)
Carl Ikeme	Private page	34,400	49,800
Race Against Blood Cancer	8,000	638	1,200
Middlesbrough FC	431,000	79,900	318,000
Accrington Stanley	35,000	11,200	70,100
Stockport County	22,000	13,500	30,600
Doncaster Rovers	128,000	18,200	128,000
Sheffield United	206,000	144,000	281,000
Leicester City	6,659,000	3,500,000	1,480,000
Charlton Athletic	199,000	51,100	158,000
QPR	687,000	98,700	427,000
Wolves	1,170,000	674,000	507,000

Sponsorship options

Platinum sponsorship (one available @ £6000)

Your business will be the main sponsor of the event with the following benefits:

- Headline sponsorship in all publicity materials and recognition press events.
- Weekly mentions in all social media posts prior to the event and daily while the ride is taking place.
- Large logo on front of cycle jerseys.
- Large logo on support vehicles.
- A visit from Carl to your premises, at a time to be mutually agreed.
- Our team will host a donor drive at a location to be agreed; this could be held at your offices or at other events you are supporting.

Gold sponsorship (two available @ £3000)

Your business will be a key sponsor of the event with the following benefits:

- A mention in the body copy of all publicity materials and recognition press events.
- Weekly mentions in all social media posts prior to the event and daily while the ride is taking place.
- Second tier logo on cycle jerseys.
- Medium logo on support vehicles.
- Our team will host a donor drive at a location to be agreed; this could be held at your offices or at other events you are supporting.

Silver sponsorship (four available @ £1500)

Your business will be a sponsor of the event with the following benefits:

- A mention in the notes of all publicity materials and minor recognition at press events.
- Weekly mentions in all social media posts prior to the event and daily while the ride is taking place.
- Third tier logo on cycle jerseys.
- Logo on support vehicles.
- Our team will host a donor drive at a location to be agreed; these could be held at your offices or at other events you are supporting.

Other means of support

It may be that you are unable to support our challenge. However, there are still ways in which your company could support Race Against Blood Cancer and, in turn, the estimated 2,000 patients currently looking for a stem cell or bone marrow donor:

- Make a donation to the campaign by visiting www.virginmoneygiving.com/fund/bigrace
- Host a donor drive - we are always looking for opportunities to recruit potential stem cell and bone marrow donors.
- Encourage employee volunteering - we simply couldn't run our donor drives without volunteer support. There are other opportunities too, such as helping to run our social media presence and getting involved with running our fundraising events.
- Choose us as your Charity of the Year - by building a corporate partnership with us, you could really make a difference. The awareness and fundraising opportunities this would give could transform a small charity like ours.
- Make a gift in kind - for example, helping us take our website to the next level, making a short film about our work or helping us develop our brand.
- Promote our fundraising events to your staff - participants in fundraising events help us to bring essential awareness to our mission as well as raising money.

Contact

For further information about the sponsorship opportunities or ways in which your business can support Race Against Blood Cancer, please contact the event manager **Julie Child** on julie.child@raceagainstabloodcancer.com or (+44) 07944 405083.

