

PROPOSAL



Walk, Race, Cycle & Ride against Cancer-

Saturday 1st February, 2020, 7:00am

Commemoration Event-

Tuesday 4th February, 2020, 9:00am

Transcorp Hilton, Abuja.



**WALK, RACE, CYCLE & RIDE
A G A I N S T**

CANCER

**#WorldCancerDay
#ChokeCancer
#IAmAndIWill**

POWERED BY:

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Project PINK BLUE

won the WORLD CANCER DAY SPIRIT AWARD

World Cancer Congress in Kuala Lumpur, Malaysia.

Photo: Runcie C.W. Chidebe, Executive Director, Project PINK BLUE (middle) receiving the World Cancer Day Day Spirit award on behalf of Project PINK BLUE at the General Assembly of Union for International Cancer Control (UICC), World Cancer Congress, Kuala Lumpur, Malaysia. 2nd October, 2018.



Who we are?

We are project PINK- Health & Psychological Trust Centre (CAC/IT /NO 73960) defined by dynamic change agents engaged in creating awareness, providing free cancer screenings, supporting people battling with cancer, patient navigation, mobilizing volunteers for medical missions to poor, rural and hard –to-reach communities with the aim to reduce the incidence of cancer and phase-out late/advanced diagnosis of cancer in Nigeria. We are passionate about changing the way our people think about cancer in Nigeria, as we are driven by the fanatic passion to contribute to the change we want to see in Nigeria's healthcare sector!

Project PINK BULE is the winner of the noble and prestigious CIVICUS Nelson Mandela-Graca Machel innovation Award at the international Civil Society Week, Johannesburg, South Africa, Abuja; Semi-Finalist in the Big C Competition by lives STRONG Foundation, Austin, USA; One of the 1000 enterprises of Tony Elumelu Entrepreneurship programmer (TEEP), 2015 and Winner of Union for International cancer control (UICC) SPARC MBC Challenge Grant 2015, Lisbon, Portugal.

OUR MISSION: Stimulating Actions Against Cancer in Africa

OUR VISION: An Africa without late detection of cancer!

OUR IMPACT

33 Screening projects

25 Awareness projects

27382 Free Breast & Cervical Cancer Screenings

2536 Prostate Cancer Screenings

50 People tested of Hepatitis B screenings

4 Treatment of Cervical Lesion

50 Survivors

15,890 Breast self-Examination Guides and cancer information materials

Over 40 million indirect reach through over 40 TV & Radio appearances including on Reuters and CCTV, newspapers, and social media.

WATCH OUR IMPACT: www.youtube.com/projectpinkblue



WHAT IS ?

 World Cancer Day

PHOTO: Cross section of Abuja Residence during the world Cancer Day Walk at Aguyi Ironsi Street Maitama © Project PINK BLUE Health & Psychological Trust Centre

STATEMENT OF NEEDS



WHAT IS WORLD CANCER DAY?

World Cancer Day has grown and matured into one of the most talked about health days in the calendar, with the 2015 campaign breaking all previous records. Media opportunities to see hear or read about World Cancer Day exceeded 10.7 billion, a truly magnificent result driven by the actions of hundreds if not thousands, of individuals across the World committed to addressing cancer.

World Cancer Day 2019 marks the beginning of a new three-year campaign 'I Am And I Will.' It will explore how everyone- as a collective or as individuals –can do their part to reduce the global burden of cancer.

Just as cancer affects everyone in different ways, all people have the power to take various actions to reduce the impact that cancer has on individuals, families and communities. World Cancer Day is a chance to reflect on what you will do, make a pledge and take action. Whatever you choose to do, 'I Am I Will.' make a difference to the fight against cancer.

www.worldcancerday.org



THE STATE OF CANCER IN NIGERIA

Cancer leads to over 70,000 deaths per annum.

This number is set to increase given that there are 115,950 new cases of cancer every year.

Over 31 Nigerian women die every day from Breast cancer. Cervical cancer is virtually 99% preventable, and yet it kills over one Nigerian woman every hour.

Death from prostate cancer is easily preventable if detected early; yet it kills over 15 Nigerian men every day.

1 in every 8 Nigerian is living with viral hepatitis and 15 - 40% of the persons will develop liver cirrhosis and/or liver cancer.

It is approximated that 1,956 colorectal deaths occurred in Nigeria in 2018. Colorectal cancer is the third most common cancer in Nigerian men (after prostate and liver cancer).

Breast cancer is one of the commonest form of cancer and the leading cause of cancer death in women in their prime, at the age when women are highly resourceful and making significant difference in the nation.

Join Us to change this narrative and reduce cancer deaths in Nigeria!

EARLY DETECTION AND TREATMENT SAVE LIVES!

EVENT DESCRIPTION

WORLD CANCER DAY



CANCER

Transcorp Hilton, Abuja.
Saturday 1st February, 2020, 7:00am

- i. Aerobics & exercise
- ii. Fund-raising for Cancer Patients
- iii. Free breast, cervical & prostate cancer screening treatment for abnormal lesion: cryotherapy
- iv. Dance against cancer
- v. Audio- visual awareness
- vi. Free breast kits and breast self-examination guide
- vii. Cancer lectures
- viii. Presentations.
- viii. One million signature against cancer

WORLD CANCER DAY Commemoration Event

Transcorp Hilton, Abuja.
Tuesday 4th February, 2020, 9:00am

World Cancer Day 2020 in collaboration with National Cancer Control Programme (NCCP) of the Federal Ministry Of Health features commemoration event, which is a platform to bring stakeholders together to discuss what we already know about cancer and what we need to know about cancer.

THEME:

Universal Health Coverage & Cancer

Sub-Theme: We Can, I Can Increase Funding for Cancer Control in Nigeria.

Special Guest of Honour & Keynote Speaker:

Honourable Minister of Health

Special Guest of Honour & Speakers

Gen. Yakubu Gowon (Rtd), former, Head of State of Nigeria.

H.E. W. Stuart Symington, United States Ambassador to Nigeria

H.E. Eric Mayoraz, Ambassador of Switzerland to Nigeria, Niger and Chad.

Dr. Tony O. Elumelu, Chairman, Heirs Holding

Tunde Ayeni, Former Chairman, Skye Bank Plc.

Zoleka Mandela, Daughter to Nelson Mandela and two-time Breast Cancer Survivor

Wole Soyinka, Nigeria Nobel Prize Winner and Prostate Cancer Survivor

Features

Panel of Discussion

Official Launch of Upgrade Oncology: Medical oncology Training, a programme funded by the US Embassy in Nigeria.

Three-years Anniversary of the Abuja Breast Cancer Support Group (ABC-SG)

LAND

WILL

Early detection & treatment of

World Cancer Day

WILL SAVE LIVES

www.projectpinkblue.org

www.worldcancerday.org



WORLD CANCER DAY 2015



World Cancer Day 2015 flagged off by Talented Musician, Korede Bello at Sheraton Hotel Abuja.



Cross section of Participants at the World Cancer Day Commemoration Day.



Honourable Minister of Health , Prof. Issac Adewole with the Deputy Chairman House Committee on Health , Honourable Mohammed Usman speaking at the World Cancer Day 2016 conference held in Sheraton Hotel Abuja.

Pictures of Project PINK BLUE World Cancer Day 2015 & 2016 Walk, Race & Cycle against Cancer at Sheraton Abuja.

WORLD CANCER DAY 2016



Honorable Minister of Women Affairs, Aisha Alhassan speaking at the World Cancer Day 2016, Walk, Race & Cycle with Ace Nollywood Actress ANNIE IDIBIA, On-Air-Personality and Screen Goddess, TOKE MAKINWA, Executive Director Project PINKBLUE, Mr. Runcie Chidebe and the Award Winning Music Artiste, Chidinma Ekile at Sheraton Hotel Abuja.



Honourable Minister of Health, Prof. Issac Adewole with the Deputy Chairman House Committee on Health, Honourable Mohammed Usman speaking at the World Cancer Day 2016 conference held in Sheraton Hotel Abuja.



PHOTO: Denrele Edun, in company of Korede Bello and Peace Emezue been interviewed by the press at the World Cancer Day 2017 Walk, Marathon & Cycle against Cancer. © Project PINK BLUE Health & Psychological Trust Centre



PHOTO: Cross section of Abuja Residence during the world Cancer Day Walk at Aguyi Ironsi Street Maitama © Project PINK BLUE Health & Psychological Trust Centre



PHOTO: Sen. Olanrewaju Tejuosho, Chair, Senate Committee on Health Services, Championing the support against Cancer with Celebrities during the World Cancer Day 2017 at Transcorp Hilton, Abuja. © Project PINK BLUE Health & Psychological Trust Centre

WORLD CANCER DAY 2017



PHOTO: Board Chair, Project PINK BLUE exchanging pleasantries with Larry Socha, Cultural Affairs Officer, U.S. Embassy in Nigeria; and Hon. Muhammed Usman, Deputy Chair, House Committee on Health Services at the Official Launch of Upgrade Oncology on Friday 9th February, 2018 at Transcorp Hilton Abuja. © Project PINK BLUE Health & Psychological Trust Centre



PHOTO: Board Chair, Project PINK BLUE exchanging pleasantries with Larry Socha, Cultural Affairs Officer, U.S. Embassy in Nigeria; and Hon. Muhammed Usman, Deputy Chair, House Committee on Health Services at the Official Launch of Upgrade Oncology on Friday 9th February, 2018 at Transcorp Hilton Abuja. © Project PINK BLUE Health & Psychological Trust Centre



COMMEMORATION EVENT 2018

World Cancer Day 2019 Activities



WALK, RACE, CYCLE & RIDE
A G A I N S T

CANCER



SPONSORSHIP

SPONSORSHIP BENEFITS	BRONZE	SILVER	GOLD	PLATINUM	PINK
	N100,000	N200,000	N500,000	N2,000,000	N5,000,000
Logo appearance on all social media platforms	✓	✓	✓	✓	✓
Logo appearance on the sponsor wall at the event	✓	✓	✓	✓	✓
Logo appearance on the event website @projectpinkble.org		✓	✓	✓	✓
Logo appearance on all the billboards, print media	✓	✓	✓	✓	✓
Logo appearance on the jerseys and T-shirts			✓	✓	✓
Logo appearance on the program booklet	✓	✓	✓	✓	✓
Breast cancer free screening to all the employees of company.			✓	✓	✓
Cancer Award of Achievement Medal presented to you on event day				✓	✓
A booth stand at the event offer attendees an interactive brand experience			✓	✓	✓
Allocated space to position your companies roll-up banners and distribute other promotional materials			✓	✓	✓
VVIP access to celebrity all star photo-shoot line-up			REG	VIP	✓
Celebrity mentions on social media platform			30%	50%	✓
Interview mentions on all media appearance			30%	50%	✓
World Cancer Day Pre-Event 'PINK CARPET' hosted at company's office with our celebrity partners, media sponsors, collaborators, healthcare partners and selected guests				PASS	✓
Official Presentation of the World Cancer Day T-shirt to the Honourable Minister of Health in Abuja will be done with the company's representative.				PASS	✓
Print, Broadcast and Social media Marketing Acknowledgement as Pink Sponsor					✓
Stage Address of attendees and Full Access AD slot for promotional content.					✓

All cheque or funds for corporate partnership/sponsorship should be written/transferred to:

Account Name: HEALTH & PSYCHOLOGICAL TRUST CENTRE
Account No: 5600285654
Bank: Fidelity Bank Plc

FUND EXECUTION

Project PINK BLUE and all her partners plan to raise N20,000,000 which would be used for the following projects:



TOLL FREE TELEPHONE CENTRES

Setting up of a Toll-Free Telephone Centre on Cancer Care for Lagos (0800CANCER) 08000226237



FREE MAMMOGRAM FOR WOMEN

Funding Breast Mammogram screening for 500 Women



SUPPORT

Support to indigent patients battling with breast cancer



FUNDING OF PAIN DRUGS

Funding of Pain Drugs like Morphine for women battling with advanced breast cancer.

MEDIA SPONSORS

Over 86 Bloggers, M-net, BBC, Reuters, CNN, Aljazeera, Channels TV, NTA, TVC, AIT, over 35 Newspapers and several Social Media influencers are already keying into this first Nigeria's premium BREAST CANCER AWARENESS THAT WOULD be seen by over 130million Nigerians in Nigeria and over 200million people globally.

BACKPAGE PHOTO:PROJECT Pink Blue volunteer,Emuophedaro Ochuko during the 2019 World Cancer Day Walk in Abuja. © Project PINK BLUE Health & Psychological Trust Centre

THANK YOU FOR
SUPPORTING
THIS CAUSE

Project **PINKBLUE**
HEALTH AND PSYCHOLOGICAL TRUST CENTRE

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- Paslim Gym-Spa, Lagos Country Club, 2 Joel Ogunaike Street, GRA, Ikeja, Lagos, Nigeria.
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