



6th World Conference on Breast Cancer Transcending the Breast Cancer Experience

Sponsorship Opportunities

Make a Global Impact - be part of the World Conference on Breast Cancer

Sponsorship is an integral component of the World Conference on Breast Cancer. Meeting our goal of being able to provide subsidies to anyone wishing to attend the Conference regardless of the geographical or financial barriers they may face, depends on the generosity of our sponsors. In 2008 \$270,000 was spent in delegate sponsorship alone, enabling 150 delegates to attend because of this special fund.

In 2011 we hope to attract delegates from an even larger number of countries. We are counting on your support. We invite you to become a World Conference on Breast Cancer Sponsor and make a difference in the lives of people living with breast cancer worldwide.

About the World Conference on Breast Cancer Foundation

About the Foundation

WCBCF Profile

The World Conference on Breast Cancer Foundation is an incorporated charity, registered in Canada, and dedicated to international and multi-disciplinary, global action on breast cancer.

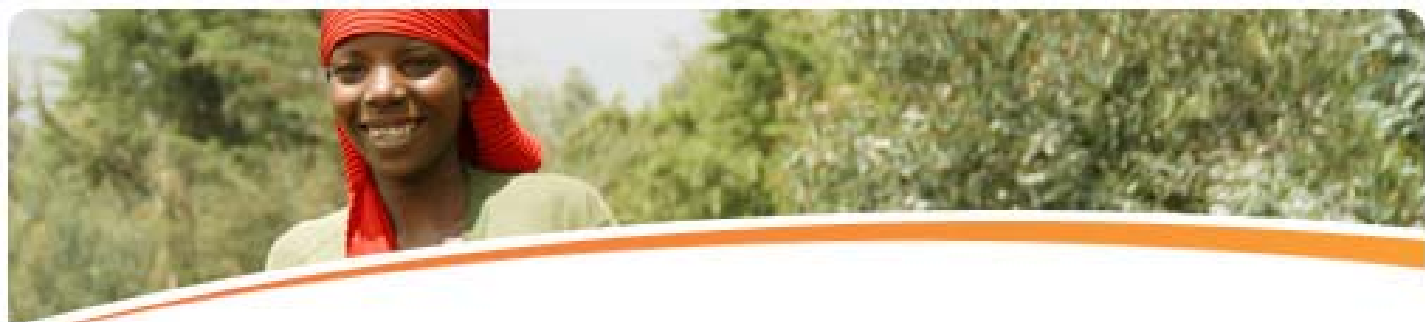
Mission statement

The World Conference on Breast Cancer Foundation's Mission is to increase awareness and advance action on breast cancer through knowledge exchange, capacity building, advocacy and global networking.

Why host a world conference?

One of the Key Initiatives of the WCBCF is the hosting of a World Conference every three years. The World Conference on Breast Cancer offers a unique opportunity for breast cancer survivors from all over the world to come together with researchers, medical professionals, advocates, caregivers, government officials, breast cancer groups and support organizations, to share ideas, become informed, empowered, inspired and be supported on their breast cancer journey.

Previous World Conferences on Breast Cancer have been hosted in Kingston, Ottawa, Victoria, Halifax, and Winnipeg.



WORLD CONFERENCE
ON breast cancer



Contact us today to get involved. Email: info@wbcf.ca

Phone: (905) 523-4664;

Office & mailing address: 1 James St. South, 9th Floor, Hamilton, ON, L8P 4R5, Canada



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About the Foundation

About the 6th Conference

Why is our work important?

Breast Cancer is a global disease that impacts women and men and recognizes no boundaries, beliefs or ancestry. In many nations there is no infrastructure to reach those affected by breast cancer, thus the importance of consolidating global resources.

Each year, there are approximately one million people diagnosed with breast cancer worldwide. In Canada alone, 22,700 women will be diagnosed in 2009. Each year 400,000 women die of this disease. In Canada 5,400 will die from breast cancer in 2009. One in 9 women and 1 % men will be diagnosed with breast cancer during their lifetime.

A diagnosis of breast cancer is a life changing event. It affects people physically, emotionally, spiritually, socially and financially. It impacts on self esteem, family relationships, sexuality and employment.

Through global networking we can:

- Create needed awareness so that women and men can detect the early signals of breast cancer and take life saving steps
- Advance action to promote and continue the work needed to ensure that efforts are being made to bring change,
- Share knowledge for other's benefit
- Share the skills, resources and tools through capacity building to enable developing countries: giving them the ability to care for themselves
- Utilize global contacts to advocate for those who cannot speak for themselves

It is the power of working together that makes a difference: **"Transcending the Breast Cancer Experience: A Global Partnership"**

Conference format

During the five days of the conference participants will hear keynote addresses by renowned international speakers. A variety of workshops and poster presentations will provide delegates with the opportunity to share information on all aspects of breast cancer: research, prevention, diagnosis, treatment, recovery, support, and advocacy, as well as local, regional and international outreach and education projects.

Who will attend?

The conference will attract breast cancer survivors, survivor groups, family members, caregivers, service providers, volunteers, researchers, health care professionals, public educators, advocates, government representatives, physicians, oncologists, community organizations, clinicians and scientists.

Estimated number of delegates

We are anticipating 700 – 850 conference participants (including delegates, presenters, media representatives, sponsors representatives, government representatives, community leaders and volunteers)

Estimated total cost of the event \$1,300,000

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Highlights of the 5th World Conference on Breast Cancer

The 5th World Conference on Breast Cancer was attended by 600 delegates from over 31 countries. Participants represented breast cancer survivors, family members, caregivers, physicians, advocates, researchers, clinicians, oncology nurses, and government representatives. Post –Conference surveys indicated that the Conference was highly successful in sharing and providing information on various aspects of breast cancer and helping delegates gain some skills and knowledge to move forward and advance global and local action related to breast cancer.

Special Initiatives:

- 🌐 **International Support Links Project 11:** A partnership consisting of a team of healthcare professionals, a breast cancer survivor and an administrator or lead from a low income country along with a their Canadian counterpart. Teams from Cameroon, Tanzania, Kenya, Malaysia and Uganda met for a pre-conference day long workshop and a post conference focus group. The goal was to develop a partnership and an awareness project based on the host country's needs and resources and to support the initiative through sharing knowledge and expertise.
- 🌐 **Youth Day: Hope for Tomorrow** For the first time there was a special day set aside for Youth aged 15 and older. Through interactive games, activities, displays and presentations delegates were informed of breast health, risk reduction strategies, as well as how to become involved in the fight against breast cancer.
- 🌐 **Men Living With Breast Cancer Conference** information was shared with men living with breast cancer through the breast cancer registry. A male breast cancer survivor spoke at the Scotiabank pin sale launch to raise awareness of the fact that men can also get breast cancer.
- 🌐 **Healthcare Professionals** Special sessions aimed at increasing the knowledge of breast cancer, the breast cancer experience, new techniques and skills in treating breast cancer, lymphedema, etc. were offered for health care professionals.

Delegate Testimonials

"The experience was very rewarding, informative, emotional and fun. It's hard to put into words the experience of sitting at a table and instantly having a connection with many people. Especially women who had a very similar experience that I had right down to the genetics!"

"Amazed, empowered, enlightened would all be words that I would use to describe my experience at the 5th World Conference on Breast cancer. It has been a couple of months and yet the images of the faces of the incredible women ---- are etched into my memory."

"The dollars spent sponsoring one woman (international delegate) becomes an investment in the lives of many. It is like the old saying, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

"I work in the breast cancer field and I was interested in expanding my knowledge base, making new contacts, and learning how to help my patients"Health Care Provider

"This conference is an experience that I encourage every breast cancer survivor, health care provider, researcher and scientist to participate in at least once in their lifetime."

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Sponsorship Level	Prominent Recognition with logo in all prominent advertising and Conference Materials	Recognition on the web site	Logo Recognition on the WCBCF web site and hotlink to Sponsor Site	Recognition in the Conference Program	Visual Recognition with logo on all Conference signage	Market Place 10 x 10 Exhibit Space	Verbal Address at the Conference Opening Event	Verbal Acknowledgement at all Plenary Sessions	Verbal Address by spokes person at an Opening Plenary Session	Logo recognition in signage for a sponsored workshop	Verbal Acknowledgement at a breakfast or lunch	Verbal Acknowledgement at the Gala Dinner	Complimentary Conference Registrations	Complimentary Closing Gala Dinner Tickets	Available
Premier \$400,000	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	4	10	 Scotiabank
Esteemed \$200,000	✓	✓	✓	✓	✓	✓	✓	✓				✓	3	6	Yes
Exceptional \$100,000	✓	✓	✓	✓	✓	✓	✓					✓	2	4	Yes
Media \$50,000		✓	✓	✓	✓	✓	✓					✓	1	2	Yes
Lunch or Breakfast \$25,000		✓	✓	✓							✓				Yes
Keynote or Plenary Speaker \$20,000		✓	✓	✓					✓						Yes
Workshop \$15,000		✓	✓	✓						✓					Yes
International Delegate \$ 5,000		✓		✓											Yes
North American Delegate \$2,500		✓		✓											Yes

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