



Corporate Partnership Programming 2025

What is DIPG/DMG?

Diffuse Intrinsic Pontine Glioma (DIPG) and Diffuse Midline Glioma (DMG) are devastating forms of brain cancer that primarily affects children. These tumours, located in the brainstem, are inoperable and resistant to treatment, with a survival rate of less than 1%. DIPG/DMG robs children of their ability to walk, talk, eat, and eventually breathe, while families are left with little hope and even fewer treatment options. The urgent need for research and funding to combat these diseases cannot be overstated.

Who is RUN DIPG?

RUN DIPG is an Australian-based not-for-profit organisation founded by Dr Phoebe Hindley and Professor Matt Dun after their daughter, Josie, was diagnosed with DIPG in February 2018. Sadly, Josie passed away 22-months post diagnosis: - FOREVER 4. Since our inception in 2019, RUN DIPG has worked tirelessly to fund innovative research, raise awareness, and provide support to families impacted by this cruel disease. To date, we have contributed over \$3.8 million in DIPG/DMG research, creating a platform for hope and change in a space that desperately needs it.

What do we do?

RUN DIPG organises community events, fundraisers, and educational campaigns to raise vital funds and awareness for DIPG/DMG. Our signature events are RUN 4 RUN DIPG, Moonlight Gala, Heels to Heal Lunch in Newcastle and Sydney. We help families and their friends create fundraisers in their local communities such as **The Ox in Lennox Head, Ahlia's Kindness Day, Hundred 4 Harper** just to name a few. Our largest educational campaign is Memories in May which sees the faces of innocent Australian children diagnosed with DIPG/DMG featuring on prominent billboards nationwide. A campaign made possible by two crucial partnerships. All of these not only unite communities but also drive critical funding for cutting-edge research and advocacy. By partnering with us, you help propel groundbreaking research and bring much needed hope to families facing a DIPG diagnosis.

For families who have endured loss, hope becomes a beacon of purpose, driving advocacy, research, and remembrance to honour their children.

JOSIE FOREVER 4



Partnership Opportunities

We invite you to join us as a corporate partner in the fight against DIPG/DMG. All partnerships are for a 12-month agreement, ensuring ongoing support and collaboration.

Principal Partner • Investment: \$20,000+ • Benefits:

- Principal Partner logo placement on our website
- Dedicated social media recognition posts highlighting your partnership across our platforms (Facebook, Instagram, LinkedIn, and X)
- Featured as a Principal Partner in RUN DIPG email campaigns sent to over 10,000 subscribers
- Four complimentary seats at our Gala Dinner
- Four complimentary ½ marathon entries into our RUN 4 RUN DIPG
- Two complimentary seats at each of our Heels to Heals Lunches
- Placement on event materials at our 4 signature events
- Branding Display at our 4 signature events

Gold Partner • Investment: \$10,000 – \$19,999 • Benefits:

- Gold Partner logo placement on our website
- Social media recognition posts across our platforms (Facebook, Instagram, LinkedIn, and X)
- Featured as a Gold Partner in RUN DIPG email campaigns sent to over 10,000 subscribers
- Two complimentary seats at our Gala Dinner
- Four complimentary Family 5km Adult entries into our RUN 4 RUN DIPG
- Branding Display at our 4 signature events

Grey Partner • Investment: \$5,000 – \$9,999 • Benefits:

- Grey Partner logo placement on our website
- Social media recognition posts across our platforms (Facebook, Instagram, LinkedIn, and X)
- Featured as a Grey Partner in RUN DIPG email campaigns sent to over 10,000 subscribers
- Branding Display at our 4 signature events

Signature Event Partner • Investment: \$5,000 (specific to individual events) • Benefits:

- A table at the partnered Signature Event
- Recognition throughout the event in speeches, signage, and promotions
- Social media promotion highlighting your partnership of the event
- Acknowledgment in event programs
- Mention in post-event EDM

Our hope is that one day, families won't be told to go home and make memories upon diagnosis, but instead be presented with options for treatment and care. By investing in research, we hope to make these options a reality. Thank you for considering this opportunity to join RUN DIPG as a corporate partner. We would be thrilled to discuss how we can work together to create a lasting impact. **#MovingTowardsACure**

Why Gold & Grey?

These colours reflect Cancer Awareness Ribbons.



Please feel free to contact me directly.

**With gratitude,
Jo Bennett**

