

# THE 2026 BREAST CARE BREAKFAST

Media sponsorship opportunity



# About the breakfast



In 2006, PKF started the annual Breast Care Breakfast to empower our local Breast Care Nurses and give them the opportunity to attend educational conferences and expand their knowledge. One of the PKF partners lost his wife to breast cancer, and we felt we needed to support him and mark her memory. 19 years later, the breakfast has grown to a 500-person event and has raised over \$450,000, contributed to 15 conferences, and supported many Breast Care Nurses and patients in the Hunter Valley through the Hunter Nurse Education Group.

Each patient supported by a Breast Care Nurse feels empowered by them in one of the hardest times of their life, and having them by their side creates a freedom for them to truly be able to express their deepest thoughts and feelings whilst facing the battle of their lives.

 **Over \$450,000 raised**

 **Over 123,000 families supported**

 **14 travel and education grants funded**

 **Funding \$150,000 in Hunter nurse-led breast care research projects**

# Media sponsorship



## SPEAKER ACKNOWLEDGEMENT AT EVENT

### WHAT DO WE NEED FROM YOU?

Provision of advertising for the event to your capacity, whether that be television, radio, print, or social media.



## GROUPED SOCIAL MEDIA ACKNOWLEDGEMENT

### WHAT ADVERTISING ARE WE LOOKING FOR?

- Articles written about the event
- Social media posts
- Advertisements printed in publications
- Radio shoutouts
- Inclusion in EDM marketing to your contacts



## LOGO ON EVENT PRESENTATION



## LOGO AND LINK TO YOUR WEBSITE ON THE EVENT PAGE

### SEAMLESS FOR YOU. GREAT FOR THE NURSES.

Show your support for the Hunter Breast Care Nurses by providing advertising for the event.

We aim to make this process as seamless as we can for you. You tell us what you need from us and we will get it to you, whether that's social media images and copy, advert designs, radio scripts, or text for EDM inclusion. Your support means the world to the Hunter Breast Care Nurses and more event ticket sales means more funds that go to this great cause.

# The 2026 Breast Care Breakfast

**Date:** 29 October 2026

**Time:** 7am - 9am

**Location:** NEX Newcastle



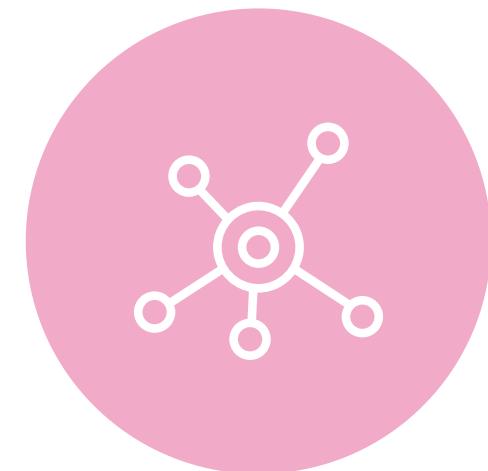
Delicious breakfast



Raffles



Guest speakers



Networking



Fundraising announcement



# Get involved

Your involvement as a sponsor helps us collectively raise more for the breast care nurses, and in turn makes an even greater impact for those facing cancer.

We endeavour to make the sponsorship process as seamless as possible for you and your business.

So are you ready to be a part of the largest fundraising breakfast in the Hunter? Contact our team today.

## Contact information

If you have any questions regarding sponsorship opportunities or the event, please contact [marketing@pkf.com.au](mailto:marketing@pkf.com.au).