Who are the NCCA UK? We’re a children’s cancer charity that helps families affected by the childhood cancer neuroblastoma. We do that through three main activities; facilitating access to treatment abroad, furthering research and parent support.

What does this mean? It means that in the last 5 years we’ve spent 5 million on children’s treatment abroad which, for various reasons, they were not able to access here. As a charity, we must continue to do this but... what we need your help with are the bigger issues: more children should be surviving cancer and accessing treatment at home.

What’s this event all about?

‘Long Way to Go’ is essentially a media stunt, designed to captivate the public’s attention in Childhood Cancer Awareness Month.

How? With a convoy of bikers and a 10ft elephant, featuring pictures of children who have suffered cancer. This public spectacle will create a social media frenzy! On top of that, local and national press are interested with pieces already committed.

What’s in it for you?

- Amazing opportunity to increase your brand awareness UK & Ireland-wide through multi-targeted mediums.
- Enhanced reputation through affiliation with a strong national cause.
- Knowledge that your sponsorship is helping more children survive cancer.
“After following an appeal about 7 year old Jamie Inglis’ fight against neuroblastoma, I was honoured when the NCCA UK approached me to assist them in organising the Long Way to Go project. This is a national motorbike event that will raise awareness of this aggressive childhood cancer. It’s shaping up to be extremely exciting and we intend to make as much noise as possible to get our message across!”

(Mike Atkins, Biker)

The Journey

3rd-7th September 2014

Our route starts and finishes in London, targeting major towns and cities across the UK and Ireland.

Led by Elly - our charity mascot - in a classic convertible car, bikers and the 10ft elephant will journey over 1,000 miles to raise awareness.

En route, we’ll visit places significant to the cause (hospitals, research centres and families), bringing all aspects of fighting neuroblastoma into the public consciousness.

Our route takes us to two well-known biker hubs: Ace Cafe (London) and Squires Cafe (Leeds).

Getting your brand out there

Branding

Your branding will be displayed on support vehicles and event merchandise throughout the stunt, visible to hundreds of thousands of people on the ground and in the media - across the UK and Ireland.

Press and PR

We’ll lead a press campaign centred on Childhood Cancer Awareness Month tackling the hard hitting issue: why there is still a long way to go to cure childhood cancer. Your support will be acknowledged in press releases distributed to local and national media and your logo displayed on the 10ft elephant which will feature in all photos attached to press releases.

Social Media

Facebook and Twitter have huge promotional scope. Our communication team will lead a social media campaign, acknowledging your support, reaching our 270,000 person network. Further, we’ll offer incentives to get the public involved en route, taking and sharing photographs across social media. Re-tweeting, liking and hash-tags will launch the promotion of your company further than we can count.
# How can you sign up

Long Way to Go will provide an excellent opportunity to widely promote your organisation and brand across the U.K and Ireland.

<table>
<thead>
<tr>
<th>Corporate Benefits</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo displayed on 10ft tall Elephant (size proportionate to contribution)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Acknowledgement in all media and social media communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>For duration of the event</td>
</tr>
<tr>
<td>Opportunity to distribute promotional material en route*</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Company logo displayed on all event printed material (advertisements, posters, banners) and support vehicles</td>
<td>Yes (Platinum size)</td>
<td>Yes (Gold size)</td>
<td>Yes (Silver size)</td>
<td>Yes (Bronze size)</td>
</tr>
<tr>
<td>Company advertisement in 1000 promotional leaflets* (distributed to all participants, over 200 biker groups and non-participating bikers/the public en route)</td>
<td>Yes 1/2 page</td>
<td>Yes 1/4 page</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Optional extra: 1/2 page £1000; 1/4 £500</td>
<td></td>
<td></td>
<td>Optional extra: 1/2 page £1000; 1/4 £500</td>
<td></td>
</tr>
<tr>
<td>Advertisement in Event Information Pack* (distributed to participants and interested parties)</td>
<td>2 A4 pages</td>
<td>1 A4 page</td>
<td>1 A4 page</td>
<td>½ A4 page</td>
</tr>
<tr>
<td>Company visibility on the NCCA event web page</td>
<td>Yes Profile (300 words), logo and hyperlink</td>
<td>Yes Profile (200 words), logo and hyperlink</td>
<td>Yes Profile (200 words), logo and hyperlink</td>
<td>Yes Logo and hyperlink</td>
</tr>
<tr>
<td>Opportunity for promotional photographs</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity for company representative to attend the ride</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Verbal acknowledgement by NCCA UK representative at all community events</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Promotional material or advertisements will need to be approved by the NCCA UK.

Fees for sponsorship packages are due before literature is approved and printed.
Neuroblastoma

Neuroblastoma is an extremely aggressive childhood cancer. Affecting the nervous system, it can spread quickly throughout the body. In most cases neuroblastoma is only diagnosed once it has already progressed to a high risk stage.

A significant number of children never achieve remission and even for those tested clear of neuroblastoma, dangerous relapses are common. Survival rates in neuroblastoma have lagged behind the recent improvements in other childhood cancers and treatment paths for the most serious cases are limited.

Although rare compared with other cancers, due to its low survival rate neuroblastoma is a significant cause of child death.

The NCCA UK

The NCCA UK (Neuroblastoma Children’s Cancer Alliance UK) helps families affected by neuroblastoma. We offer Family Support Services and activities which fall into three main areas: Access to Treatment, Research and Education and Awareness.

Our research work focuses on developing new, efficient treatments in the UK and introducing the best treatments already available elsewhere. We strive to provide the clear and concise information that families need.

We fundraise for families who are unable to access comparable UK treatments or choose therapies that are only available abroad. All treatments are approved by the family’s UK oncologist.

“When Vanessa was diagnosed with cancer our world came to a halt. We were absolutely devastated. Through the help and support of NCCA UK Vanessa accessed pioneering treatment and is now enjoying life after neuroblastoma. They have been absolutely invaluable to us and we can’t thank them enough.”

(Chris Riddle – Father to Vanessa who was diagnosed with neuroblastoma at 8 years old.)