

**PINK
DUCK
RACE**

.COM

TOGETHER WE FIGHT BREAST CANCER!

Thousands of Pink Ducks racing on the water!



Beyond Branding

**The Social & Marketing Impact
of the Pink Duck Race**



**PINK
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RACE**

Why Choose to Partner with the Pink Duck Race?

Partnering with the Pink Duck Race is more than just a marketing opportunity—it's a chance to make a real difference. By joining this initiative, companies align their brand with a meaningful cause, engage with a passionate audience, and gain significant visibility while contributing to the fight against breast cancer.

Breast cancer affects millions worldwide, and corporate support plays a crucial role in funding awareness campaigns, early detection programs, and life-saving research. Sponsoring this event demonstrates **corporate social responsibility** (CSR) and **strengthens a brand's reputation** as a company that cares about the well-being of its community.

General Visibility & Brand Exposure

- **Event Reach:** The Pink Duck Race draws thousands of attendees, generating widespread visibility and impactful brand exposure for partners.
 - The event draws 2,000 to 3,000 visitors each year.
- **Social Media Campaigns:** Engaging digital content drives high impressions and shares, greatly boosting partner visibility.
 - The 2024 campaign generated 1,302,171 impressions.
- **Website Traffic:** The official event website, along with the platforms of Think Pink Belgium and Think Pink Europe, attracts a steady stream of visitors, further expanding partners reach.
 - To adopt, visitors click a link on the website, driving significant traffic and boosting partner visibility.
- **Logo Placement:** Partners receive prime visibility on banners and digital promotions, ensuring ongoing brand recognition.
 - Partners have their logo featured on banners along the race track and displayed on our website.



Personalization & Deeper Engagement

- **Storytelling & Awareness:** Partners have the opportunity to connect their brand story to the cause, showing authentic support for breast cancer awareness.
 - **Exclusive Video Content:** Partner videos will be showcased across official social media platforms to maximize engagement and visibility.
 - **Media & PR Exposure:** Partners will be mentioned in press releases, though we cannot guarantee coverage in all media.
 - **Interactive Brand Activations:** Partners can host Pink Duck Race promotions and activations for their clients and employees.
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Event & VIP Experience

- **High-Visibility Branding:** Partner banners and branding elements can be strategically placed for maximum exposure, tailored to the size of the partnership. All partners will have a banner featuring their logo next to the race track.
- **Networking & Corporate Connections:** VIP access provides an opportunity to build relationships with key stakeholders, industry leaders, and like-minded partners.
- **Professional Media Content:** Pictures and videos of the event featuring partner branding can be utilized for future marketing initiatives.



Post-Event Impact & ROI

- **Performance Reports:** A report featuring insights on campaign impressions and reach can be provided to partners upon request.
 - **Proven Marketing Impact:** Partnering with the Pink Duck Race lets businesses showcase their values, support the fight against breast cancer, and engage with a committed community. It's an opportunity to boost brand presence while funding essential awareness and research, making a meaningful impact.
 - **Co-Branding & Extended Partnerships** offer optional opportunities for closer collaboration, like joint promotions or shared messages, helping to boost brand visibility and strengthen the overall impact of the partnership. These are not included in the standard partnership.
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Exclusivity & Long-Term Value

- **Industry Exclusivity:** Partnership packages can offer exclusivity within specific business sectors, ensuring no direct competitors share the same branding space. However, exclusivity is not guaranteed in the standard package and can be discussed as part of a customized agreement.
- **Social Responsibility & Brand Loyalty:** People who adopt Pink Ducks and breast cancer patients are increasingly loyal to brands that support meaningful causes. A partnership with the Pink Duck Race builds goodwill, enhances your corporate reputation, and strengthens customer loyalty.

The Pink Duck Race is a charity event supporting the fight against breast cancer and relies on partnerships to achieve its goals. All partnerships must comply with local laws and regulations.



Join the Movement

Partnering with the **Pink Duck Race** is an opportunity to showcase corporate values, make a tangible impact in the fight against breast cancer, and connect with an engaged community.

By supporting this event, businesses not only enhance their brand presence but also help fund vital awareness and research initiatives, making a difference in the lives of many.

Sustainability is also at the heart of the Pink Duck Race: **after each event, every duck is carefully collected and saved for future races.**



Not a single duck will be left behind - a promise we make to you, our planet, and the ducks.

In the fight against breast cancer, our concept revolves around two key goals:



first, realizing campaigns by funding essential initiatives through the adoption of Pink Ducks to support breast cancer research and patient care; and second, creating awareness about the importance of early diagnosis, as swift action can save lives.

1 IN 8 WOMEN



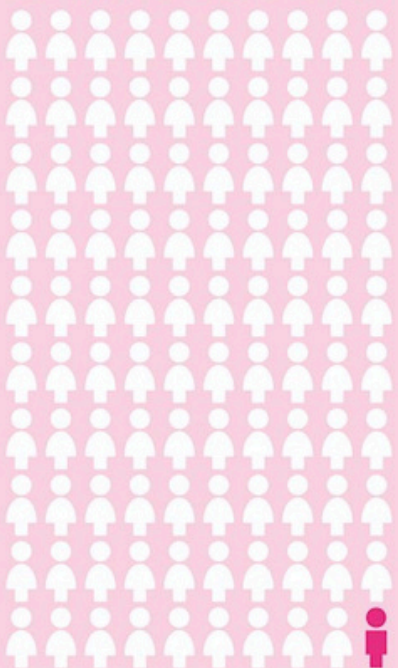
is affected by **breast cancer**

most common **CANCER**
in women
in **EUROPE**

500,000 **ANNUALLY**
breast cancer diagnoses

125,000 **EVERY YEAR**
breast cancer deaths

99 in 100 is female



**Reduce BREAST
CANCER risk by**

30 TO 40 %

by **FOCUSSING** on
MODIFIABLE RISK FACTORS:



Contact us! We'd love to hear from you!

PINKDUCKRACE.COM