



TATA MEMORIAL CENTRE  
टाटा स्मारक केन्द्र  
TATA MEMORIAL HOSPITAL  
टाटा स्मारक अस्पताल

--- July, 2018

To,

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**Sub: Financial support for Cancer awareness campaign Tata Memorial Hospital**

Dear sir/Madam,

Greetings from Tata Memorial Centre, Mumbai,

Tata Memorial Hospital (TMH) is one of the largest cancer centers in this part of the world. TMH is a Grant-in-Aid Institutes under the Dept. of Atomic Energy, Government of India. Over 60,000 new cancer cases are treated every year in the hospital.

Cancer is highly curable if detected / diagnosed at early stage and treated appropriately. In TMH Cancer is treated by a specialized multidisciplinary team and our results are very much comparable to the results published from the developed world. Additionally, it is emphasize that patients cured of cancer have a long life ahead and become productive members of society for the lifetime. Patients for example children treated at TMH have become doctors, engineers, accountants, actors and other professionals.

Although outcomes for cancer are satisfactory but it has been noticed that a major portion of population in India are unaware of cancer and its causes. So to bring the awareness about the cancer and get it cure at the early stage as a social responsibility, we have planned for an awareness drive (details enclosed F/A).

The yearlong campaign (awareness with health and health with awareness) on cancer awareness, blood donation camp and **canthon**run will not only create world record in in no of people made aware of by people to people contact but also in collecting no of blood units in one single year, and in maximum no of person running 12 (**canthon**) half marathon together in one years.

One of the biggest challenges faced for such awareness camp is the financial constraints for active participation.

**Complete Financial Adoption of awareness campaign:**

The duration for awareness camp and cancer health-run is planned for 1 year. It is planned to conduct activity on second and forth Sunday in a month.

**Process for utilizing funds:**

Total no participants in campaign in a year: 5 lakh

(Calculated at the of INR 10000 per participant)

Total budget for complete Awareness campaign: approx. 5Cr

The total budget requested for the year 2018-2019 is INR 8 Cr

We appeal to you to be part of this cause and support the campaign for cancer and cancer patients who deserve to get the most appropriate treatment for a successful outcome.

We would be happy to clarify any queries.

Look forward to your response

Regards,

Coordinator

Cancer awareness committee



1941 - 2016

**KNOW CANCER<sup>®</sup>**

**CSR CAMPAIGN FOR**

**AWARENESS WITH HEALTH**

**AND**

**HEALTH WITH AWARENESS**

**TATA MEMORIAL HOSPITAL**



The Tata Memorial Centre constitutes the national comprehensive cancer centre for the prevention, treatment and research on Cancer and is comparable to any similar center in the world. This achievement has been possible due to the far-sighted and total support of the Department of Atomic Energy, responsible for managing this Institution since 1962.

In 1932 when Lady Meherbai Tata died of leukaemia, after treatment abroad, Sir Dorab Tata was determined to establish similar facilities for the treatment of Cancer in India, initially planned for with a radium institute in Bombay . Sir Dorab unfortunately died in 1932. Such was the commitment he made that the Trustees of the Sir Dorab Tata Trust, along with various outstanding Cancer specialists committed themselves in 1935 to the establishment of the centre that would benefit the Nation with a more lasting value than the usual philanthropy . Out of this humanitarian concept and commitment from the House of Tata's was born the nucleus of a Hospital, in 1941, called the TATA MEMORIAL HOSPITAL.

The Tata Memorial Hospital was initially commissioned by the Sir Dorabji Tata Trust on 28 February 1941 as a center with enduring value and a mission for concern for the Indian people. In 1952 the Indian Cancer Research Centre was established as a pioneer research institute for basic research - later called the Cancer Research Institute (CRI). In 1957 the Ministry of Health temporarily took over the Tata Memorial Hospital. The transfer of the administrative control of the Tata Memorial Centre (Tata Memorial Hospital and Cancer Research Institute) to the Department of Atomic Energy in 1962 was the next major milestone. This was due to the foresight and the vision of Dr. Homi Bhabha, who envisaged the major

role that radiation would play in cancer treatment - from imaging to staging and actual therapy. The TMH and CRI merged as the two arms of the Tata Memorial Centre (TMC) in 1966 represented a classic example of private philanthropy augmented by Government support, with a mandate for Service, Education and Research in Cancer.

The current activities of the Tata Memorial Hospital and the level of eminence reached in its various spheres of expertise are worth recording. Nearly 64,000 patients visit the clinics annually not only from all over India but also from neighboring countries. Nearly 60% of these cancer patients receive primary care at the Hospital of which over 70% are treated free of any charges. Over 1300 patients attend the OPD daily for medical advice, comprehensive care or for follow-up treatment. The Hospital has expanded from a 80 bed Hospital covering an area of 15,363 sq. meters to a 629-beds spread over 53,890 sq. meters. Our Annual Budget was Rs.5 lacs in 1941 - today it runs close to Rs.200 cores.

Nearly 18500 minor operations, 11500 major operations and 200 laser surgeries are performed annually. The robotics surgery was introduced in 2014 and since then procedures have been performed by same. About 6200 patients are treated with Radiotherapy and Chemotherapy annually in multi-disciplinary programs delivering well-established treatments. Robotic surgeries were initiated in 2014.

Surgery remains the vital form of treatment along with radiation therapy and chemotherapy. Much progress has been made resulting in tremendous improvements in the overall survival of disease in many sites.

The strategies for early diagnosis, treatment management, rehabilitation, pain relief and terminal care have been established in a comprehensive and multidisciplinary approach for a total cancer care programme.

## **PROPOSAL**

It is proposed to organize a yearlong campaign (awareness with health and health with awareness) on cancer awareness, blood donation camp and cancer awareness health runs.

## JUSTIFICATION

### **(a) CANCER AWARENESS**

#### **CANCER IS CURABLE, IF DETECTED EARLY**

A well-known saying goes as “Prevention is better than cure”. This is very true in case of cancer.

There is a lot of fear associated with cancer in the general population. People avoid going for any kind of cancer screening due to the fear of detection of cancer. People prefer to face the consequences of cancer as and when detected but they do not go for screening for cancer.

Through 12 cancer awareness programs in a year the department of **preventive oncology**, Tata Memorial Hospital will try to reduce the fears associated with cancer in the general population. Women and high risk people (tobacco users) are motivated for screening of common cancers. Health hazards of tobacco use are also covered during awareness programs.

Further awareness about cancer is very low in the general population. This leads to diagnosis of cancer in the later stage.

Screening for cancer aims to highlight the importance of early detection of common cancers. This increases the chances of successfully managing and treating the cancer disease.

### **(b) BLOOD DONATION DRIVE**

Tata Memorial Hospital is one of the leading hospitals in India for Cancer treatment. Every year, approximately 70,000 new cases are registered. Patients from far and wide as well as neighbouring countries avail specialised services. Nearly 6300 major operations are performed annually. Cancer patients undergo either surgery or chemotherapy or radiotherapy and during their treatment they need large number of blood transfusions. Being a tertiary cancer care centre, blood requirement is considerable at 125 to 150 units per day. In comparison to 15-20 units in other super speciality hospitals, TMH requirements are 35 to 40 units /patient bed / year.

The only source of blood is the human body and therefore the only way to meet the patients’ needs is healthy individuals coming forward for blood donation voluntarily in large numbers. We approach various Government organizations,

social organizations, corporate offices, colleges, religious groups and youth groups regularly for arranging blood donation drives. Blood donation drives are conducted at residential complexes, various institutions and colleges for convenience of donors and to promote cause of blood donation. Therefore it is proposed to undertake 12 Blood donation drives along with marathon and cancer awareness drive as campaign to gain maximum benefit and create records for maximum blood collected in a year.

Standard protocols for blood donation are followed at these drives and every donor undergoes brief medical examination to assess fitness for blood donation. Only disposable items are used during blood collection. Donors are most welcome to ask questions on blood donation and to clarify any doubts.

Enclosed please find information on blood donation and organiser information kit for organising blood donation drive.

### **(c)CANCER AWARENESS HEALTH RUN (CANCERTHON)**

We propose to undertake health run for cancer awareness (half marathon) along with cancer awareness campaign to make sure the campaign is 100 % successful also create a world record by maximum no runner running half maximum marathon together in a year. This event will be organised by lions club and with the help of other channel partner.

#### **The Organizers**

The humble efforts of a group of like-minded people from Tata memorial hospital and lions club of India, some other NGO to culminated in this first edition of yearlong campaign to start in Mumbai in Aug/Sep 2018. First of its kind in India, the event will attract more than 10,000 participants.

#### **The Cause**

Professional athletes and enthusiastic runner's alike join together to run for specific cause cancer awareness with health and health with awareness12**canthon**, which forms the themes of campaign. The theme for first edition is : 'Run for cancer ' (2018) and This year we **canthon'**

## **The Essence**

The Mumbai cancer awareness campaign represents the vision, vigour and vibrancy of the beloved and inspiring city. At its heart, the initiative aimed to create a platform to raise funds for health, education on cancer, cancer welfare projects.

## **The Opportunity for channel partners**

The cancer campaign reflects a unique spectrum of values which is shared by participants, their families and supporters across India and the world.

Associations established with the marathon display not just a heart for social responsibility but also provide a platform for display and contact. Our partners share our values and also appreciate the opportunity of a wide reach and the overall brand leverage.

Mumbaikar will come out on race day to celebrate the spirit of the city. Companies participate in large numbers using the marathon as a platform to show support for the cancer, for employee engagement & brand visibility NGOs participate to raise funds for and also to create awareness on their cause. The Sports & Film fraternity & celebrities participate to show their support for the city and also help select NGOs in raising funds.

## **TARGET PARTICIPANTS AND SPECTATORS**

Tata memorial hospital and lions club of india have come together for a common mission; to fill the lacuna between cancer awareness and health; thus enabling them to work together for mutual advancement and contributing in shaping a better country. The participation include: Tata memorial hospital Personnel in Service, School and College Students, Corporate Professionals, NCC cadets ,NSS volunteers various NGO members & Staff and other civilians. The Volunteers across the Nation would also be travelling to Mumbai for their participation.



## **OTHER METHODS OF PUBLICITY**

Methods of publicity which you will use to publicize campaign will be as follows:

- Club House, Sports Centers, Newsletter, Emails, Website
- Flyers in schools
- Posters at club
- Photo opportunities
- Selfie Corners will be placed in abundance with sponsor's logo in background

## **EVALUATION TECHNIQUE TO BE EMPLOYED**

Awareness with health and health with Awareness campaign aim's to reach out to the society through this activity. We intend to publicize the event through digital and outdoor media. Wide media coverage will be arranged for the event.

Mention Sponsor details on event's advertisements such as pamphlets, brochures, newspaper ads etc. Display Sponsor's logo and company/institution names.

## **OTHER OPPORTUNITIES**

- Sponsor can nominate their designator(s) to be present in the grand finale of the event to honor the winners.
- Sponsor can participate in the event with their staff or members with their company/institution logo printed on the T-shirt with Logo as the primary logo.
- Sponsors can offers gifts and souvenirs with their company/institution logos printed on them; having tata memorial hospital logo as the primary logo.

- How sponsorship will help you develop: We are organizing the "health run for cancer awareness" to generate the awareness amongst the common man on cancer to the nation. This sponsorship will help awareness to reach maximum people .



### **Major Sponsorship**

The sponsors get rights for visibility in all the communication and media. Specific needs of sponsors regarding charity and advertisements can be worked with sponsoring partners, to tailor an acceptable deal.

*Other branding and visibility ideas can be discussed with Major Sponsors specifically if required. .*

## CONCLUSION

The yearlong campaign (awareness with health and health with awareness) on cancer awareness, blood donation camp and **canthon** run will not only create world record in in no of people made aware of by people to people contact but also in collecting no of blood units in one single year, and in maximum no of person running 12 (**canthon** ) half marathon together in one years.

### Major Sponsorship

It is proposed that all sponsors bring both cash and 'in kind' donations to the table. The sponsors get rights for visibility in all the communication and media. Specific needs of sponsors regarding charity and advertisements can be worked with sponsoring partners, to tailor an acceptable deal.

Entitlements for Major Sponsorship Partner / s

- Branding in email campaigns at communities in and around Mumbai. That goes to all the communities in BKC and gets forwarded across the city.
- Branding across print, radio & outdoor media
- Branding at venue staging area where thousands will gather on Race Day
- Branding in poster campaigns as Community Relay Partner
- Repeat PA Announcements of company's sponsorship on Race Day
- Branding on the certificates to all the runners and winners
- Branding on all the Bibs of all the runners
- Booth space during race day
- Website branding
- 50 race coupons for individual events
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Other branding and visibility ideas can be discussed with Major Sponsors specifically if required. .

## Presenting / Title Sponsor

How Many : 1

Target Amount : As mutually discussed

Entitlements : Blanket branding across all media, collaterals, branding boards, backdrops and merchandise. Exclusivity factors are medal, logo unit, naming rights and prominence in running chest numbers (Bibs).

## Associate Sponsor

How Many : 2-3

Target Amount : Rs. 25-35 Lakhs ( EACH EVENT)

Entitlements : Blanket branding across all media, collaterals, branding boards, backdrops and branding in running chest numbers (Bibs).

## 10k Run – CONFIRMED

The 10k Run is the T20 Cricket of Marathons across the world. Immensely popular, this event has taken the world by storm. This is an event for people who aren't professional, but are serious long distance runners and yet to come to terms with a full Marathon.

Target Amount : Rs. 10 lakhs( EACH EVENT)

Entitlements : Branding across print & outdoor media and at venue branding. Branding in poster campaign and email campaigns at communities in and around Bandra.

## **Partners**

Partners either bring cash to the table or a service. Ideally there should be a cash component involved even though they are offering a free product / service. Examples of partners would be:

### **Hospitality Partner**

Typically a 5 Star Hotel and they provide 'in kind' Banqueting Space, Food, And Stay for Athletes / Dignitaries. They host the Press Conference(s), Pre-Race Pasta Party, and Post-Race Party.

Target Amount	:Typically a 5 Star Hotel and they provide 'in kind' Banqueting Space, Food, And Stay for Athletes / Dignitaries. They host the Press Conference(s), Pre-Race Pasta Party, and Post-Race Party.
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Entitlements	: Branding across print & outdoor media and at venue branding. Branding in poster campaigns, at corporate campuses and ground activation.
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### **Timing**

The timing partner should typically be a watch manufacturer. They provide us with big clocks for timing of the race. Typically Four of them. Two on lead vehicles of the race and two at the venue. This service though not necessary, does add spice to the event.

Target Amount	:Rs. 3 lakhs + Clocks plus value of the 'in kind' donation
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Entitlements	: Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation. Watches will carry branding.
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## **Beverages**

Typically a product sponsor. Last few years, we had Dabur, Bisleri, Redbull and Lucozade as beverage sponsors and they provided the runners with free beverages. These products should not in any way be adverse to health.

Target Amount	: Rs. 5 lakhs. Plus value of the 'in kind' donation( EACH EVENT)
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Entitlements	: Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.
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## **Water**

Water is essential to a race and large quantities are consumed. We have to provide water to all participants and this is a major saving in terms of cost. This also is a product sponsorship.

Target Amount	Rs. 3 Lakhs + plus value of the 'in kind' donation( EACH EVENT)
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Entitlements	: Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation. Plus branding at all water stops.
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## **Domestic Airline**

Provides Free Tickets for Leading Athletes, Officials and Celebrities traveling to the race.

Target Amount	: Rs. 5 lakhs. plus value of the 'in kind' donation
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Entitlements	: Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.
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## **Technology Partner**

Technology partner can provide, registration facilitation services, Call Center services and cover the cost of the rfid based timing chips used by marathoners and half marathoners.

Target Amount	: Rs. 5 lakhs plus value of the ‘in kind’ donation. ( EACH EVENT)
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Entitlements	: Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.
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## **Apparel**

Apparel partner is expected to provide us with t-shirts for the officials, and volunteers at the race. Typically this will be around 7500 people. They can sell official merchandise through their outlets. They are also expected to pay for the association.

Target Amount	: Rs. 3 lakhs plus value of the ‘in kind’ donation. ( EACH EVENT)
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Entitlements	: Rights to produce and market official merchandise. Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.
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## **Coffee Table Book**

Printing of Coffee table book with the branding of the sponsor. The book will basically capture all the action of the Marathon through photographs.

This is possible only if we don't sell the rights to any apparel partner.

How Many	: 1 Presenting & Full Page Color Advertisements.
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Target Amount	: Rs.1 lakhs. ( EACH EVENT)
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Entitlements	: Branding in book and at venue and press release. Distribution to over 100 Corporates
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## **Participation (Employees of Corporate Entities)**

Bulk Corporate participation has always been a key part of the number of people participating in the event. Decisions taken at top level management can ensure large participation and also ensure in case of a lack of funds for advertising, we still have substantial participation

How Many	: As Many
Target Amount	: To be mutually discussed
Entitlements	: Race Participation

## **Booths during Race Day**

There are 10,000 people visiting the race venue. Most of these people are upwardly mobile IT and business professionals of Mumbai. This provides a great opportunity for any company to showcase their products or services and get mileage out of it. These are booths at the main race venue.

How Many	:20
Target Amount	: Rs. 30 - 50 000 per booth( EACH EVENT)
Entitlements	: Booth Space; trading from 1200h – 2am!

## **Banners**

There are 10,000 people visiting the race venue. Most of these people are upwardly mobile IT and business professionals of Mumbai. This provides a great opportunity for any company to showcase their products or services and get mileage out of it. These are the banners along the race route.

How Many	:Approx. 250 nos.
Target Amount	: Rs. 10,000/- per banner
Entitlements	: Banner Space

# THANK YOU

Thank you for taking the time to view our Sponsorship Proposal. We sincerely hope you are able to help, and look forward to your involvement in this very worthwhile charitable event. If you require any further information or wish to discuss alternative sponsorship or donation opportunities.



## Contact Details:

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Cancer is curable, if detected early.

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जल्द इलाज होने पर कैंसर ठीक हो सकता है।