



OCTOBER 1<sup>ST</sup> - 31<sup>ST</sup> 2025  
BREAST CANCER AWARENESS MONTH



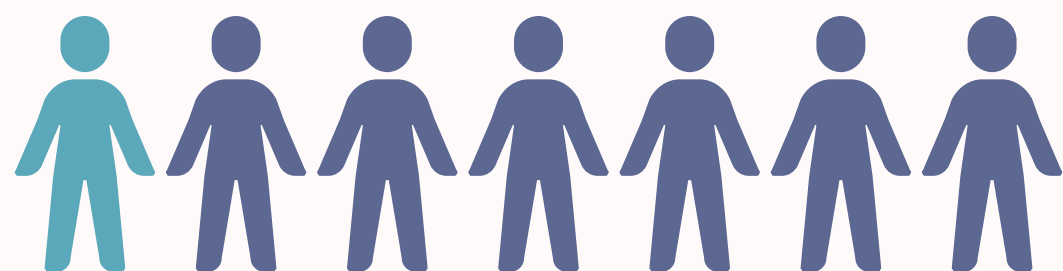
# BE A LIFESAVER THIS OCTOBER

SPONSOR THE LLOYD'S MARKET BREAST CANCER AWARENESS CAMPAIGN:  
"BE BREAST & CHEST AWARE: MAKE SELF-CHECKS A LIFESAVING HABIT"

This October, the Lloyd's Market will unite behind a powerful awareness drive - reaching the heart of the insurance sector with a message that changes outcomes: **make self-checks a habit.**

Backed by **Lloyd's Corporation**, the **Insurance Families Network**, and **Thrive4Life**, this is not just a talk — it's a **full-scale, market-wide health campaign** with both physical and digital reach.

## Why this Campaign Matters?



**1 IN 7** women will be diagnosed during their lifetime.



Every **ten minutes** someone in the UK is diagnosed with breast cancer.



Breast cancer also **affects men**, accounting for **around 1% of all cases.**

Almost everyone knows someone affected.  
**Early detection saves lives.**

## Campaign Highlights



### Live Keynote Talk - Thurs, 9<sup>th</sup> Oct

- **Miss Joanna Franks**, eminent London breast cancer surgeon
- Hosted in the **Lloyd's Old Library**, followed by light **networking lunch**

### ➤ Streamed Live Webinar - Thurs, 16<sup>th</sup> Oct

- **Global access + 3 months** on-demand availability

### ➤ Private Nurse-Led Breast Check Sessions

- Confidential **1:1 guidance** sessions **throughout October** inside the **Lloyd's building**

## Sponsorship Benefits

- From **£1,500 + VAT**
- **Campaign visibility September to December 2025**

### ✓ **Widespread Brand Exposure**

Your logo featured on:

- Lloyds.com, IFN, Thrive4Life & Wellbeing Centre websites
- Digital screens inside Lloyd's
- Printed posters, banners, 500+ goodie bags
- Major email & LinkedIn campaigns
- Branding at keynote, webinar & event materials

### ✓ **ESG, DEI & Wellbeing Alignment**

- Position your business as a champion for employee wellbeing and proactive health awareness in the City and beyond.

### ✓ **Tangible Value**

- Includes 5 private nurse-led breast checks for your staff.
- (Option to add more at discounted rate)



**ACT NOW**  
**LIMITED SPONSORSHIP SPACES**



**Email:** janice.kaye@thrive4life.co.uk



**Call:** 020 8972 9675

Join us. Raise awareness. Save lives. Put your brand at the heart of something that matters.

Thrive4Life | Lloyd's Wellbeing Centre, One Lime Street, EC3