



**OFFICIAL
ATTEMPT**



**THE PINK CHAI
RIBBON 2026**



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A GUINNESS WORLD RECORD FOR BREAST CANCER AWARENESS

Pink Chai CIC will attempt to create the world's largest Pink Ribbon, formed using 10,000 cups of Pink Chai Clay Mugs, as a powerful global symbol of breast cancer awareness, women's health education, and community solidarity.

Aligned with Pink Ribbon Month (October), this landmark initiative will act as a global anchor moment for awareness, education, and ethical fundraising.

THREE LANDMARK ACHIEVEMENTS

WORLD FIRST

**THE FIRST GUINNESS
WORLD RECORD USING
CLAY CHAI MUGS FOR
AWARENESS**

LARGEST RIBBON

**THE BIGGEST PINK
RIBBON EVER CREATED
FROM CUPS 200 SQUARE
METRES OF HOPE**

BANGLADESH LEADS

**A LANDMARK HEALTH
AWARENESS MOMENT LED
FROM BANGLADESH TO THE
WORLD**



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THE WORLD RECORD



10,000

PINK CHAI CLAY MUGS

Each cup representing a life,
a conversation, a pledge



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WHY THIS WORLD RECORD MATTERS ?

Breast cancer remains one of the leading causes of cancer-related illness among women globally. In many communities, particularly across South Asia and diaspora populations, stigma and lack of accessible information continue to delay early diagnosis.

This Guinness World Record attempt will:

- *Create a globally recognisable symbol for breast cancer awareness*
- *Mobilise communities at unprecedented scale*
- *Generate international media attention*
- *Strengthen UK-Bangladesh collaboration on women's health*
- *Inspire millions to engage in Pink Chai Day and year-round awareness*

This is not a spectacle, it is purpose-driven mobilisation.





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EVENT DAY EXPERIENCE

A FULL DAY OF IMPACT

EVENT OVERVIEW

Event : Guinness World Record Attempt – World’s Largest Pink Ribbon by Clay Mugs
Date : 3 October 2026
Location : Bangladesh
Scale : 10,000 clay Pink Chai Mugs
Led by : Pink Chai CIC
Venue : International Convention City Bashundhara (Proposed), Dhaka, Bangladesh
Who Participates:

- Survivors & families
- Health professionals
- Women’s groups & youth volunteers
- Business leaders & men as allies





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EVERY MUG COUNTS

IT'S A PEOPLE'S MOVEMENT



SPONSOR A MUG

Individuals pledge support 4 each cup represents a life and a conversation

SPONSOR A SECTION

Organisations support entire rows, creating visible impact



SPONSOR THE EVENT

Not simply supporting a record –but enabling global impact with human meaning



LEAVE A MESSAGE

Dedications, names, prayers, and tributes make this deeply personal





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SPONSORSHIP OPPORTUNITIES

EVERY MUG COUNTS

£ 70,000 | **HEADLINE
SPONSOR**

Lead this historic moment

BENEFITS :

Your Brand at the Centre of Global Impact

- Exclusive naming rights: “The Pink Chai Ribbon, presented by [Sponsor]”
- Logo placement across all event materials, signage, and media assets
- Speaking opportunity at official ceremony
- Prominent feature in Guinness World Record announcement
- International media exposure across TV, press, and social platforms
- VIP access for corporate guests and stakeholder engagement
- Association with culture-led health innovation from Bangladesh

£ 10,000 | **GOLD
SPONSOR**

Major World Record Partner

BENEFITS :

- High-visibility branding on selected World Record materials
- Acknowledgement during event communications
- Inclusion in digital storytelling and impact reporting



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SPONSORSHIP OPPORTUNITIES

£ 5,000

**SILVER
SPONSOR**

World Record Partner

BENEFITS :

- Branding on selected event materials
 - Digital acknowledgement linked to the World Record initiative
-

£ 2,500

**BRONZE
SPONSOR**

Community World Record Partner

BENEFITS :

- Logo placement on selected materials
 - Digital recognition and inclusion in supporter communications
-

£ 1,000

SUPPORTER

Friend of the World Record

BENEFITS :

- Named acknowledgement
- Digital thank-you and inclusion in supporter listings



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BRANDING, ETHICS & SAFEGUARDS

All sponsorship recognition will be:

- Proportionate to sponsorship level
- Health-sensitive and ethical
- Aligned with Guinness World Records guidelines
- Agreed in advance to protect community dignity and trust

Pink Chai CIC retains full responsibility for:

- Community safeguarding
- Health messaging integrity
- Compliance with Guinness World Records standards

LEGACY BEYOND THE RECORD

This Guinness World Record attempt is not a one-day event. It will:

- Drive year-round breast cancer awareness
- Strengthen international partnerships
- Support Pink Chai Day activity worldwide
- Leave a lasting legacy of education, confidence, and community mobilisation

Sponsors are not simply supporting a record – they are enabling global impact with human meaning.

CONTACT & NEXT STEPS

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