

MAKE A LASTING IMPACT

cure

CHILDHOOD CANCER

2024 Signature Events
Sponsorship Opportunities



Why Believe IN CURE cure CHILDHOOD CANCER



Cancer is the leading cause of death by disease in children. Yet the federal government allocates **less than 4%** of its research funding to solving cancers that affect children.



CURE is dedicated to **conquering childhood cancer** through funding targeted research while supporting patients and their families.



Over the past decade, CURE has directed more than **\$43 million** into the best, most promising research aimed at helping children with cancer who need us now. We are a leader in advancing Precision Medicine, the most promising approach to treatment of children with cancer in decades.



For the **15th consecutive year**, CURE has earned a **four-star rating**, the highest possible, from Charity Navigator, America's premier assessment organization for sound fiscal management, accountability, and transparency.

"Only 1% of the charities we evaluate have received at least 15 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America." - Michael Thatcher, CEO, Charity Navigator



Become a sponsor and join the company of top corporations that have supported CURE Childhood Cancer events.



DELTA



AutoNation

Novelis



BE IN GOOD COMPANY

Past Sponsors

BENEFITS OF SPONSORSHIP

Make an impact - Your generosity will make a significant difference in the lives of children and families affected by childhood cancer.

Build brand reputation - Enhance brand value by aligning your company with an established and well-respected charity, with deep community ties and a trusted reputation.

Drive awareness for your commitment - Demonstrate your commitment to social responsibility and fighting childhood cancer through exposure to event attendees, as well as CURE's large social media following.

CURE Childhood
Cancer's Large and
Engaged Community
of Supporters



376,000+
followers



14,800+
followers



2,429+
followers



55,000+
emails



14,500+
monthly web

19th annual

Quiet Heroes

PRESENTED BY
Delta Air Lines

Saturday, March 23, 2024
Flourish Atlanta

Event

HIGHLIGHTS

We all know the strength it takes to be a mom. But it is difficult for most to envision the added weight of a childhood cancer diagnosis. We've crafted something truly unique: **Quiet Heroes**, a special luncheon where moms of children with cancer are embraced by a caring community for a day of support. *Quiet Heroes* is for these strong and courageous moms –but it's also for any and all of us wanting an afternoon of inspiration.

This year's *Quiet Heroes* luncheon promises to be an afternoon of laughter and light, emceed by radio and television host **Jenn Hobby** (herself a Quiet Hero) and featuring a keynote message by comedian, speaker, and cancer dad, **Kenn Kington**.



Quiet Heroes isn't just a luncheon; it's an opportunity to be a part of something bigger. It's a chance to bring people together to celebrate strength and resilience and forge connections that remind us of the power that lies in community.

Sponsors of *Quiet Heroes* not only showcase their commitment to positively impacting the community, but because funds raised support life-saving research, they are an integral part of forging better futures for children with cancer.

"The Quiet Heroes event came at such a perfect time for me personally, when I was struggling to feel understood by friends and family. Being in a room with so many moms going through the same thing, and listening to the speakers stories strengthened my heart to get through the next few weeks and months. Thank you wholeheartedly."

- Quiet Hero and event attendee



SPONSORSHIP OPPORTUNITIES

2024 SPONSORSHIP	PRESENTING \$50,000	HERO \$30,000	CHAMPION \$20,000	GUARDIAN \$12,500	SUPPORTER \$7,500	BELIEVER \$3,500	CIRCLE OF MOMS \$1,750
Recognition in Event Name - "Quiet Heroes Presented by [Name]"	Included						
Dedicated Press Release	Included						
Recognition in Simply Buckhead Magazine Ad*	Included	Included					
Acknowledgement from the Podium	Included	Included	Included				
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included	Included		
Inclusion on Mobile Bidding Site and Sponsor Signage	Logo	Logo	Logo	Logo	Listing		
Recognition on Event Website, Printed Program and Event Screens	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Recognition in CURE Childhood Cancer's Annual Report	Included	Included	Included	Included	Included	Included	Included
Quiet Heroes Seating	Two Tables of 10 (20 Tickets)	Two Tables of 10 (20 Tickets)	One Table of 10 (10 Tickets)	One Table of 10 (10 Tickets)	Six Tickets	Four Tickets	No Tickets; Pays for 10 Honored Moms to Attend

Sponsorship benefits are subject to scheduling and print deadlines.

Deadline for inclusion in Simply Buckhead ad is **February 12, 2024.
Deadline for recognition in all other event print materials is **March 1, 2024**.*

The fair market value of benefits received is \$75 per seat/ticket.



Event HIGHLIGHTS

Be a part of something amazing as we celebrate the **30th year of Lauren's Run & Picnic**. This Atlanta tradition brings the community together, with families, schools, and companies forming race teams to support our fight.

Lauren's Run & Picnic is the perfect opportunity for your company or organization to enjoy the outdoors while supporting a great cause.



After the race, participants and families join together for the over-the-top *CURE Annual Picnic*, where they enjoy games, prizes, elaborate face painting, enormous inflatables, music and dancing, arts and crafts, a full lunch, and much more. Your sponsorship of *Lauren's Run & Picnic* allows children with cancer and their families a day of fun and a respite from the rigors of treatment.

Best of all, this event has raised more than **\$5.5 million** for lifesaving pediatric cancer research. Don't miss the chance to be a part of something special.

"Lauren's Run is one of my favorite events of the year. It's a time for our friends and family to come together, walk in honor of Caroline, and enjoy time with each other. It is a day when we feel surrounded by our biggest supporters and refresh and refill our tanks."

- Caroline's Mom



SPONSORSHIP OPPORTUNITIES

2024 SPONSORSHIP	PRESENTING \$35,000	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	FRIEND OF RUN \$1,000
Recognition in Event Name - "Lauren's Run & Picnic Presented by [Name]"	Included						
Inclusion on Lauren's Run Billboard Ad	Included						
Access to Tented VIP Area	Included						
Logo on CURE Facebook Cover Image*	Included						
Logo Branding on Event Step and Repeat	Included	Included					
Recognition on CURE Homepage	Included	Included	Included				
Logo Inclusion on Registration Confirmation Email	Included	Included	Included				
DJ Recognition on Race Day	Included	Included	Included				
Inclusion on Race T-Shirts	Included	Included	Included	Included			
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included			
Race Registrations and T-Shirts	50	35	25	15	10	5	
Recognition on Event Website	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Inclusion on Event Signage	Logo	Logo	Logo	Logo	Listing	Listing	Listing

Sponsorship benefits are subject to scheduling and print deadlines.
Deadline for recognition in event print materials is **March 24, 2024**.

**Logo featured on CURE Facebook cover image for the duration of event month (April).*

The fair market value of benefits received is \$20 per race registration.



Event HIGHLIGHTS

Join CURE Childhood Cancer's Young Professional Leadership Council at *Cocktails & CURE* on June 22, 2024 at **Illuminarium Atlanta**. This exciting event brings together a community of passionate young professionals dedicated to making a difference in the lives of children battling cancer.

Nearly 500 guests will enjoy **signature cocktail stations**, heavy appetizers, a DJ and **dancing**, and an **open bar** – all while raising funds for childhood cancer research.



Located in Atlanta's vibrant area off the Beltline, the Illuminarium Atlanta transports you into a world where reality blurs with imagination. This highly sought-after venue has become synonymous with innovation, creativity, and immersive experiences, making it the perfect setting for an event like *Cocktails & CURE*.

Don't miss out on this chance to be part of Atlanta's most happening affair, where **philanthropy meets entertainment**.

"Last weekend's Cocktails & CURE was one our Atlanta team will cherish for a long time to come! It was such a pleasure to get to celebrate all of the incredible things our charity of choice, CURE Childhood Cancer, is doing to advance research and provide tangible support to thousands of childhood cancer patients and their families."
- W&A Engineering team



SPONSORSHIP OPPORTUNITIES

2024 SPONSORSHIP	PRESENTING \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	BELIEVER \$1,000
Recognition in Event Name - "Cocktails & CURE Presented by [Name]"	Included				
Logo Branding on Event Step and Repeat	Included				
Logo on Souvenir Cup	Included	Included			
Logo and Customized Promo Messaging in Post-Event Email Blast	Included	Included	Included		
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included	
Inclusion on Mobile Bidding Site	Logo	Logo	Logo	Logo	
Recognition on Event Website and Sponsor Signage	Logo	Logo	Logo	Logo	Listing
Recognition in CURE Childhood Cancer's Annual Report	Included	Included	Included	Included	Included
Event Tickets	16	10	8	6	4

Sponsorship benefits are subject to scheduling and print deadlines.
Deadline for recognition in event print materials is **May 22, 2024**.

The fair market value of benefits received is \$50 per ticket.



Believe Ball

Saturday, November 2, 2024
The St. Regis Atlanta

Event HIGHLIGHTS

Get ready for an unforgettable night of elegance and generosity at the **11th annual Believe Ball**! Atlanta's premier philanthropic event has become the talk of the town, and this year's celebration promises to be even more exciting.

This black-tie affair will feature delicious food and cocktails, live music, dancing, and heartwarming stories that will leave you inspired. And the entertainment doesn't stop there! Dean Crownover will be back to delight guests with once-in-a-lifetime live auction packages you won't want to miss. This is your chance to dress up, have fun, and support an important cause.



Through the support of sponsors, every dollar raised at the *Believe Ball* is dedicated to assisting families in their battle with pediatric cancer, as well as supporting critical research needed to save the lives of the 20% of children who do not survive the disease.

Since its inception, the *Believe Ball* has raised **more than \$10 million** in the fight against childhood cancer.

"What an inspirational night we had at the Believe Ball. We laughed, we danced, we honored special people, and we raised \$1.5 million for pediatric cancer research! It's so much fun to get dressed up and see the good work CURE is doing. Sitting in that beautiful ballroom, you discover there are still lots of wonderful, caring people in the world."

- Believe Ball sponsor, Lisa



SPONSORSHIP OPPORTUNITIES

2024 SPONSORSHIP	PRESENTING \$60,000	DIAMOND \$30,000	PLATINUM \$18,000	GOLD \$12,000	SILVER \$8,500	BELIEVER \$1,600
Recognition in Event Name - "Believe Ball Presented by [Name]"	Included					
Overnight Accomodations at The St. Regis Atlanta	Two Rooms					
Logo Branding on Step and Repeat	Included					
Dedicated Press Release	Included					
Recognition from the Podium	Included	Included	Included			
Ad in Printed Program	Full Page	Full Page	Half Page	Half Page		
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included		
Inclusion on Mobile Bidding Site	Logo	Logo	Logo	Logo		
Recognition on Sponsor Signage, Printed Program, and Event Screens	Logo	Logo	Logo	Logo	Listing	
Recognition on Event Website	Logo	Logo	Logo	Logo	Listing	Listing
Believe Ball Seating	Premiere Seating for 20 (Two Tables)	Priority Seating for 20 (Two Tables)	Prominent Seating for 12 (One Table)	Preferred Seating for 12 (One Table)	Seating for 10 (One Table)	Seating for Two

If you are unable to attend but would like to support the event, **Supporting Sponsorships** are a great option. These underwriting opportunities offer a unique way to support the work of CURE, while providing distinctive recognition opportunity that is 100% tax deductible.

SUPPORTING SPONSORS



After Party
\$15,000
Exclusive



Cocktail
\$10,000
Exclusive



Valet
\$7,500
Limit 2



Coat Check
\$3,000
Limit 5

Sponsorship benefits are subject to scheduling and print deadlines.
Deadline for recognition in event print materials is **October 2, 2024**.
The fair market value of benefits received is \$175 per seat.

Scan QR code for more details on
Supporting Sponsor/Underwriting Opportunities:





2024 COMMITMENT FORM

SPONSORSHIP LEVEL

Quiet Heroes

<input type="checkbox"/> Presenting \$50,000	<input type="checkbox"/> Hero \$30,000	<input type="checkbox"/> Champion \$20,000	<input type="checkbox"/> Guardian \$12,500
<input type="checkbox"/> Supporter \$7,500	<input type="checkbox"/> Believer \$3,500	<input type="checkbox"/> Circle of Moms \$1,750	

Lauren's Run & Picnic

<input type="checkbox"/> Presenting \$35,000	<input type="checkbox"/> Diamond \$20,000	<input type="checkbox"/> Platinum \$15,000	<input type="checkbox"/> Gold \$10,000
<input type="checkbox"/> Silver \$5,000	<input type="checkbox"/> Bronze \$2,500	<input type="checkbox"/> Friend of Run \$1,000	

Cocktails & CURE

<input type="checkbox"/> Presenting \$15,000	<input type="checkbox"/> Gold \$10,000	<input type="checkbox"/> Silver \$5,000
<input type="checkbox"/> Bronze \$2,500	<input type="checkbox"/> Believer \$1,000	

Believe Ball

<input type="checkbox"/> Presenting \$60,000	<input type="checkbox"/> Diamond \$30,000	<input type="checkbox"/> Platinum \$18,000	
<input type="checkbox"/> Gold \$12,000	<input type="checkbox"/> Silver \$8,500	<input type="checkbox"/> Believer \$1,600	
<input type="checkbox"/> After Party \$15,000	<input type="checkbox"/> Cocktail \$10,000	<input type="checkbox"/> Valet \$7,500	<input type="checkbox"/> Coat Check \$3,000

SPONSOR INFORMATION

Name: _____
As you wish to appear in print (ex: The Home Depot or Jane and John Doe).

Contact: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Will you be submitting a logo? ☐ YES ☐ NO

Website URL: _____

☐ YES, I/we would like to sponsor at the above level and will utilize the included tickets/seats/registrations.

☐ YES, I/we would like to sponsor at the above level but will not utilize the included tickets/seats/registrations. Use my full sponsorship as a donation.

☐ I/We cannot attend, but would like to make a 100% tax-deductible contribution of \$ _____.

PAYMENT INFORMATION

- ☐ **Please send invoice** using contact information above.
- ☐ **My company will match my gift.** Want to double the impact of your gift? CURE is proud to be a designated organization in most corporate matching gift programs.
- ☐ **I'm interested in a custom sponsorship.** CURE would be happy to discuss custom package options. Contact Mandy Fingerhut at mandyf@curechildhoodcancer.org.

**TOTAL 2024
COMMITMENT**

\$ _____



CURE Childhood Cancer is a tax-exempt organization.
Federal Tax ID# 58-1244138.

curechildhoodcancer.org

