

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.



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



375,000+ followers



15,000+ followers



2,429+ followers



55,000+ emails



14,500+ monthly web

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

19th annual
Quiet & Heroes
 PRESENTED BY
 Delta Air Lines

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.





Saturday, June 1, 2024
Monday Night Garage

Event HIGHLIGHTS

Join CURE Childhood Cancer's Young Professional Leadership Council at Cocktails & CURE on **June 1, 2024 at Monday Night Garage**.

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.



Monday Night Garage is a local brewery in the heart of the historic West End of Atlanta. Monday Night Garage is a fully functioning production brewery that offers expansive space overlooking the Beltline, 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 1, 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 Accommodations 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 5

Coat Check
\$3,000

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

- Presenting**
\$50,000
- Hero**
\$30,000
- Champion**
\$20,000
- Guardian**
\$12,500
- Supporter**
\$7,500
- Believer**
\$3,500
- Circle of Moms**
\$1,750

Lauren's Run & Picnic

- Presenting**
\$35,000
- Diamond**
\$20,000
- Platinum**
\$15,000
- Gold**
\$10,000
- Silver**
\$5,000
- Bronze**
\$2,500
- Friend of Run**
\$1,000

Cocktails & CURE

- Presenting**
\$15,000
- Gold**
\$10,000
- Silver**
\$5,000
- Bronze**
\$2,500
- Believer**
\$1,000

Believe Ball

- Presenting**
\$60,000
- Diamond**
\$30,000
- Platinum**
\$18,000
- Gold**
\$12,000
- Silver**
\$8,500
- Believer**
\$1,600
- After Party**
\$15,000
- Cocktail**
\$10,000
- Valet**
\$7,500
- 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.

