

cure
CHILDHOOD CANCER



November 4, 2026 – Glover Park Brewery

2026 SPONSORSHIP OPPORTUNITIES



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ABOUT RING THE BELL BENEFIT

At just 10 months old, Reese Rivera was diagnosed with cancer. Today, she is a thriving 10-year-old student, cheerleader, and artist whose courage and resilience continue to inspire everyone who meets her. Reese's journey is a powerful reminder of what is possible when children have access to groundbreaking research, exceptional care, and a community that stands beside them.

Inspired by Reese and the thousands of children facing cancer, *Ring the Bell Benefit* is a family-friendly evening that features delicious food, an exciting auction, activities for all ages, and meaningful stories. The event brings together supporters, local businesses, and families to celebrate courage, inspire hope, and raise critical funds for childhood cancer research.

The event's name is inspired by one of childhood cancer's most meaningful milestones: ringing the bell to celebrate a significant step forward in a child's cancer journey. It symbolizes hope, perseverance, and the determination of every child and family facing cancer. Through *Ring the Bell Benefit*, we celebrate those victories, honor the children still in treatment, and remember the lives of those we have lost, while reminding every family they are never alone.

Proceeds from the event benefit Reese's Fund at CURE Childhood Cancer, helping advance life-saving pediatric cancer research and support for children and families facing a diagnosis today. By sponsoring *Ring the Bell Benefit*, your organization becomes part of that mission, helping create more stories like Reese's and giving more children the opportunity to ring their own victory bell.

Reese, Age 10
germ cell tumor

We invite you to partner with us to showcase your leadership, uplift our local families, and help more children reach their victory bell.



WHY BELIEVE IN CURE?

Cancer is the leading cause of death by disease in children, and diagnoses are on the rise.

Yet the federal government allocates a mere 5% of its research funding to focus on pediatric cancers. CURE stands in the gap – funding targeted research that will save lives and give children their best chance at a bright future.



In the last 10 years, CURE has invested more than \$48 million in lifesaving research focused on helping children with cancer who need us now. CURE is a leader in advancing precision medicine, the most promising approach to the childhood cancer treatment in decades.



CURE also supports families devastated by childhood cancer through programs designed to meet a family's emotional, practical, and financial needs. From emergency financial assistance to meals and counseling, CURE is committed to walking alongside families throughout their cancer journey.



Colton, Age 11
Hodgkin lymphoma



For the 18th 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 18 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America."

- Michael Thatcher, CEO, Charity Navigator



Wesley, Age 3
leukemia

BE IN GOOD COMPANY

Become a sponsor and join the company of top corporations that have supported *Ring the Bell Benefit*.



Endurance *Planning*
GROUP



MARIETTA
PLASTIC SURGERY



THE **VALUE** OF SUPPORTING CURE

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

Align with a High-Performing Organization: Partner with a 50-year leader in pediatric cancer research and family support, recognized nationally for accountability and disciplined investment.

Boost Employee Engagement: Sponsoring CURE's events can significantly enhance your corporate social responsibility profile, leading to higher levels of employee satisfaction and engagement in the workplace.

Enhance Company Reputation: By sponsoring our events, you can improve your public image and positively influence how employees perceive your organization, leading to increased motivation and productivity.

CURE Childhood
Cancer's Large and
Engaged Community
of Supporters



370k+
followers



17k+
followers



4k+
followers



71k+
emails



79k+
monthly web visitors

SPONSORSHIP LEVELS

SPONSORSHIP OPPORTUNITIES	PRESENTING \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	CHAMPION \$500	SPONSOR A FAMILY \$50
Recognition in Event Name (<i>Ring the Bell Benefit Presented by [Name]</i>)	Included						
Star 94 On-Air Recognition*	Included						
Logo on Event Step and Repeat	Included	Included					
Video Interview with Jenn Hobby for Social Media Promotion	Included	Included					
Acknowledgment from the Stage	Included	Included	Included				
Recognition on Star 94 Website and Social Media	Included	Included	Included	Included			
Recognition on CURE's on Social Media	Two Dedicated Mentions	Included	Included	Included			
Opportunity to Include a Special Offer in Post Event "Virtual Goody Bag" Email to Guests	Included	Included	Included	Included	Included		
Recognition in CURE Childhood Cancer's Annual Report	Included	Included	Included	Included	Included		
Inclusion on Mobile Bidding Site	Logo	Logo	Logo	Listing	Listing		
Recognition on Event Website, Sponsor Signage and Event Screens	Logo	Logo	Logo	Listing	Listing	Listing	
Tickets to Event	(12) Tickets	(10) Tickets	(8) Tickets	(6) Tickets	(4) Tickets	(2) Tickets	No Tickets: Pays for (1) Patient Family to Attend

SPONSORSHIP BENEFITS ARE SUBJECT TO SCHEDULING AND PRINT DEADLINES.

Deadline for recognition in event print materials is October 12, 2026.

Deadline for Star 94 on-air recognition is October 15, 2026.

Completed commitment form is requested to ensure proper recognition in respective *Ring the Bell Benefit* materials.

CURE would be happy to discuss custom package options for your company.

Contact Kristen Rudio, Senior Development Manager, Events and Initiatives, at krudio@curechildhoodcancer.org.



RING *the* BELL BENEFIT

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Learn more at ringthebellbenefit.org





COMMITMENT FORM

Wednesday, November 4, 2026

Glover Park Brewery, Marietta, Georgia

- | | | |
|---|--|--|
| ☐ PRESENTING
\$10,000 | ☐ PLATINUM
\$7,500 | ☐ GOLD
\$5,000 |
| ☐ SILVER
\$2,500 | ☐ BRONZE
\$1,500 | ☐ CHAMPION
\$500 |
| ☐ SPONSOR A FAMILY
\$50 | | |

Name: _____

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

Contact: _____ Phone Number: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Will you be submitting a logo (if applicable)? ☐ Yes ☐ No

Please send approved logo to krudio@curechildhoodcancer.org in one of the following formats: .jpeg, .png, .eps.

Website URL: _____

- ☐ YES, I/we would like to sponsor at the above level and will utilize the included tickets.
- ☐ YES, I/we would like to sponsor at the above level but will not utilize the included tickets.
Please use my full sponsorship as a donation.
- ☐ I/We cannot attend, but would like to make a 100% tax-deductible contribution of \$_____

PAYMENT METHOD

- ☐ Register online at curechildhoodcancer.org/ringthebell
- ☐ Check made payable to CURE Childhood Cancer enclosed
- ☐ Please invoice
- ☐ 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.

**Please send
your completed
commitment
form to:**

Kristen Rudio
krudio@curechildhoodcancer.org



Donations made to CURE Childhood Cancer (IRS non-profit ID is #58-1244138) are tax deductible to the extent allowed by law. Consult your tax advisor regarding the substantiation, reporting, and deductibility of your contributions. The fair market value of benefits received is \$25 per ticket.