



2019 Event
Sponsorship
Opportunities

*Brooke,
Acute Myeloid Leukemia
One of five 2019 Ambassadors*



St. Baldrick's
FOUNDATION

Conquer Childhood Cancers

Who We Are

St. Baldrick's Foundation is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives. We are the largest private (non-government) funder of childhood cancer research grants. By supporting St. Baldrick's, you help grow research that is needed now more than ever.

Investing in Hope

- Worldwide, a child is diagnosed every two minutes. One in five will not survive.
- More children are lost to cancer in the U.S. than to any other disease — in fact, more than many other childhood diseases combined.

“We are entering an era of unbelievable scientific discovery. But if we don't turn those discoveries into cures, we will have failed a generation of children.”

—Dr. Peter Adamson

CHAIR OF THE CHILDREN'S ONCOLOGY GROUP (COG)

The COG is funded yearly by St. Baldrick's through our multi-million dollar cooperative research grant.

Why Sponsor Our Event?

Your support will provide funding for high-impact clinical trials for rare childhood cancers; supportive care research to improve the quality of life for patients and survivors; and encourage collaboration among scientists so that research underway is shared between institutions and even across continents. This work directly benefits children being treated with cancer in your community.

- **JOIN THE MOVEMENT** to change lives and make a real impact for children with cancer.
- **GIVE BACK** to your community by helping those who need it most.
- **INCREASE** your brand exposure and elevate your corporate identity within the community.
- **STRENGTHEN** your company's reputation as a good corporate citizen to your customers, employees and local residents.

Event Sponsorship Opportunities

LEVEL	AMOUNT
HERO	\$10,000
CHAMPION	\$5,000
ADVOCATE	\$2,500
STAR	\$1,000
SUPPORTER	\$500
FRIEND	\$250
IN-KIND	
Sponsorship benefits for in-kind donations will be based upon a 2-to-1 ratio compared with the standard cash sponsorship fees. For example, an in-kind donation valued at \$5,000 would receive the sponsorship benefit offered to a \$2,500 cash sponsor.	

HERO SPONSOR — \$10,000

Recognition as a **HERO SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

- Logo with direct link to company’s website featured on Community Event Page*
- Recognition on all event-related promotional collateral including invitations, flyers and email
- Posters displayed at company and community-related locations

On/Off Site Exposure:

- Opportunity to have two co-branded Sponsor banners displayed at the event*
- Recognition as a Sponsor on event “Thank You” signage
- On-stage recognition as Sponsor during event via two PA announcements
- Opportunity for an informational table presence
- Opportunity for large check presentation*
- Certificate of Sponsorship Acknowledgment

CHAMPION SPONSOR — \$5,000

Recognition as a **CHAMPION SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Logo with direct link to company’s website featured on Community Event Page*

Posters displayed at company and community-related locations

On/Off Site Exposure:

Opportunity to have one Sponsor banner displayed at the event*

Recognition as a Sponsor on event “Thank You” signage

On-stage recognition as Sponsor during event via one PA announcement

Certificate of Sponsorship Acknowledgment

ADVOCATE SPONSOR — \$2,500

Recognition as an **ADVOCATE SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Company logo and name featured on Community Event Page*

Posters displayed at company and community-related locations

On/Off Site Exposure:

Recognition as Sponsor on event “Thank You” signage

On-stage recognition as Sponsor during event via one PA announcement

Certificate of Sponsorship Acknowledgment

STAR SPONSOR — \$1,000

Recognition as a **STAR SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Company logo and name featured on Community Event Page*

On/Off Site Exposure:

Recognition as Sponsor on event “Thank You” signage

Certificate of Sponsorship Acknowledgment

SUPPORTER SPONSOR — \$500

Recognition as a **SUPPORTER SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Company logo and name featured on Community Event Page*

On/Off Site Exposure:

Recognition as Sponsor on event “Thank You” signage

Certificate of Sponsorship Acknowledgment

FRIEND SPONSOR — \$250

Recognition as a **FRIEND SPONSOR** promoted throughout the event

Name and Logo Recognition as Follows:

Company name displayed on Community Event Page*

On/Off Site Exposure:

Certificate of Sponsorship Acknowledgment

IN-KIND SPONSOR

Sponsorship benefits for in-kind donations will be based upon a 2-to-1 ratio compared with the standard cash sponsorship fees. For example, an in-kind donation valued at \$5,000 would receive the sponsorship benefits offered to a \$2,500 cash sponsor.

Recognition and benefits outlined above is at the discretion of the local Volunteer Event Organizer to implement to the extent of their local resources and capabilities.

(*) Logo recognition on the website is not delineated by sponsor level.

(*) These benefits will be delivered to the sponsor at their own expense.

Please contact me for Event Sponsorship:

St. Baldrick's Foundation Event Organizer

 Sponsorships@StBaldricks.org