



# 6<sup>th</sup> Annual Walk

## To End Kid's Cancer & Blood Disorders

*CORPORATE & INDIVIDUAL  
Sponsorship Opportunities*



Sunday, May 17<sup>th</sup>, 2015  
Pier 84, Manhattan



### **What Can A Hope & Heroes Walk Sponsorship Do For You?**

- Increase public awareness and differentiate your business from your competitors.
- Provide community recognition as a caring corporate citizen.
- Unique cross marketing opportunities such as sampling, citywide bus/phone kiosks and on-site displays.
- Demonstrate your commitment to the local community through your tax-deductible sponsorship by partnering with Hope & Heroes in fighting children's cancer.
- Media recognition opportunities including print and internet.
- Through forming a team, build teamwork and a spirit of camaraderie.

### **About Hope & Heroes:**

Hope & Heroes funds the life-saving work on childhood cancer and blood disorders at Columbia University Medical Center—including cutting-edge research, support for families, and care that always puts children first.

Philanthropy allows us to support exemplary patient care and specialized programs to assist our patients and their families through the cancer journey. Our young patients have free access to complementary and alternative medicine (massage, acupuncture, aromatherapy, etc.), counseling and emotional support, novel drugs through clinical trials for hard to treat pediatric cancers and survivorship wellness initiatives. These programs cannot exist without public and private support.

### **Why We Walk:**

- "I walk to show my sister how much I love her and how much I admire her in her fight against leukemia."
- "I walk in the memory of my beloved son."
- "We are all walking as a family to support my daughter's friend at school fighting cancer."
- "We walk for research. We believe we can make childhood cancer a thing of the past."
- "I walk because I love our nurses!"

### **Walk Information:**

- When: Sunday, May 17<sup>th</sup>, 2015 - 9:00 am/Check-in; 10.15am/Walk begins
- Where: Pier 84, entrance at 44<sup>th</sup> Street & West Side Highway, Manhattan  
Over 2,000 people expected to attend!

### **For More Information, contact:**

Info@HopeandHeroesWalk.org or 1-855-HNHWalk

### **Hope & Heroes**

161 Fort Washington Avenue, IP-7, New York, NY 10032

www.HopeandHeroesWalk.org 1-855-HNHWALK Info@HopeandHeroesWalk.org Fax: 212.305.5848

## ***Corporate & Individual Sponsorship Opportunities***



### **Presenting Sponsor: \$25,000 Donation**

- Exclusive recognition as the presenting sponsor
- Most prominent recognition on printed materials
- Most prominent placement of logo on Walk t-shirts
- Most prominent logo placement on Hope & Heroes Walk website, with active link to company's URL
- Most prominent recognition in Hope & Heroes Newsletter
- Opportunity to speak at the Walk during opening ceremonies
- Exhibition space at the Walk
- Opportunity to hang multiple banners at the Walk
- Verbal recognition during opening ceremonies
- Opportunity to provide up to 3 promotional items to participants
- Opportunity to host a water station along Walk Route

### **Platinum Sponsor: \$10,000 donation**

- Prominent recognition on printed materials
- Prominent placement of logo on Walk t-shirts
- Prominent logo placement on Hope & Heroes Walk website, with an active link to company's URL
- Prominent recognition in Hope & Heroes Newsletter
- Exhibition space at the Walk
- Opportunity to hang a banner at the Walk
- Verbal recognition during opening ceremonies
- Opportunity to provide up to 2 promotional items to participants



**Gold Sponsor: \$5,000 donation**

- Recognition on printed materials
- Logo on Walk t-shirts
- Recognition on local Hope & Heroes Walk website
- Recognition in Hope & Heroes Newsletter
- Exhibition space at the Walk
- Opportunity to hang a banner at the Walk
- Verbal recognition during opening ceremonies
- Opportunity to provide 1 promotional item to walkers

**Silver Sponsor: \$2,500 donation**

- Recognition on printed materials
- Logo on Walk t-shirts
- Recognition on local Hope & Heroes Walk website
- Recognition in Hope & Heroes Newsletter
- Exhibition space at the Walk
- Opportunity to hang a banner at the Walk
- Verbal recognition during opening ceremonies
- Opportunity to provide 1 promotional item to walkers

**Bronze Sponsor: \$1,000 donation**

- Recognition on printed materials
- Logo on Walk t-shirts
- Recognition on local Hope & Heroes Walk website
- Recognition in Hope & Heroes Newsletter
- Opportunity to hang a banner at the Walk

**Champion Sponsor: \$500 donation**

- Recognition on printed materials
- Logo on Walk t-shirts
- Recognition on Walk website

**Supporting Sponsor: \$250 donation**

- Recognition on printed materials
- Logo on Walk t-shirts
- Recognition on Hope & Heroes Walk website



**Walk Sponsor: \$125 donation**

- Recognition on printed materials
- Recognition on Hope & Heroes Walk website

**In Kind Sponsor:**

- Recognition on Walk brochure
- Logo on Walk t-shirts
- Recognition on Walk website
- Requests include balloon displays, tables, chairs, children based entertainment, water for all participants, coffee donation, energy snacks, fun giveaways, lunch food for a post-Walk picnic, fruit, cream cheese and butter.





## Sponsorship Commitment Form

- YES! We are proud to support the Hope & Heroes Walk at the following level:**
- |                            |                         |
|----------------------------|-------------------------|
| _____ Presenting, \$25,000 | _____ Bronze, \$1,000   |
| _____ Platinum, \$10,000   | _____ Champion, \$500   |
| _____ Gold, \$5,000        | _____ Supporting, \$250 |
| _____ Silver, \$2,500      | _____ Walk, \$125       |
- In addition, we would like to receive information about forming a Team
- In Kind Donation Information (including product/service [food, activities], quantities):
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Please Charge This to my:  Amex  Visa  MasterCard  Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cvv (3 or 4 digit code on front/back of credit card): \_\_\_\_\_

*Or make check payable to: Hope & Heroes and mail to H&H Walk, 161 Fort Washington Avenue, IP7, New York, NY 10032*

**Please return this form, your logo file/art (eps or high resolution jpeg) to:**  
**Hope & Heroes Walk Sponsorship**  
[Info@HopeandHeroesWalk.org](mailto:Info@HopeandHeroesWalk.org) or Fax: 212-305-5848