



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

## WHAT WE FUND

**State of the Art Clinical Care**—Columbia is home to the largest and most comprehensive program for pediatric cancer & blood disorders in the New York tri-state area and treats over 1,500 patients a year.

**Pioneering Research:** Our researchers are world leaders in studying all aspects of pediatric cancer and blood disorders. Our laboratory research focuses include Brain & Nervous System Tumors, Solid Tumors, and Leukemia/Lymphoma. In addition to work in the lab, our Developmental Therapeutics Program (one of 20 in the country) and our Precision in Pediatrics Program are changing how we treat patients today in our clinic.

**Comprehensive Treatment**—Our Center Comprehensive Wellness gives patients access to services like psychosocial support, educational assistance, integrative therapies and survivor wellness—all free of charge.

**Care for Patients in Need**—Columbia University Medical Center is a public hospital and treats every patient regardless of their insurance status or ability to pay. Almost half of our patient families demonstrate financial need and Hope & Heroes ensures that every child receives the highest quality of care and also has funds set aside to give assistance during difficult times.

**THE BOTTOM LINE:** Funding from Hope & Heroes provides for a full 40% of the budget for the Division of Pediatric Hematology, Oncology & Stem Cell Transplantation at Columbia.





# Hope & Heroes

Columbia University Medical Center

## HOPE & HEROES WALK

Sunday, May 21st, 2017  
Pier 84 NYC

The Hope & Heroes Walk started in 2011 and over the last 6 years we have raised over \$1.6 Million dollars to support pediatric cancer and blood disorders at Columbia University Medical Center. Since it's inception, our participation has grown every year—in 2016 we had over 1,300 people and over 70 teams participate and we expect to see even MORE this year. Our participants include individuals, families, schools and corporations. In addition to our event at Pier 84, this year we will be holding a simultaneous walk at our in-patient floor at NewYork-Presbyterian Morgan Stanley Children's Hospital. We look forward to connecting these two events in real-time, allowing both groups to show their support and walk in solidarity.

This event is not only one of our biggest annual fundraisers, but is a true community day for those whose lives have been touched by pediatric cancer and blood disorders.

**BECOME A HOPE & HEROES WALK SPONSOR** : Children's health issues are a top concern amongst consumers, and over 90% say that seeing corporations partner with a cause creates positive feedback and more business. Your sponsorship of the Hope & Heroes Walk will not only make a difference in the lives of the patients we treat, but will connect your organization to the Hope & Heroes community.





## BE A HOPE & HEROES WALK SPONSOR!

### PRESENTING SPONSOR : \$15,000

- Most Prominent logo placement on the Walk T-shirt, banner, website and all other promotional & printed materials
- Automatic entrance in Top Team Village
- Opportunity to have a booth at the event
- Recognition from the podium during the Opening Ceremony

### TOP TEAM VILLAGE SPONSOR : \$10,000

*\*Any team that raised \$15,000 or more is given a spot in Top Team Village*

- Very Prominent logo placement on the Walk T-shirt, banner and website
- Signage with your logo at Top Team Village & any promotional items only for Top Teams.
- Opportunity to have a booth at the event
- Recognition from the podium during the Opening Ceremony

### ROUTE SPONSOR : \$5,000

- Logo place on all route markings along the route. The route will be accessible & seen by thousands (including non-participants) the day of the walk
- Prominent logo placement on the Walk T-shirt, banner and website
- Opportunity to have a booth at the event
- Recognition from the podium during the Opening Ceremony

### WATER STOP SPONSOR : \$2,500

- Logo on all cups at the Walk route water station and signage surrounding the water stop area
- Logo/Name on the Walk T-shirt, banner and website
- Recognition from the podium during the Opening Ceremony

### DUNK TANK SPONSOR : \$1,000

- Logo on the signage surrounding the dunk tank area
- Logo/Name on the Walk T-shirt, banner and website
- Recognition from the podium during the Opening Ceremony

### GOLD SPONSOR : \$500

Logo/Name on the Walk T-shirt, banner and website

### SILVER SPONSOR : \$250

Logo/Name on the Walk T-shirt and website

### BRONZE SPONSOR : \$100

Logo/Name on the Walk website

### BE AN IN-KIND SPONSOR!

Every year we welcome the following donations : food, drink, activities, as well as services (photo booth, face painting, etc.) If you are interested in donating any of these please contact us at [info@hopeandheroeswalk.org](mailto:info@hopeandheroeswalk.org) or