

2nd Annual



***Sponsorship
Opportunities***

**Saturday, May 21st, 2011
Riverside Park, Manhattan**

Hope & Heroes Children's Cancer Fund
161 Fort Washington Avenue, IP-7, New York, NY 10032

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

2011 Hope & Heroes Walk: Fighting Children's Cancer

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

- Increase public awareness and differentiation from your competitors.
- Provide community recognition as a caring corporate citizen.
- Unique cross marketing opportunities such as sampling and on-site displays.
- Demonstrate your commitment through your tax-deductible sponsorship to the local community 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:

The Hope & Heroes Children's Cancer Fund exclusively supports the medical treatment of children with cancer and their families. Our beneficiary is the Herbert Irving Child & Adolescent Oncology Center at Columbia University Medical Center, one of the largest and most distinguished pediatric oncology programs in the United States.

The seeds of the Hope & Heroes Children's Cancer Fund were planted in 1996 when a teenage cancer patient wrote to Tino Martinez, then playing first base for the New York Yankees. A friendship ensued and Martinez invited her to watch him at training camp. He then pledged to help fight childhood cancer by making a donation for every RBI he recorded. Picking up on the story, Mike Lupica, a New York Daily News sportswriter, dubbed it "Hope & Heroes."

Philanthropy allows us to provide 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, counseling and emotional support, novel drugs through clinical trials for hard to treat pediatric cancers and survivorship wellness initiatives. In addition, at the Irving Cancer Research Center, our physician scientists and clinical investigators perform research to ensure that our patients have access to the latest, most innovative therapies. Existing and future projects are designed to lead to new treatments, new diagnostic methods, and strategies to prevent childhood cancer.

All of our programs and innovative research are only possible through public and private support.

Why We Walk:

We walk for the children and families treated here. And they walk for...

- "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 because of research. We believe we can make childhood cancer a thing of the past."
- "I walk because I love our nurses!"

Walk Information:

- When: Saturday, May 21st, 2011 - 9:00 am, Registration OPENS, 10.30am, Walk begins
- Where: Riverside Park, Entrance at 103rd Street and Riverside Avenue, Manhattan
Over 1,000 people expected to attend!

For More Information, contact:

Jeremy Shatan at Info@HopeandHeroesWalk.org or 1-855-HNHWalk

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Sponsorship Opportunities

Presenting Sponsor: \$50,000 Donation **Exclusive**

- Exclusive recognition as the presenting sponsor
- Opportunity to speak at the Walk during opening ceremonies
- 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
- 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: \$25,000 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: \$10,000 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

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2011 Hope & Heroes Walk: Fighting Children's Cancer

Sponsorship Opportunities, continued

Silver 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
- Opportunity to hang a banner at the Walk
- Verbal recognition during opening ceremonies

Bronze Sponsor: \$1,000 donation

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

In Kind Sponsor:

- Recognition on Walk brochure
- Logo on Walk t-shirts
- Recognition on Walk website

2011 Hope & Heroes Walk: Fighting Children's Cancer

Sponsorship Commitment Form

YES! We are proud to support the Hope & Heroes Walk at the following level:

_____	Presenting	_____	Silver
_____	Platinum	_____	Bronze
_____	Gold	_____	In Kind

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: _____

Or make check payable to: Hope & Heroes Children's Cancer Fund

Please return this form (and your logo file or art) to:

Hope & Heroes Walk Sponsorship
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