



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 put children first.



State of the Art Clinical Care

Columbia is home to the largest and most comprehensive program for pediatric cancer and blood disorders in the New York tristate 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 in our clinic.



Comprehensive Treatment

Our Center for 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.

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 Walk

Sunday, May 20, 2018
@ Pier 84, NYC

History Of The Walk

The Hope & Heroes Walk started in 2011 and over the last 7 years, we have **raised over \$2.2 million dollars to support pediatric cancer and blood disorders**. It is through the great success of the Hope & Heroes Walk that we are able to fund new initiatives in the ways of clinical care, finding new and improved ways to better treat these diseases, and supporting the research that will help those children in our care and all around the world.

Become a Hope & Heroes Walk Sponsor!

With your support, we can continue the important work that we do at Columbia University Medical Center and help children affected by cancer and blood disorders have their best chance to overcome their disease and live their very best lives. You will be creating a positive image for your business, get your name in front of our large community, and do it all while making a real difference in the lives of these children.



Sponsorship Levels

	\$100 Event Sponsor	\$250 Gold Sponsor	\$500 T-Shirt Sponsor	\$1,000 Fun/Kids Zone Sponsor	\$2,000 Food & Beverage Sponsor	\$3,500 Hospital Walk Sponsor	\$5,000 Route Sponsor	\$10,000 Top Team Village	\$15,000 Presenting Sponsor
Logo / Name On The Walk Website.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo / Name On The Walk Banner		✓	✓	✓	✓	✓	✓	✓	✓
Logo / Name On Walk T-Shirt			✓	✓	✓	✓	✓	✓	✓
Recognition From The Podium During the Opening Ceremony				✓	✓	✓	✓	✓	✓
Logo / Name Included On All Emails To Participants				✓	✓	✓	✓	✓	✓
Your Website Linked To Your Logo/Name On The Walk Website					✓	✓	✓	✓	✓
Logo / Name On All Route Markings Along The Route.							✓	✓	✓
Opportunity To Have Booth At Event.							✓	✓	✓



Sponsorship Levels

★ = Benefits exclusive only to specific sponsorship level!

Event Sponsor | \$100

- ✓ Name / logo on the Walk Website.

Gold Sponsor | \$250

- ✓ Name / logo on the Walk Website.
- ✓ Name / logo on the banner.

Fun/Kids Zone Sponsor | \$1,000

- ★ **Name / logo on the signage surrounding the Dunk Tank and Kids Area.**
- ✓ Name / logo on the Walk website – including link to your website.
- ✓ Name / logo on the banner.
- ✓ Name / logo on the Walk T-Shirt.
- ✓ Name / logo in emails to participants.
- ✓ Recognition from the podium during the Opening Ceremony.

Food and Beverage Sponsor | \$2,000

- ★ **Name / logo on the signage & water bottles at the Food & Beverage Station.**
- ✓ Name / logo on the Walk website – including link to your website.
- ✓ Name / logo on the banner.
- ✓ Name / logo on the Walk T-Shirt.
- ✓ Recognition from the podium during the Opening Ceremony.

Hospital Walk Sponsor | \$3,500

While we are all walking at Pier 84, we have a simultaneous Walk happening with our patients who are in the hospital. Support and sponsor their special event!

- ★ **Name / logo on ALL Hospital Walk materials including their special banner.**
- ✓ Name / logo on the Walk website – including link to your website.
- ✓ Name / logo on the banner.
- ✓ Name / logo on the Walk T-Shirt.
- ✓ Recognition from the podium during the Opening Ceremony.



Sponsorship Levels

★ = Benefits exclusive only to specific sponsorship level!

Route and Water Stop Sponsor | \$5,000

The route will be accessible and seen by thousands (including non-participants) the day of the walk.

- ★ **Name / logo on all route marking along the route.**
- ★ **Name / logo on all water bottles at the Walk route Water Station.**
- ★ **Name / logo on all signage surrounding Water Stop area.**
- ✓ Opportunity to have a booth at the event.
- ✓ Name / logo on the Walk website – including link to your website.
- ✓ **Prominent** name / logo on the banner.
- ✓ **Prominent** name / logo on the Walk T-Shirt Recognition from the podium during the Opening Ceremony.

Top Team Village Sponsor | \$10,000

Top Teams are teams that raised \$15,000 or more.

- ★ **Signage with your logo at the Top Team Village.**
- ★ **Your logo on any promotional items for Top Teams only.**
- ✓ Opportunity to have a booth at the event.
- ✓ Name / logo on the Walk website – including link to your website.
- ✓ **Very prominent** name / logo on the banner.
- ✓ **Very prominent** name / logo on the Walk T-Shirt.
- ✓ Recognition from the podium during the Opening Ceremony.

Presenting Sponsor | \$15,000

- ★ **Automatic entrance to the Top Team Village.**
- ★ **Your logo on any promotional items for Top Teams only.**
- ✓ Opportunity to have a booth at the event.
- ✓ Name / logo on the Walk website – including link to your website.
- ✓ **Most prominent** name / logo on the banner.
- ✓ **Most prominent** name / logo on the Walk T-Shirt.
- ✓ Recognition from the podium during the Opening Ceremony.



SPONSORSHIP COMMITMENT FORM

We are proud to support the Hope & Heroes Walk as a:

- | | |
|--|----------|
| <input type="checkbox"/> PRESENTING SPONSOR | \$15,000 |
| <input type="checkbox"/> TOP TEAM VILLAGE | \$10,000 |
| <input type="checkbox"/> ROUTE SPONSOR | \$5,000 |
| <input type="checkbox"/> HOSPITAL WALK SPONSOR | \$3,500 |
| <input type="checkbox"/> FOOD AND BEVERAGE SPONSOR | \$2,000 |
| <input type="checkbox"/> FUN/KIDS ZONE SPONSOR | \$1,000 |
| <input type="checkbox"/> T-SHIRT SPONSOR | \$500 |
| <input type="checkbox"/> GOLD SPONSOR | \$250 |
| <input type="checkbox"/> EVENT SPONSOR | \$100 |

☐ We are proud to support Hope & Heroes as an In-Kind Sponsor and can provide:

☐ In addition, please send me information about starting a Hope & Heroes Walk Team!

Company Name: _____

Contact Name: _____ **Title:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____

E-Mail: _____

PAYMENT INFORMATION

☐ **INVOICE:** Please send me an invoice so I can process payment.

☐ **CHECK:** I will send a check made payable:

Hope & Heroes
161 Fort Washington Avenue, IP7, New York, NY 10032
Memo of Check: Participant/Team Name

☐ **CREDIT CARD:** Please charge my:

___ Visa ___ MasterCard ___ American Express

Credit Card Number: _____

Expiration Date: _____ **CVV:** _____

Billing Address: _____

**PLEASE RETURN THIS FORM AND A HI-RESOLUTION VERSION OF YOUR LOGO TO
INFO@HOPEANDHEROESWALK.ORG.**

Contributions are tax-deductible to the full extent of the law