

C.U.R.E.

Childhood Cancer Association

Partnership Opportunities 2023

EMBRACING FAMILIES AT EVERY TURN
www.curekidscancer.com

HISTORY:

C.U.R.E. (**C**ounseling, **U**nderstanding, **R**esearch, **E**ducation) was founded in 1976 by local Rochester parents who lost their children to cancer and did not want other pediatric oncology families to feel unsupported through their own experiences. Our Parent Advocate meets with every family during the week at Golisano Children's Hospital to connect them with resources and to provide a listening ear and comfort. Our Parent Advocate is a parent of a long-term cancer survivor; she's been down this road and has been inundated by a diagnosis. Her child and her story are symbols of hope to our families.



MISSION:

Improving the lives of children & their families coping with childhood cancer or chronic blood disorder by providing educational, emotional, financial & social assistance; promoting & funding research toward a cure.

- P** Bereavement Support Group
R Parents' Night Out events/activities
O Emergency Financial Assistance
G Social events for families
R Holiday Assistance
A Smallprint Memory Charms
M Patient/Parent Organizer
S Funeral Assistance
Peer-to-Peer Connections
Parent Advocate Support Program:
Daily visits with families at the hospital
Comfort Bag upon diagnosis
Free Parking Voucher Support
Free Meal Voucher Support
Educational Support Referrals
Provide Educational Materials
Voyage Beads Program



14th Annual 5k Run and Fun Walk

Presented by:



Saturday, April 29, 2023
Meridian Centre Park



300+ participants expected to register between our in-person and virtual options.
Up to 10,000 social media impressions
Over 2,000 Website views

This fun, family-friendly event offers participants the opportunity to ACTIVELY help our organization - both from a physical activity aspect and a fundraising aspect. With prizes for top finishers in the race and top fundraisers, there's an opportunity for everyone to participate and feel good about it!

		Recognition during kickoff announcement	Logo on race flyer and race-related emails	Logo at Water stop	Logo on Race T-shirts and Banner	Logo on Race Website	Logo on social media post recognizing level	Logo on sign along race route
Platinum	\$2,500	X	Medium	Large	Med	X	X	XX
Gold	\$1,500		Medium	Medium	Med	X	X	X
Silver	\$1,000		Medium	Medium	Small	X	X	X
Bronze	\$800		Small	Small	Small	X	X	X
Supporter	\$500				Small	X	X	X
Friend	\$50						X	X

Please make checks payable to:
C.U.R.E. Childhood Cancer Association
Payments can be mailed to:
200 Westfall Road, Rochester, NY 14620



8th Annual Patrick Carr Memorial Golf Tournament

Monday July 24th 2023
Deerfield Country Club



200+ Participants Expected to register
Up to 10,000 social media impressions

		Name on all communications	Foursome Included	Logo on Event Website	Logo on Partnership Board	Ability to add to Tee Gift	Hole Signs & Golf Cart Partnership Recognition	Logo on social media post recognizing level
Presenting	\$5,000	X	3	X	Large	X	3	X
Champion	\$3,000		2	X	Med	X	2	X
Albatross	\$1,500		1	X	Med	X	1	X
Eagle	\$500			X	Small	X	1	X
Birdie	\$300				Small	X	1	X
Hole	\$150						1	

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15th Annual Recipe for a C.U.R.E. Sunday Brunch

Fall 2023

presented by:



300+ participants expected to register between our in-person and virtual options.
 Up to 10,000 social media impressions
 Over 2,000 Website views

In partnership with the Rochester Chapter of the American Culinary Federation, the Recipe for a C.U.R.E. Sunday Brunch is a crowd-pleaser. With delicious food prepared by some of the most talented Chefs and Cooks in town and auction items that WOW, this is one event you won't want to miss.

		Auction Partner Recognition & Logo on all Social Media	Tables to attend the event	Emcee recognition during program	Partnership Board Recognition	Logo on Event Website	Tabletop Recognition with Company Logo	Logo on social media post recognizing level	Program Book Ad
Auction	\$3,500	X	2	X	X	X	X	X	Inside of Back Cover (Color)
Executive Chef	\$3,000		2	X	X	X	X	X	Full Page
Chef de Partie	\$2,500		*	X	X	X	Chef Station	X	Full Page
Sous Chef	\$1,500		1		X	X	X	X	1/2 Page B & W
Pastry Chef	\$1,000				X	X		X	1/2 Page B & W
Full Page	\$500								Full Page B & W
1/2 Page	\$300								1/2 Page B & W
1/4 Page	\$250								1/4 Page B & W

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ENTIRE YEAR PARTNERSHIP OPPORTUNITIES

Tier 1: \$10,000 Donation

5k and Fun Walk (April 29th):

Platinum Perks (Recognition during kick-off announcement at race, Medium sized logo on event flyer and race-related emails, Large sized logo at Water Stop and on Route Map, Medium sized logo on race t-shirts and banner, Logo on race website, Logo on social media post recognizing partnership level, Logo on 2 signs along race route)

Patrick Carr Memorial Golf Tournament (July 24th):

Champion Perks (Two foursomes in the tournament, Signage at Registration & Dining Area, Logo on event website, Medium sized logo on Partnership Board at Registration, Ability to add to Tee Gift, Logo on two hole signs, Golf cart screen recognition, Logo on social media post recognizing partnership level)

Recipe for a C.U.R.E. Sunday Brunch (Fall 2023):

Auction Partner Perks (Auction Partner recognition and logo on all social media, Two tables to attend event, Emcee recognition during program, Logo on partner Board at Registration, Logo on event website, Tabletop recognition with Company Logo, Logo on social media post recognizing partnership level, Full page program book ad)

Survivors Day Celebration (June):

- Logo on event t-shirt

Holiday Heroes Campaign (December):

- 5" x 5" ad

Social Media Recognition:

- 10 posts throughout the year

ENTIRE YEAR PARTNERSHIP OPPORTUNITIES

Tier 2: \$5,000 Donation

5k and Fun Walk (April 29th):

Platinum Perks (Recognition during kick-off announcement at race, Medium sized logo on event flyer and race-related emails, Large sized logo at Water Stop and on Route Map, Medium sized logo on race t-shirts and banner, Logo on race website, Logo on social media post recognizing partnership level, Logo on 2 signs along race route)

Patrick Carr Memorial Golf Tournament (July 24th):

Albatross Perks (One foursome in the tournament, Signage at Registration & Dining Area, Logo on event website, Medium sized logo on Partnership Board at Registration, Ability to add to Tee Gift, Logo on one hole sign, Golf cart screen recognition, Logo on social media post recognizing partnership level)

Recipe for a C.U.R.E. Sunday Brunch (Fall 2023):

Pastry Chef Perks (Logo on Partnership Board at Registration, Logo on event website, Logo on social media post recognizing partnership level, Half page program book ad)

Survivors Day Celebration (June):

- Logo on event t-shirt

Holiday Heroes Campaign (December):

- 5" x 5" ad

Social Media Recognition:

- 4 posts throughout the year

ENTIRE YEAR PARTNERSHIP OPPORTUNITIES

Tier 3: \$3,000 Donation

5k and Fun Walk (April 29th):

Gold Perks (Medium sized logo on event flyer and race-related emails, Medium sized logo at Water Stop and on Route Map, Medium sized logo on race t-shirts and banner, Logo on race website, Logo on social media post recognizing partnership level, Logo on one sign along race route)

Patrick Carr Memorial Golf Tournament (July 24th):

Eagle Perks (Logo on event website, Small logo on Partnership Board at Registration, Ability to add to tee gift, Logo on one hole sign, Golf cart screen recognition, Logo on social media post recognizing partnership level)

Recipe for a C.U.R.E. Sunday Brunch (Fall 2023):

Pastry Chef Perks (Logo on Partnership Board at Registration, Logo on event website, Logo on social media post recognizing partnership level, Half page program book ad)

Holiday Heroes Campaign (December):

- 3.25" x 5" ad

ENTIRE YEAR PARTNERSHIP OPPORTUNITIES

Tier 4: \$1,500 Donation

5k and Fun Walk (April 29th):

Bronze Perks (Small sized logo on event flyer and race-related emails, Small sized logo at Water Stop and on Route Map, Small sized logo on race t-shirts and banner, Logo on race website, Logo on social media post recognizing partnership level, Logo on one sign along race route)

Patrick Carr Memorial Golf Tournament (July 24th):

Birdie Perks (Small logo on Partnership Board at Registration, Ability to add to tee gift, Logo on one hole sign, Golf cart screen recognition, Logo on social media post recognizing partnership level)

Recipe for a C.U.R.E. Sunday Brunch (Fall 2023):

Full page ad in program book

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