



CureFest for Childhood Cancer  
A National Movement Representing  
Families from All 50 States



# CUREFEST

FOR CHILDHOOD CANCER  
2022 SPONSORSHIP OPPORTUNITIES



**September 22 - 25 • Washington, DC  
on The National Mall**



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**Hello!**

We are proud to offer your organization an opportunity to sponsor the 11th Annual CureFest for Childhood Cancer on the National Mall in Washington, DC. CureFest 2022 will be held in-person and virtually September 22 - 25.

Over the last decade, CureFest has become the centerpiece of the childhood cancer awareness movement. Each year, CureFest is attended by thousands of individuals and representatives from hundreds of childhood cancer foundations and groups.

In 2022, CureFest has expanded from two to four days. CureFest will include a Welcome Event, Youth Advocacy, Teen/Young Adult Events, Rally to the Capitol, BrainStorm Summit, DIPG/DMG Breakfast, Family Meet & Greet, Tribute Walls, Candlelight Vigil, Memorial Shoe Display, Walk on the National Mall and a family-friendly festival.

We hope your organization will support CureFest for Childhood Cancer 2022. Your monetary or in-kind donation will entitle your organization to promotional opportunities on collateral materials prior to and during the event, verbal mentions throughout the event, and post-event follow up materials, based on your sponsorship level. Please review the enclosed CureFest 2022 Sponsorship Grid for more information.

Children with cancer need your help! Please join us in making CureFest a successful event that benefits all children diagnosed with cancer and their families. To learn more about CureFest 2022 please visit [www.CureFestUSA.org](http://www.CureFestUSA.org).

We look forward to your participation and will follow up with you soon. Or, if you are ready to become a sponsor, please contact us at the email address below to get started.

All the best,

The CureFest Team

[sponsorship@CureFestUSA.org](mailto:sponsorship@CureFestUSA.org)





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# ABOUT CUREFEST

## MISSION



CureFest's mission is to make childhood cancer research a national priority by uniting the childhood cancer community, the general public, the medical community and our elected representatives.

Until recently the childhood cancer community has struggled to find its voice because there are thousands of foundations and groups spread out across the country. These organizations have not historically worked together therefore their impact has been very diffused. CureFest brings many of these groups together in our Nation's Capital to take a united stand against childhood cancer.



One of CureFest's primary goals is to connect with and educate the general public. Since CureFest is held on The National Mall many tourists stop by and participate in the event. There are informational booths as well as games, activities and live entertainment.

Our goal is to grow the event steadily so that we can reach more people. Children with cancer deserve to have access to safer and less toxic treatments and a successful CureFest event is a step in the right direction.

## ONE VOICE

Thousands of individuals and organizations from around the world participate in CureFest either in-person or virtually. Representatives from hundreds of childhood cancer foundations attend CureFest in-person in Washington, DC.

Although many of the foundations have different missions, they come together at CureFest as One Voice against childhood cancer.

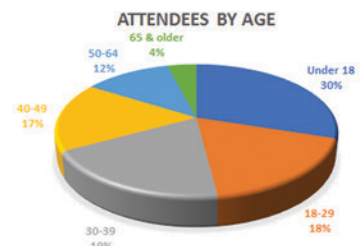
Some foundations are small and serve their local communities while others are international in scope and fund research around the world.

## DEMOGRAPHICS

Last year, over 1,500 individuals from all 50 states and 68 countries participated in CureFest in-person or virtually. Over the last decade, an average of 40% of in-person attendees come from Virginia, Maryland or Washington, DC while the remaining 60% travel from the other 48 states and other countries.

**Attendees by Age\***  
30% Under 18  
18% 18 - 29 years old  
19% 30 - 39 years old  
17% 40 - 49 years old  
12% 50 - 64 years old  
4% Over 65 years old

\* Average over multiple years







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# Sponsorship Benefits



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Sponsorship Benefits September 23 - 25, 2022	PRESENTING CORPORATE SPONSOR* \$100,000	DIAMOND \$50,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	SUPPORTER \$1,000	FRIEND \$500
Exclusive designation as Presenting Corporate Sponsor	X							
Your organization featured <b>prominently</b> as Presenting Sponsor on the CureFest Walk app.	X							
Access to our VIP Corporate Sponsor area	X							
3-minute customized promotional video produced by our Emmy-award winning team. Additionally, we'll share this video on our social media pages (CureFest, The Truth 365) which has 2 million visitors/month.	X	X						
Organization name mentioned in all promotional spots on traditional and social media.	X	X						
Your logo on One Voice walk banners throughout the United States and other countries.	X	X						
<b>**NEW**</b> Your logo listed on banner for Rally to the Capitol	X	X	X	X				
<b>**NEW**</b> Your logo listed <b>prominently</b> on signage at the Family Welcome Night on Friday night on Freedom Plaza	X	X	X	X				
Your organization thanked in a social media video clip that we'll release via our social media page (CureFest, The Truth 365), which has 2 million visitors/month	X	X	X	X				
Your organization thanked in a social media post that we'll release via our social media page (CureFest, The Truth 365), which has over 2 million visitors/month	X	X	X	X	X	X		
Representative from your organization will appear online in a pre-recorded video during the day on Sep. 25.	X	X	X	X	X	X		
Your logo listed <b>prominently</b> on the CureFest website (also under the sponsors tab) linking to your organization's site for one year.	X	X	X					
Your logo listed under sponsors on the CureFest website linking to your organization's site for one year.				X	X	X		
A sponsor's tent will be provided at the CureFest Meet & Greet at Freedom Plaza.	X	X	X	X	X	X	X	
Prominent tent placement depending on level (starts closer to stage)	X	X	X	X				
<b>**NEW**</b> Your logo listed on Step and Repeat Banner displayed Friday night, Saturday and Sunday	X	X	X	X				
Your sponsorship <b>prominently</b> included in traditional and social media outreach which receives 2 million visitors/month	X	X	X					
Your sponsorship included in traditional + social media outreach (with 2 million visitors/month)				X	X	X	X	
Announcement(s) regarding your sponsorship made through the CureFest app on Sep. 24 and 25 (number based on level)	X	X	X	X	X	X	X	X
Stage time where you have the opportunity to introduce yourself and/or organization. (Speaking time based on sponsorship level)	X	X	X					
Announcement(s) regarding your sponsorship made from the stage throughout the event (number based on level)	X	X	X	X	X	X	X	X
Organization flyer to be included in packages sent to virtual participants ordering medals, beads and/or banners.	X	X	X	X	X	X		
Inclusion in list of sponsors in CureFest press release along with one sponsor quote	X	X	X					
Inclusion in list of sponsors in CureFest press release				X	X	X	X	X
Name/logo on signage at event as permitted by National Park Service	X	X	X	X	X			
Logo <b>prominently</b> displayed on event t-shirts	X	X	X					
Logo displayed on event t-shirts				X	X	X		
Complimentary event t-shirts (number based on level)	X	X	X	X	X	X		
An ad in the CureFest digital program	X	X	X	X	X	X		
A mention or your logo in the CureFest digital program							X	X
<b>**NEW**</b> Thank you certificate with your logo	X	X	X	X	X	X	X	X

\*For Presenting Sponsors - We are happy to discuss your goals in order to create a custom corporate sponsorship packet tailored to meet the needs of your corporation.

CureFest is an initiative of the Arms Wide Open Childhood Cancer Foundation, a registered 501(c)3 public charity (IRS Tax ID # 27-0811733).





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## CureFest Affiliate Events

Offering Additional Sponsor Opportunities • Only Sponsors of CureFest may sponsor or co-sponsor CureFest Affiliate Events.

### Teen/Young Adult Events

We invite you to be part of the inaugural events for teens and young adults planned with our teen/young adult committee. Events being planned include a social event geared to this age group and a full morning of learning, sharing and connecting.

• Premium - \$5,000 • Participating - \$2,500 • Patron - \$1,000

### BrainStorm Summit • Thursday, September 22 – Saturday, September 24

New this year and hosted by foundations and friends from the brain tumor community: 12+ hours of sessions, break-outs and Q&A with researchers, doctors, family support, palliative care, resiliency, advocacy

Presenting - \$10,000 (ability to name an event within the Summit for your family or foundation (not exclusive); Reserved seating at events), BrainStorm Summit Presented by (your organization listed) & all lower level benefits

Premium - \$5,000 (Logo prominently displayed and speaker considerations; you may introduce speaker at event with shoutout to sponsor), own social media post on BrainStorm Summit page link of CureFest & all lower level benefits, named in promo PSAs, posts and schedule prominently beginning May 2022.

Participating - \$2,500 (Logo shown on Brain specific T-shirt/sponsor logo merchandise offered through CureFest order site, and on digital program schedule for BrainStorm Summit) & all lower level benefits; Table allowed at full gathering sessions, logo used on social media lead up to BrainStorm Summit and on page link

Patron - \$1,000 (Logo listed in program, name on live feed sessions and recorded sessions, ability to display poster at full gathering sessions, social media post prepared for your site listing your organization as a patron, thank you social media post)

• Any sponsorships in excess of costs of BrainStorm Summit will be used to sponsor brain cancer families (who are in the fight and wish to attend) and thereafter brain cancer data sharing and treatment access as directed by Arms Wide Open Childhood Cancer Foundation's Advisory Board.

### Tough2Gether Against DIPG/DMG Breakfast Saturday, September 24

Premium - \$5,000 (opportunity to introduce speaker and your organization; assist in speaker selection; full page program advertisement; reserved table seating for 6, logo listed on brain specific T-shirt/merchandise offered through CureFest order site, named in all promo PSAs, Posts, and Schedule prominently beginning May 2022, ability to display poster on easel (provided) at premium location and have a 3' x 3' display table at breakfast, listing on live feed of breakfast, logo on sponsor listing in breakfast program, ability to have an award presented in honor at breakfast. Own Social Media Post on BrainStorm Summit Tough2Gether Breakfast page link of CureFest. Slide and 90 second video for breakfast slide show created.

Participating - \$2,500 reserved seating for 4, ½ page program advertisement, logo shown on Brain specific t-shirt/sponsor logo merchandise offered through CureFest order site, and on digital program schedule for BrainStorm Summit, named in social media sponsor listings and ability to display poster on easel (provided) at premium location at event, listing on live feed of breakfast, listed in breakfast program, logo used on social media lead up to breakfast and BrainStorm Summit and on page link. Slide for breakfast slide show created.

Patron - \$1,000 2 tickets to event, listing in breakfast program, display poster on easel at breakfast (you provide), listing on live feed of breakfast, listing in social media thank you post on Tough2Gether Against DIPG/DMG social media and breakfast feature on BrainStorm Summit page link. Slide for breakfast slide show created.

• Any sponsorships in excess of costs of breakfast will be used for DIPG/DMG research efforts as directed by Tough2Gether Against DIPG/DMG.



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**CUREFEST FOR CHILDHOOD CANCER  
AND AFFILIATE EVENT SPONSORSHIP CHECKOUT  
SEPTEMBER 23-25, 2022**

Your sponsorship of CureFest is greatly appreciated. We simply could not be THE gathering event for the Childhood Cancer Community without your financial support. All dollars raised in sponsorship are used to provide the event to the public.

We, \_\_\_\_\_, would like to sponsor CureFest at the following level:  
(Organization Name)

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting - \$100,000 | <input type="checkbox"/> Silver - \$5,000    |
| <input type="checkbox"/> Diamond - \$50,000     | <input type="checkbox"/> Bronze - \$2,500    |
| <input type="checkbox"/> Platinum - \$25,000    | <input type="checkbox"/> Supporter - \$1,000 |
| <input type="checkbox"/> Gold - \$10,000        | <input type="checkbox"/> Friend - \$500      |

We're also interested in sponsoring the:

- ☐ Teen/Young Adult Events
  - ☐ Premium - \$5,000
  - ☐ Participating - \$2,500
  - ☐ Patron - \$1,000
- ☐ BrainStorm Summit
  - ☐ Presenting - \$10,000
  - ☐ Premium - \$5,000
  - ☐ Participating - \$2,500
  - ☐ Patron - \$1,000
- ☐ Tough2Gether Against DIPG/DMG Breakfast
  - ☐ Premium - \$5,000
  - ☐ Participating - \$2,500
  - ☐ Patron - \$1,000

If you would like to inquire about adding a session for a specific childhood cancer type, please email Kristen Alexander at [kristen@awoccf.org](mailto:kristen@awoccf.org) for available days and times. Your organization will be responsible for all planning and expenses. CureFest will assist in promoting your session(s) on our website and through social media and email.

Please also accept our additional donation of support in the amount of \$\_\_\_\_\_. Thank you!!

Please make check payable to "CureFest for Childhood Cancer". Please mail to PO Box 495, Ivoryton, CT 06442.

Enclosed is our total check for \$\_\_\_\_\_.

If you have any questions, please email Kristen Alexander at [kristen@awoccf.org](mailto:kristen@awoccf.org).

CureFest for Childhood Cancer is an initiative of Arms Wide Open Childhood Cancer Foundation, a registered 501(c)(3) public charity (IRS Tax ID #27-0811733). Please keep a copy of this form for your tax records.





## **CureFest for Childhood Cancer**

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