



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



# CUREFEST

FOR CHILDHOOD CANCER  
2023 SPONSORSHIP OPPORTUNITIES



September 22 - 24, 2023  
Washington, DC



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**Hello!**

We are proud to offer your organization an opportunity to sponsor the 12th Annual CureFest for Childhood Cancer in Washington, DC. CureFest 2023 will be held in-person and virtually Sep. 22 - 24.

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 2023, CureFest's primary events will include a Family Welcome Night, Events for Children, Teens, and Young Adults, a Rally to the Capitol, Survivor, Fighter and Angel Tribute Walls, Meet and Greet, a Night of Golden Lights, a Candlelight Vigil, a Memorial Shoe Display, a Walk on the National Mall and a family-friendly festival.

Enhancing CureFest weekend will be several events such as the Golden Toast reception, BrainStorm Summit, Climb the Hill Youth Advocacy Day and the Tough2gether Breakfast. While these are separate events that are hosted by our friends from other foundations, they are a big part of the overall CureFest experience, and are very well attended.

We hope your organization will support CureFest for Childhood Cancer 2023. 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 Sponsorship Grid for more information.

Please join us in making CureFest a successful event that benefits all children diagnosed with cancer and their families. To learn more about CureFest 2023 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.

Many advocacy groups are represented by one or two large national foundations. The childhood cancer community, by contrast, is made up of thousands of small foundations with a variety of missions and areas of focus. 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 speeches, performances, games, activities and a memorial shoe display.

Our goal is to continue to grow the event steadily so that we can reach more people. Children diagnosed 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 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 1,750 individuals from all 50 states and 71 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.







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# Sponsorship Benefits



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Sponsorship Benefits September 22 - 24, 2023	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							
Access to the 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						
Your logo listed on banner for Rally to the Capitol	X	X	X	X				
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				
***New*** Your organization's logo to appear on screen a total of 6 or more times during the two-day CureFest live-stream. The logo will be incorporated into a graphic that includes all sponsors at the Gold level and up.	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. 24.	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	
***New*** A table will be provided at the CureFest Meet & Greet at Freedom Plaza.								X
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	
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	X	X	X	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
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).



## **CureFest for Childhood Cancer**

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