



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



# CUREFEST

FOR CHILDHOOD CANCER  
2024 SPONSORSHIP OPPORTUNITIES



September 20 - 22, 2024

Washington, DC



## CureFest for Childhood Cancer

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Children from All 50 States

Hello!

We wish to extend an invitation for your organization to be a sponsor of the 13th Annual CureFest for Childhood Cancer in Washington, DC. Taking place both in-person and virtually from September 20 to 22, CureFest 2024 promises to be an impactful event.

Over the years, CureFest has emerged as the focal point of the childhood cancer awareness movement. Drawing thousands of attendees, including representatives from numerous childhood cancer foundations and groups, it has become a pivotal platform for advocacy and awareness.

We sincerely hope that your organization will consider supporting CureFest. Your contribution, whether monetary or in-kind, will grant your organization promotional opportunities on collateral materials leading up to and during the event. Your organization will also benefit in the following ways:

- Sponsoring CureFest will demonstrate your organization's social responsibility and commitment to a noble cause that affects millions of children and families worldwide.
- Sponsoring CureFest will provide your organization with visibility and recognition among a large and diverse audience of participants, supporters, media, and influencers. CureFest attracts thousands of people to its events in Washington, D.C. and other locations across the country
- Sponsoring CureFest will offer your organization networking and collaboration opportunities with other sponsors, partners and leaders in the childhood cancer community.
- Sponsoring CureFest will give your organization access to exclusive and customized benefits, such as logo placement, social media promotion, speaking roles and more.

Join us in creating a successful CureFest that significantly impacts all children diagnosed with cancer and their families. For more details about CureFest 2024, please visit [www.CureFestUSA.org](http://www.CureFestUSA.org) or e-mail Kristen at [kristen@awoccf.org](mailto:kristen@awoccf.org). Thank you for considering this opportunity to make a difference.

Kind Regards, The CureFest Team





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# ABOUT CUREFEST

## MISSION



CureFest's mission is to help make childhood cancer a national priority by fostering collaboration among the childhood cancer community, the general public, the medical field, and our elected representatives.

While numerous advocacy groups are often represented by one or two large national foundations, the childhood cancer community comprises thousands of small foundations, each with distinct missions and focus areas. CureFest plays a vital role in uniting these diverse groups in our Nation's Capital, creating a powerful, collective voice against childhood cancer.



Featuring speeches, performances, games, activities, and a poignant memorial shoe display, CureFest provides a platform to connect with people on a profound level. Many attendees report that CureFest has provided some of the most meaningful experiences of their lives.

Our overarching objective is to steadily expand the event's reach, ensuring that more individuals become aware and involved. Children diagnosed with cancer deserve access to safer and less toxic treatments, and a successful CureFest serves as a crucial step in advancing this cause.

## ONE VOICE

CureFest for Childhood Cancer is a global event that brings together thousands of individuals and organizations from around the world, both in-person and virtually. Hundreds of childhood cancer foundations attend CureFest in-person in Washington, DC, where they come together as One Voice against childhood cancer.

These foundations have different missions, with some serving their local communities and others funding international research. Regardless of their size or scope, they all share a common goal: to fight childhood cancer and make a difference in the lives of children and families affected by this disease.

## DEMOGRAPHICS

Each year, individuals from all 50 states and over 70 countries participate in CureFest in-person or virtually. Representatives from over 475 childhood cancer foundations and groups have attended CureFest since 2011.

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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# CUREFEST EVENTS



## FAMILY WELCOME NIGHT

Fri, Sep. 20 at Freedom Plaza: Family Welcome Night is an informal gathering for childhood cancer families who are in town for CureFest weekend. The event features kids activities, music, face painting and more.



## THE CUREFEST COLLECTIVE

Fri, Sep. 20 and Sat, Sep. 21: The CureFest Collective provides opportunities for fighters, survivors and siblings to connect with each other, enjoy sightseeing tours, food, music, and games, and to share their stories and experiences.



## THRIVE WORKSHOPS

Sat., Sep. 21, at the JW Marriott: Thrive Workshops are for survivors, fighters and siblings ages 3 - 19. The workshops offer tools and activities that facilitate emotional expression, foster healing, and build a sense of community—all while having fun!"



## RALLY TO THE CAPITOL

Sat, Sep. 21, on the National Mall: The Rally to the Capitol is a family-friendly awareness and advocacy rally to the United States Capitol. The event begins with sign making and speeches near the Smithsonian Castle and Carousel. Participants then march as a group toward the Capitol.



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# CUREFEST EVENTS



## MEET AND GREET

Sat., Sep. 21 at Freedom Plaza: The Meet and Greet is an informal gathering of childhood cancer families and advocates. The event features sponsor tents, foundation tables, kids activities, music, face painting and more.



## NIGHT OF GOLDEN LIGHTS

Sat., Sep. 21 at Freedom Plaza: The Night of Golden Lights features speeches and performances by sponsors, the childhood cancer community, advocates, and the medical community. It concludes with a candlelight vigil.



## FESTIVAL

Sun., Sep. 22, at the Sylvan Theater: The festival is held at the Sylvan Theater, an outdoor amphitheater on the National Mall. The festival features speeches, musical performances and dance tributes. There is also a kid's zone with face painting and other activities.



## WALK

Sun., Sep. 22, on the National Mall: The Washington Monument is the backdrop for our final event: a 1-mile walk to honor all children diagnosed with cancer. As they walk, participants take in views of the White House, the Lincoln Memorial and the U.S. Capitol.



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# CUREFEST FEATURES



## TRIBUTE WALLS

Fri., Sep. 20, and Sat, Sep. 21, at Freedom Plaza: Spanning over 300 feet, the CureFest Tribute Wall honors childhood cancer survivors, fighters and angels. Children from around the world are represented on the tribute wall.



## BEREAVED FAMILIES TENT

Fri., Sep. 20, and Sat, Sep. 21, at Freedom Plaza and Sun., Sep. 22, at Sylvan Theater: The Bereaved Families tent is a special place where families who have lost a child to cancer can find support, comfort and healing.



## KIDS ZONE

Fri., Sep. 20, and Sat, Sep. 21, at Freedom Plaza and Sun., Sep. 22, at Sylvan Theater: The Kids Zone features games, crafts and activities for children of all ages. There is also face painting and special appearances by princesses, super heroes and other characters.



## TRIBUTE BEADS

Fri., Sep. 20, and Sat, Sep. 21, at Freedom Plaza and Sun., Sep. 22, at Sylvan Theater: Attendees wear tribute beads during CureFest. The beads help individuals pay tribute to a child who was diagnosed with cancer. The color signifies the person's relationship to the fighter, survivor or angel.



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# CUREFEST FEATURES



## FOUNDATION TABLES

Sat, Sep. 21, at Freedom Plaza: Dozens of childhood cancer foundations and related groups exhibit each year. Several hundred organizations have shared their mission at CureFest over the years.



## LEGISLATIVE TENT

Sat, Sep. 21, at Freedom Plaza: The Legislative Tent is a place where attendees can learn how to advocate for better federal, state and local policies for children with cancer and their families.



## MEDALS

Sun., Sep. 22, at Sylvan Theater: The medals for survivors, fighters and siblings are a way to honor and celebrate children who have been affected by childhood cancer. The medals are presented during a special ceremony on the main stage.



## MEMORIAL SHOE DISPLAY

Sun., Sep. 22, at the Washington Monument: CureFest features a memorial shoe display to pay tribute to the 1,800 children who pass away from cancer each year in the United States. The shoes are donated by bereaved families and the general public.



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# SPONSOR TESTIMONIALS

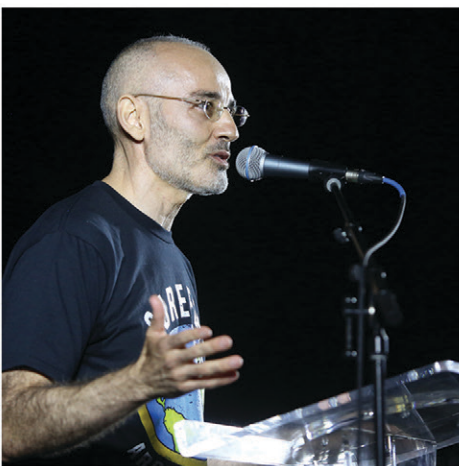


Rally is thrilled to be a long-time supporter of CureFest. It is a joy to see the childhood cancer community come together to learn from each other, renew friendships and make new ones. We celebrate the brave warriors and survivors and mourn the loss of fighters too young to die. We leave energized to advocate for more federal funding, so no child or parent fighting the childhood cancer beast hears the horrible words, "There is nothing else we can do."

- Dean Crowe, Founder & CEO, Rally Foundation for Childhood Cancer Research

CureFest is important to me because it brings worldwide attention to a disease that desperately needs awareness. For the last 10 years attending CureFest each year has been one of our Foundation's top priorities. We are proud to have been Gold Sponsors for four of those years. We are committed to raising awareness of this devastating disease. I truly believe that the more awareness we raise, the more that will be done to help save our children. Our kids deserve to have a voice, and as we all gather together, united at CureFest, we ARE their voices. CureFest also make sure that no child is ever forgotten, that our angel babies names continue to be said, and heard.

- Silvia Vanni, Mother of Salvatore (Angel), Founder and Executive Director, Mystic Force Foundation



As a father who has been deeply touched by the challenges of childhood cancer, attending CureFest is not just an event – it's a heartfelt necessity. This annual convergence empowers families, advocates, researchers, and professionals to forge an unbreakable front against the staggering impact of pediatric cancer. As the CEO of a company dedicated to pioneering new therapies exclusively for children and adolescents with cancer, CureFest becomes an essential platform to learn, collaborate, and advance our shared mission.

- Ricardo Garcia, father of Richi (Brain Tumor Survivor) and Oncoheroes Biosciences' CEO



# Sponsorship Benefits



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Sponsorship Benefits September 20 - 22, 2024	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				
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	
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 package 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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## Sponsorship Checkout Form September 20 - 22, 2024

Your sponsorship of Cure Fest 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 are also interested in sponsoring \_\_\_\_\_ panels of the Tribute Wall, at \$500 per panel.

Message: \_\_\_\_\_

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.



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# THANK YOU TO OUR 2023 SPONSORS





## **CureFest for Childhood Cancer**

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