

Chase

AFTER A CURE

6th ANNUAL GALA
February 1, 2014

2014 Sponsorship Proposal



2014 Chase After A Cure Gala • Contact: Adam White • adam@chaseafteracure.com
Chase After A Cure | 89B Old Trolley Road, Suite 201, Summerville, SC 29485 | 804.761.4144
www.chaseafteracure.com



TO OUR PROSPECTIVE SPONSORS:

Thank you for your support and dedication to help raise awareness and funds for childhood cancer research. Community conscious sponsors in the Charleston area and throughout the United States are enabling Chase After A Cure to impact hundreds of children's lives around the world.

The Chase After A Cure Gala is scheduled for February 1, 2014 at the Memminger Auditorium.

This 6th annual event will include the following:

- Exclusive cocktail hour
- Black tie optional
- Live and Silent Auctions
- Heavy hors d'oeuvres, dessert, and open bar
- Wall of Wine, Photo Booth
- Dancing to Live Music by Elise Testone and DJ

In the following pages of this sponsorship packet, you will find detailed information about the Gala and how you, as a sponsor, can receive the maximum benefits and exposure.

If you have any questions or require our assistance, please do not hesitate to contact us.

Sincerely,

Adam W. White
Executive Director
Chase After A Cure
adam@chaseafteracure.com
Chase after a Cure is a 501c3 charity.

Tax identification number: 27-2227360





OUR MISSION:

Chase After A Cure (CAAC) was established in 2009 by Whitney Ringler after her son, Chase, was given a 30% chance of survival from stage 4 Neuroblastoma, a rare and aggressive form of cancer.

Thanks to a dedicated staff of medical professionals, and the support of friends and family, Chase overcame this disease. Chase is now a healthy boy in full remission achieving new goals and creating new dreams.

A cancer diagnosis for a child is always unexpected, and a parent's worst nightmare. In an effort to help families encountering the same fate in the future, CAAC was created with the following distinct goals.

- Provide **support** to families experiencing this setback.
- Raise **awareness of Neuroblastoma** in the local, regional and national community.
- **Fund** childhood cancer research, with a focus on hospitals and institutions specializing in Neuroblastoma research.



PRIMARY BENEFICIARY:

MUSC Children's Hospital, Charleston, SC

Doctor Jackie Kravaka is one of the state's foremost children oncologists. She leads South Carolina's **only** translational research lab specializing in childhood cancer research with a focus on Neuroblastoma.

Housed in the Darby Children's Research Institute on the Medical University of South Carolina's campus; her team of innovative researchers look for scientific discoveries and build intellectual capital with the intent to find **new** and **improved** therapeutic approaches to diagnosing and treating Neuroblastoma locally, nationally and **around the world**.

NEUROBLASTOMA FACTS

- In the United States childhood cancer is the **#1** cause of death from disease in children; more than asthma, diabetes, cystic fibrosis, congenital anomalies and pediatric AIDS.
- **Neuroblastoma** accounts for **15%** of ALL childhood cancer deaths.
- Survival rate of children diagnosed with high risk **Neuroblastoma** is less than **30%**.
- No drugs or treatments exist today that are designated to specifically treat **Neuroblastoma**; no cure for relapse.



2014 Chase After A Cure Gala

In 2009, Chase After A Cure was created and held its inaugural gala, significantly increasing its fundraising efforts. *The gala provides an opportunity to celebrate survivors of childhood cancer, honor those who have passed from this heartbreaking disease and raise money /awareness for research of Neuroblastoma.*

Chase After a Cure uses a multifaceted approach to reach its target audience, relying on foundations, organizations and corporations to support the CAAC mission. Sponsorship is a one of a kind opportunity to align yourself with companies like SPARC, General Electric, Cornerstone Wealth and Tax Advisors, and Marriott International. The Gala has been heavily supported by local restaurants and award winning chefs like Macintosh's Jeremiah Bacon (2012 James Beard Semifinalist), Halls Chop House, Burwell's Stone Fire Grill, Wasabi Japanese Steakhouse and Rue De Jean. Be a part of the distinguished organizations that help us fight the battle against pediatric cancer.

Thanks to the generous support of loyal sponsors and patrons, Chase After A Cure raised over **\$150,000** in 2013, and over **\$400,000** since 2009!

Please consider joining our mission to raise necessary research funds to make a difference in the lives of so many.

Sponsorship Highlights

- Recognition throughout the evening.
- Being part of a marquee event raising funds for Neuroblastoma research.
- Tickets to the gala - an extraordinary evening and celebration.
- Reach new clients through promotion on the CAAC website, newsletter, and social media outlets.




















"The work they do to help support Neuroblastoma research at MUSC benefits so many here in Charleston and around the world. I am proud to support such a great organization."
-Doug Ross -CEO, Morgan 6, LLC

"The local GE Water team is proud to be a sponsor for Chase After A Cure and we are very passionate in assisting them in finding a cure for Neuroblastoma."
-Scott Fillmore, Area Manager - GE Water & Process Technologies



Corporate Sponsorship

Below is an outline of how Chase After A Cure can maximize the return on your investment. We appreciate any support you can provide and are happy to discuss any ideas or customize a sponsorship package to fit the needs of your organization.

	Pioneer (Presenting) \$7,500	Innovator \$5,000	Explorer \$2,500	Hero \$1,000	Champion \$500
Complimentary tickets Complimentary tickets to attend the gala event	20	16	10	4	2
VIP Private Gala Evening Reception Tickets to the VIP cocktail hour & Auction Preview	20	16	10	4	2
Gala Program Recognition Recognition during the gala event in various forms of media & presentations	Rep from presenting sponsor may address the audience	Logo	Logo	Logo	Name
Gala Program/Auction Catalog Mention in Gala program/Auction Catalog	Logo Bio	Logo	Logo	Logo	Name
Audio/Visual & Sign Recognition Recognition on audio/visual displays & signage through out the event ¹	Logo on screen Logo on Red Carpet Photos	Logo on screen	Logo	Logo	Name
Direct Link on CAAC Gala Website Direct link to your company's website on the CAAC website					
Print Media Representation Presentation on promotional materials leading to the event, save the date, poster, program					
Website/Newsletter Recognition Recognition of your involvement featured on CAAC website & newsletter					
Social Media Recognition Recognition integrated into CAAC's Facebook, Twitter, YouTube, Pinterest & Flickr pages					
Television/Radio Media Mention on all national, local TV & radio press					
Advertisement Recognition in ads published prior to & immediately following the gala					
Table Seating at Gala Exclusive seating for (10 attendees per table)					

Special Sponsorship Packages & Related Benefits*

Opportunity	Description	Price	Additional Benefits & Exposure
Star (Fund a Need)	Directly fund a vital piece of equipment for Dr. Kravcka's translational research lab.	Starting price \$250.00	<ul style="list-style-type: none"> - Gala program recognition as a FUND A NEED donor - Announcement of company/name at the beginning of the FUND A NEED Auction - Mention on CAAC website, newsletter, Facebook, Twitter & post gala advertisement.
VIP Reception Sponsor	Invitation only, pre-event cocktail reception & photo shoot. Attendance limited presenting, innovator, explorer & hero sponsors, MUSC & local leaders as well as select high profile guests.	\$2000	<ul style="list-style-type: none"> - All benefits for HERO level sponsorship - Signage displayed at VIP reception - Opportunity to welcome VIP attendees at reception - Introduction to & photo with event honorees- Product/literature placed at reception