

THE VALERIE FUND



WALK & 5K RUN

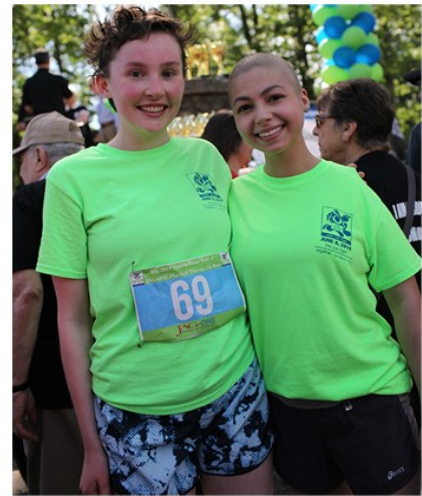
PRESENTED BY ED & SUE GOLDSTEIN
& JAG-ONE PHYSICAL THERAPY

ESSEX COUNTY'S

VERONA PARK,

VERONA, NJ

SEPTEMBER 25, 2021



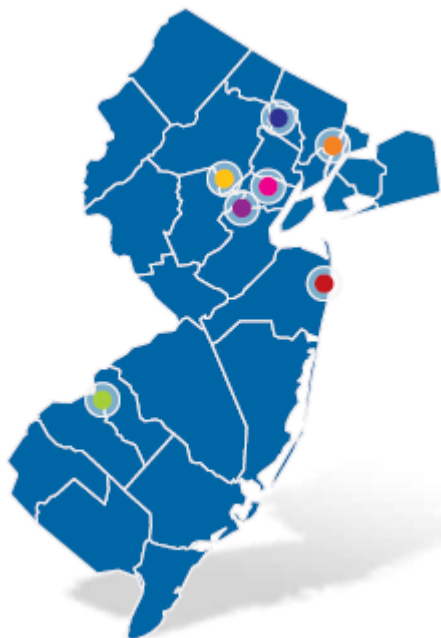
2021 Sponsorship Opportunities



Our Mission

Provide support for the comprehensive health care of children with cancer and blood disorders.

- The Valerie Fund is a non-profit organization established by Ed and Sue Goldstein in 1976 in memory of their nine-year-old daughter, Valerie.
- Each year, The Valerie Fund supports over 6,000 children and their families dealing with the social, emotional, developmental and physical challenges of pediatric cancer and blood disorders. We are one of the largest networks of specialized outpatient healthcare facilities in the nation.
- Seven Valerie Fund Children's Centers are located in major hospitals in New Jersey, New York, and the Philadelphia area. Children battling life-threatening diseases receive top-notch medical care close to their homes.



- St. Joseph's Children's Hospital
- New York Presbyterian – Morgan Stanley Children's Hospital
- Children's Hospital of New Jersey at Newark Beth Israel Medical Center
- Morristown Medical Center, Goryeb Children's Hospital
- Overlook Medical Center
- The Unterberg Children's Hospital at Monmouth Medical Center
- Children's Hospital of Philadelphia NJ Section of Hematology/Oncology Specialty Care Center

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Bunny Flanders

2101 Millburn Ave. Maplewood, NJ 07040

bflanders@thevaleriefund.org or 973-761-0422



Why We Walk

- **The Valerie Fund Walk & 5K Run presented by Ed and Sue Goldstein & JAG ONE Physical Therapy** promotes awareness of pediatric cancer and blood disorders and raises funds to support our core services, which include child life specialists, social work services, psychologists, integrative medicine, educational liaisons and more.
- Over the past nine years, The Walk has raised nearly **\$9 million** for our Valerie Fund kids. Thousands attend each year to celebrate the courage and resilience of children in our area being treated for cancer and blood disorders.



Meet Myles

Diagnosed with Sickle Cell Anemia at birth.

“I've had some pretty tough times dealing with severe pain in all parts of my body, breathing/lung issues, high fevers and many hospital admissions. Although those times were very difficult for me, the good days definitely outweigh the bad ones. The constant Love and Support of my family, friends, doctors, nurses, hospital staff and the wonderful people at the Valerie Fund is what provides me strength.

I face each challenge with a positive attitude, sprinkled with hope and courage.”

– Myles



Sponsorship Benefits

The Valerie Fund Walk & 5k Run presented by Ed and Sue Goldstein & JAG ONE Physical Therapy Sponsorship Benefits	Presenting \$100,000	Kids' Entertainment \$50,000	Major \$25,000	Supporting \$10,000	Golf Cart \$7,500	Water Station \$5,000	Kids' Spirit \$3,000	T-Shirt \$1,500
Pre-Event Benefits								
Logo on all marketing materials	✓	✓	✓	✓				
Hotlink from campaign website to your corporate website and logo recognition on walk page	✓	✓	✓	✓	✓	✓	✓	✓
Logo on outdoor and print advertising	✓	✓	✓	✓				
proprietary database (of 25,000+ people)	✓	✓	✓	✓				
Press release announcing partnership	✓	✓	✓					
Day of Event Benefits								
16 x 16 tent in primary location at event to promote your company/organization	✓							
Exclusive sponsor of Walk Mascot	✓							
Exclusive sponsor of patient t-shirt	✓							
Exclusive sponsor recognition in Children's Entertainment area of park		✓						
VIP Parking Pass	✓	✓	✓					
10 x 10 tent in primary location at event to promote your company/organization		✓	✓	✓				
Company banner at finish line of race	✓							
Interviews conducted on Step & Repeat Platform	✓							
Interviews to be featured in professionally produced walk video	✓							
Recognition during event awards ceremony and announcements	✓	✓	✓	✓				
Sign displayed in live video press area where patients will be interviewed	✓							
Featured on Social Networking sites	✓	✓						
Signage at tables for water distribution						✓		
Signage attached to the golf carts used throughout the park on day of event					✓			
Logo displayed on 2' x 3' photo signage positioned along race and walk course designed to cheer on participants							✓	
Company logo on participant t-shirt and signage at event	✓	✓	✓	✓	✓	✓	✓	✓

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How Your Support

- You will be ensuring most patients can travel to a Valerie Fund Children's Center within 30 minutes of their home.
- The money raised at the Walk helps The Valerie Fund continue to support the social, emotional, developmental, as well as medical needs for over 6,000 patients each year.
- Commitment to a sponsorship gives The Valerie Fund the ability to expand programs, services and staff.

Because children can't fight cancer and blood disorders **without you!**



Meet Logan

Diagnosed with Pancytopenia at birth.

“We would not have been able to get through the long hospital days without the supportive care and compassion from everyone at the Valerie Fund Center...they had become an extension of our family.

Through every step of our unexpected journey, there is one thing for sure and that we will never take for granted, everyone at the Valerie Fund Center is always there for us when we need them.”

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I would like to support children with cancer and blood disorders by sponsoring

The 2021 Valerie Fund Walk & 5K Run

presented by Ed and Sue Goldstein & JAG ONE Physical Therapy

With my gift of:

___\$100,000 Presenting Sponsor

___\$7,500 Golf Cart Sponsor

___\$50,000 Kids' Entertainment Sponsor

___\$5,000 Water Station Sponsor

___\$25,000 Major Sponsor

___\$3,000 Kids' Spirit Sponsor

___\$10,000 Supporting Sponsor

___\$1,500 T-Shirt Sponsor

___Gift-in-Kind Sponsor

Please include hi-res JPG logo or camera ready artwork

Organization: _____

Name: _____
(position)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____
Business Cell Home

Email: _____

For Gift-in-Kind sponsorship please list item and value: _____

___ Enclosed is a check ___ Please charge: Amex MC Visa

Name on card _____

Card number _____

Expiration date ____ / ____ Security Code (CSC): _____



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