

THE VALERIE FUND WALK & 5K RUN



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

ESSEX COUNTY'S
VERONA PARK,
VERONA, NJ

SEPTEMBER 17, 2022



The Valerie Fund's mission is to provide individualized care to children at medical centers close to home, because we believe the most effective way to heal the children in our care is to treat them emotionally, socially and developmentally, as well as medically.



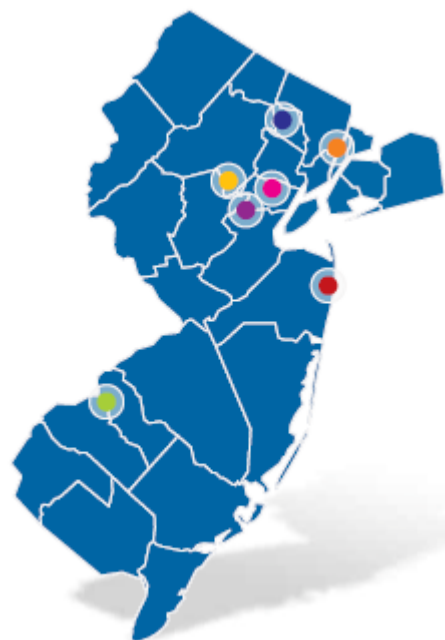
2022 Sponsorship Opportunities



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 Connor

Diagnosed at age 18 –
diagnosed with Pre B Acute Lymphoblastic Leukemia

The Valerie Center in Morristown have been amazing. The nurses all go out of their way to ensure they access his port painlessly even when he's not in the clinic, and they visit him in-patient. The child life specialists, the social workers, the nurses and the doctors are all a great team working together to get him healthy again. The work with the whole family to ensure we are managing physically, emotionally and financially. They truly are amazing. He has met every challenge placed in his way with a resilience that is astounding.

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Sponsorship Benefits

The Valerie Fund Walk & JAG-ONE Physical Therapy 5k Run 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	Gold T-Shirt \$2,000	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					✓				
positioned along race and walk course designed to cheer on participants							✓		
Company logo on premium Gold Level t-shirt awarded to top fundraisers	✓	✓	✓	✓	✓	✓	✓	✓	
Company logo on participant t-shirt and signage at event	✓	✓	✓	✓	✓	✓	✓	✓	✓



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How Your Support Helps

- 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 Michael

Diagnosed with Acute Lymphoblastic Leukemia (ALL) at age 2.

"Without question, it was the worst time of our lives, but the remarkable doctors, nurses and staff at the Morristown Valerie Fund Children's Center saved our child and got us through his battle, both physically and emotionally.

We are extremely thankful that these superb children's cancer centers are close to home. Within 24 hours of arriving at the hospital, the Valerie Fund doctors gave us an accurate diagnosis, a plan to combat the cancer and Michael had his first dose of chemotherapy. They saved his life! "

- Michael's Mom & Dad

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

The 2022 Valerie Fund Walk & 5K Run

presented by Ed and Sue Goldstein & JAG-ONE Physical Therapy

With my gift of:

___\$100,000 Presenting Sponsor

___\$5,000 Water Station Sponsor

___\$50,000 Kids' Entertainment Sponsor

___\$3,000 Kids' Spirit Sponsor

___\$30,000 Major Sponsor

___\$2,000 Gold T-Shirt Sponsor

___\$10,000 Supporting Sponsor

___\$1,500 T-Shirt Sponsor

___\$7,500 Golf Cart 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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