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.

2023 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.

- Eight Valerie Fund Children’s Centers, including our newest center at Stony Brook Children’s Hospital, 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.

Bunny Flanders
2101 Millburn Ave. Maplewood, NJ 07040
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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.

• Since breaking the million dollar mark in 2012, the event has raised over $11 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 Abigaël

Diagnosed at age 17 – diagnosed with Osteosarcoma

“My first day of out-patient chemotherapy I was able to meet college students who wanted to pursue the medical field. We talked for what seemed like hours about our favorite traditional dishes. They helped me forget I was getting treatment and helped me feel normal.

The Valerie Fund has helped me personally navigate my feelings and allowed me to let my guard down. They are currently helping me stay on track with school and with medical bills.

When I am not receiving treatment at The Valerie Fund center, I am a nursing student at Seton Hall University.”

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## Sponsorship Benefits

<table>
<thead>
<tr>
<th>The Valerie Fund Walk &amp; 5K Run sponsorship benefits</th>
<th>Presenting $100,000</th>
<th>Kids’ Entertainment $50,000</th>
<th>Major $25,000</th>
<th>Family Fun $15,000</th>
<th>Supporting $10,000</th>
<th>Golf Cart $7,500</th>
<th>Water Stations $5,000</th>
<th>Kids’ Spirit $3,000</th>
<th>Gold Shirt $2,000</th>
<th>T-Shirt $1,500</th>
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</thead>
<tbody>
<tr>
<td><strong>Pre-Event Benefits</strong></td>
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<td>Logo on all marketing materials</td>
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<tr>
<td>Hotlink from campaign website to your corporate website and logo recognition on walk page</td>
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<td>Logo on outdoor and print advertising</td>
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<td>Logo on email marketing to our proprietary database (of 35,000+ people)</td>
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<td>Press release announcing partnership</td>
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<td><strong>Day of Event Benefits</strong></td>
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<td>10 x 15 tent in primary location at event to promote your company/organization</td>
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<tr>
<td>Exclusive sponsor of walk mascot</td>
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<td>Exclusive sponsor of participant t-shirt</td>
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<tr>
<td>Exclusive sponsor recognition in Children’s entertainment area of park</td>
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<td>10 x 10 tent in primary location at event to promote your company/organization</td>
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<td>Company banner at finish line of race</td>
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<td>Interviews conducted on Step &amp; Repeat Platforms</td>
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<td>Interviews to be featured in professionally produced walk video</td>
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<tr>
<td>Recognition during event awards ceremony and announcements</td>
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<td>Sign displayed in live video press area where patients will be interviewed</td>
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<td>Featured on social networking sites</td>
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<td>Signage at tables for water distribution</td>
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<td>Signage in the family games area</td>
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<td>Signage attached to the golf carts used throughout the park on day of event</td>
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<tr>
<td>Signage displayed on 3’ x 5’ photo signage positioned along race and walk course designed to show on participants</td>
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<tr>
<td>Company logo on premium golf cart tender awarded to top fundraisers</td>
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<td>Company logo on participant t-shirt and signage at event</td>
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**The Valerie Fund Walk & 5K Run**

**Presented by Ed & Sue Goldstein & JAG-One Physical Therapy**

Bunny Flanders
2101 Millburn Ave. Maplewood, NJ 07040
bflanders@thevaleriefund.org or 973-761-0422
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 Trey**

Diagnosed with Acute Lymphoblastic Leukemia (ALL) at age 4.

“Thanks to their constant guidance and support, we quickly gained a new family in the staff at The Valerie Fund Center. They have gone above and beyond to make this journey as easy as possible for Trey. Beyond doting on Trey and making him feel loved and cared for, they have also made my husband and I feel incredibly comfortable by giving us the same attention as they do Trey.”

- Trey’s Mom & Dad

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How Your Support Helps

• Because of your support, The Valerie Fund began funding our eighth center in August of 2022 at Stony Brook Children’s Hospital in Stony Brook, NY.

• Stony Brook Children’s Hospital is the only Pediatric Hematology and Oncology Program providing services to the children of Suffolk and Nassau Counties. The hospital sees 60 new oncology patients per year, as well as 5,000 oncology and hematology outpatient visits annually.

• Because of the growth in patient volume, Stony Brook Children’s Hospital will benefit from the expanded psychological support services provided by The Valerie Fund, including a Social Worker, Child Life Specialist, Psychologist, Educational Liaison, and Survivorship Coordinator.

Meet Adriana

Diagnosed with Beta Thalassemia at Age 4

"Adriana loves the prize box at The Valerie Center and gets so excited to pick a toy. She usually picks a craft she can make while she is getting transfused. She loves going to the playroom with her child life specialist, Kelly, where they play tea-party, make crafts, and draw on the windows with special markers."
– Adriana’s Mom

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

The 2023 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
___$15,000 Family Game Sponsor  ___$2,000 Gold T-Shirt 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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