



The Valerie Fund Walk & JAG Physical Therapy 5K Run

ESSEX COUNTY'S VERONA PARK, VERONA, NJ

JUNE 10, 2017



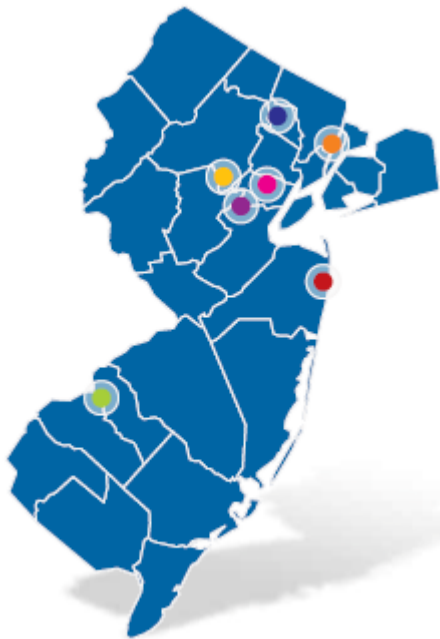
2017 Sponsorship Opportunities



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 5,000 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



Bunny Flanders

2101 Millburn Ave. Maplewood, NJ 07040

bflanders@thevaleriefund.org or 973-761-0422

www.thevaleriefund.org



Why We Walk

- **The Valerie Fund Walk & JAG Physical Therapy 5K Run** 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 five years, The Walk has raised over **\$5,353,500** 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



Meet Carmina

Diagnosed with Acute Lymphoblastic Leukemia at age 2

“The Valerie Fund social worker Cristina has been nothing but supportive through this whole time and we can always count on her when we need someone to talk to. People should support The Valerie Fund so we can raise more awareness and spread the word.”

—Carmina’s Sister



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Sponsorship Benefits

The Valerie Fund Walk & JAG 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	T-Shirt \$1,000
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	✓	✓	✓	✓			
Logo on email marketing to our 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	✓						
Signage at tables for water distribution						✓	
Signage attached to the golf carts used throughout the park on day of event					✓		
Featured on Social Networking sites	✓	✓					
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 5,000 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 Albert

Diagnosed with Sickle Cell Disease at 2 weeks old

"One of my favorite memories from The Valerie Fund is getting special gifts after appointments. The Valerie Fund helps keep my family informed of what's going on with me. I like to help Mom at home. I like to ride my bike. I'll read a book once in a while. I also like helping my brother and sister."



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

The 2017 Valerie Fund Walk & JAG Physical Therapy 5K Run

With my gift of:

- ___ \$100,000 Presenting Sponsor
- ___ \$50,000 Kids' Entertainment Sponsor
- ___ \$25,000 Major Sponsor
- ___ \$10,000 Supporting Sponsor
- ___ \$7,500 Golf Cart Sponsor
- ___ \$5,000 Water Station Sponsor
- ___ \$1,000 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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