



Supporting
Comprehensive Health
Care Services for Children
with Cancer and Blood
Disorders Since 1976



CORPORATE SPONSORSHIP PROGRAM

The Valerie Fund's Corporate Giving Program offers options for businesses and organizations that wish to provide hope and healing to the children and families of The Valerie Fund. Through their association with The Valerie Fund, corporate funders reach an affluent, highly-educated constituency which:

- Reside in some of the nation's most affluent zip codes.
- Include executives from the worlds of finance, real estate development and media.
- Fall into the sought-after demographic of age 35 to 60.

2011 Annual Valerie Fund Walk & 5K Run Sponsorships Verona Park, New Jersey – June 11, 2011

The Valerie Fund Walk and 5K Run grows each year, with hundreds of children and adults including many patients, former patients and their families coming out to support The Valerie Fund treatment centers, camp and services. **The Walk in 2010 had about 2000 walkers and over 500 runners.** In this festive atmosphere, participants enjoy free food and drinks, massages, clowns, face-painters, music, and fun for the entire family. This day is made particularly special because residents from the neighboring towns of Montclair, Glen Ridge, Livingston, Cedar Grove, Caldwell, Millburn, West Orange, Chatham and even as far as Morristown and Monmouth will walk side by side with Valerie Fund patients and their families. Come join the community of businesses, families and foundations that sponsor this inspiring event!

The Valerie Fund
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Maplewood, NJ
07040

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www.TheValerieFund.org

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TITLE SPONSOR \$75,000

- Sponsorship with event naming rights i.e. The Valerie Fund *Your Company Name* Walk & 5K Run with on-air publicity provided by WCBS-TV, Channel 2
- Feature on event literature, website, brochures and all advertising, t-shirts, signage at event, post-event publicity, donor acknowledgement letters, etc
- Hotlink from The Valerie Fund website to corporate website
- Press releases discussing partnership
- Company logo will be prominently placed on the t-shirt

LEAD SPONSORSHIP \$25,000

- Company name directly below event title on website, brochures and select advertising, signage at event and post-event publicity
- Banner signage at event
- Company logo on t-shirt

SUPPORTING SPONSOR \$10,000

- Recognition on website, brochures and select advertising
- Signage at event
- Company logo on t-shirt

HOSPITALITY SPONSOR \$5,000

- Signage at patient hospitality tent
- Recognition on website, in press releases and signage at event
- Company logo on the t-shirt

TRANSPORTATION SPONSOR \$2,500

- Sponsor cost of patients and families to attend event
- Recognition on website and signage at event
- Company logo on t-shirt

ENTERTAINMENT SPONSORS \$1,000

- Sponsor entertainment such as the band, face painters and clowns on event day
- Recognition on website and signage at event
- Company name on t-shirt

FOOD SPONSORS \$750

- Sponsor Hot Dog or Pretzel Cart
- Recognition on website and signage at event
- Company name on t-shirt

PRIZE SPONSORS \$500

- Sponsor prizes distributed on event day
- Recognition website and signage at event
- Company name on t-shirt

T-SHIRT SPONSORS \$350

- Company name on t-shirt distributed to 2,000+ participants