



HEROES *for Children*

5K & FAMILY FUN RUN

SPONSORSHIP PACKET

BENEFITING PEDIATRIC CANCER FAMILIES

20

22

ABOUT HEROES FOR CHILDREN



Heroes for Children advocates for and provides financial and social assistance to families in Texas with children (0-22 years of age) battling cancer.

Heroes for Children was created in 2004 by two Dallas area mothers who connected after losing their young daughters to pediatric cancer. After having spent hours sitting in hospitals and running ragged trying to keep their families afloat, they realized the enormous need felt by parents of children enduring cancer treatment, some of whom were losing their homes, having their electricity shut off, and struggling to make everyday payments.

Since 2004, Heroes for Children has provided \$6.7 million to over 6,900 Texas families in need through our financial and social assistance programs.

We currently work with social workers from **16 Texas hospitals** to connect with families who desperately need our assistance. Every Thursday our team processes applications from the hospitals. Then on Friday, we send immediate financial relief directly to our families.

There is no other organization that provides direct and immediate assistance to families with such ease when it comes to restoring normalcy and bringing comfort through each family's journey.

- Our **Financial Assistance Program** allows families to make critical payments to keep their household running, their family in tact, and a parent at their child's bedside.
- Our **Social Assistance Program**, where we host events for our families, enables children and their families to feel some sense of normalcy and connection to others fighting the same battle.
- We provide our families with additional resources through other Heroes for Children programs including: **Laptops for Love, Bag for Heroes, Funeral Assistance** and **Milestone Celebrations**.

To learn more about Heroes for Children, visit www.heroesforchildren.org.

ABOUT THE 5K & FUN RUN

This year we will be hosting our 5K and Fun Run in two major Texas cities on the same day. Join us on **Saturday, April 23rd** as we raise awareness and funds for the families in Texas affected by pediatric cancer.

North Texas

Hall Art Park
Frisco, Texas

South Texas

Location TBD
Houston, Texas

Make an impact in one of these major cities by sponsoring the Heroes for Children 5K and Fun Run. We have plenty of options for you to make a big impression!



Every year **1,800 Texas families** hear the words **"Your child has cancer."**
Every day, **five Texas families** hear the words **"Your child has cancer."**

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | \$10,000 - \$20,000

Lead the way and show your dedication to the mission by becoming the Presenting Sponsor for the Frisco and/or Houston Race. Your contribution will enable Heroes for Children to make a substantial difference in the lives of the Texas families facing childhood cancer. Presented by naming rights available for multi-city sponsorship. Ask our team for details.

Gold Sponsor | \$5,000

Silver Sponsor | \$2,500

Bronze Sponsor | \$1,000

Vendor Table | \$750

	\$10K-20K PRESENTING	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE	\$750 VENDOR TABLE
Presented in Media/Press	●				
Logo on Promotional Video	●				
Logo on Finish & Start Line	●				
Opportunity to speak on Main Stage	●				
Company Volunteer Opportunities	●				
Logo on Registration Website	●	●			
Presented in Email Communications	●	Yes, in a newsletter		Yes, on invite	
Logo on Social Media Posts	Yes, plus 3 dedicated posts	●	●	●	
Free Race Entries for Team	25 entries	15 entries	10 entries	5 entries	
Logo on Printed Materials	●	●	●	List Only	
Logo on Race T-shirt	●	●	●	List Only	
Vendor Table	●	●	●	●	●
Encourage Wellness & Kindness in the Workplace	●	●	●	●	●

SPONSORSHIP OPPORTUNITIES

Help us make our 5K and Fun Run, one to remember for the families we serve by committing to these fun activities at the race!

Personalized Sponsorship Opportunities:



\$10,000 - Kid Zone Sponsor

Sponsor our family fun zone to include fun activities for our families battling pediatric cancer. This area will feature a bounce house, crafts, face painters, and much more. This sponsorship will also cover all entry fees for the families we currently serve. Priority volunteer opportunities for employees/groups. Logo used on all family swag, signage, and throughout family fun run.



\$ 7,500 — Go Gold Art Exhibit

Sponsor our art exhibit featuring artwork made by our families. This sponsorship will allow us to provide supplies to our families prior the race. Race day we will have artwork for purchase with all proceeds going to Heroes for Children. Volunteer opportunities are available; art clubs, galleries, and schools are welcome to participate as well. Logo to be used in marketing materials and throughout the art exhibit.



\$ 5,000 — Golden Heroes Honor Wall

Sponsor our Golden Heroes Honor Wall for our families to feature their child as a reminder to why we run. Logo featured on wall set up and in advertising. Volunteer and creativity opportunities available with this package.

SPONSORSHIP FORM

Heroes for Children 5K & Fun Run

It is with deep satisfaction and an abiding commitment to Heroes for Children that we sign this form in order to provide for the Texas families battling childhood cancer.

Donor Information

Donor Name : _____ Email : _____
 Street Address : _____
 City : _____ State : _____
 Phone : _____ Fax : _____

Sponsorship Destination

Dallas Houston Multi-City

Sponsorships

- \$10,000 - Presenting Sponsor**
 - Your company logo prominently displayed on registration website
 - Volunteer Opportunities
 - Logo featured on all start/finish line, print, social media, and t-shirt
 - Presented in email communications
 - 3 dedicated social media posts
 - Presented in media and promotional video
 - 25 individual entries to participate in the race
 - Table setup in Vendor area at Race
- \$5,000 - Gold Sponsor**
 - Your company logo prominently displayed on registration website
 - Logo featured on all print, social media, and t-shirt
 - Presented in email newsletter
 - 15 individual entries to participate in the race
 - Table setup in Vendor area at Race
- \$2,500 - Silver Sponsor**
 - Logo featured on all print, social media, and t-shirt
 - 10 individual entries to participate in the race
 - Table setup in Vendor area at Race
- \$1,000 - Bronze Sponsor**
 - Logo displayed in Social Media Post
 - Company listed on print and race t-shirt
 - Presented in email invitation
 - 5 individual entries to participate in the race
 - Table setup in Vendor area at Race
- \$750 - Vendor Table Sponsor**
 - Table setup in Vendor area at Race

Personalized Sponsorships

\$10,000 - Kid Zone Sponsor \$7,500 - Go Gold Art Exhibit \$5,000 - Golden Heroes Honor Wall

Payment Information

_____ VISA MASTERCARD AMEX _____ \$ _____
CHECK NUMBER NAME ON CARD TOTAL AMOUNT

CREDIT CARD NUMBER SECURITY CODE EXP. DATE SIGNATURE

I (We) request that this gift remain anonymous
Only the contribution in excess of the benefit package value is deductible as a charitable contribution unless all benefits are declined. I (We) decline all benefits

**Please print name below as to be listed on all print materials. Email your logo to myagelski@heroesforchildren.org.
 DEADLINE TO BE INCLUDED IN PRINTED MATERIALS IS FEBRUARY 18TH**

Print Name : _____

All sales final. Return form along with your payment to :

Heroes for Children
 PO BOX 831087 Richardson, TX 75083
 EIN 83-0489882