



CancerAid 2015

Sponsor Packet

Overview

- ✓ About Us
- ✓ Why Support Us?
- ✓ Our Goal
- ✓ Event Highlights
- ✓ Program Details
- ✓ Sponsor Levels & Details
 - ✓ Sponsorship opportunities
 - ✓ VIP Tables
 - ✓ In-Kind Opportunities
 - ✓ Volunteer Opportunities
- ✓ Contact information

About Us

Cancer Rehabilitation Centers

Mission: To provide the highest quality of care for patients affected by cancer to improve their function and quality of life while lessening the effects of treatment.

Founded in 2012 Cancer Rehabilitation Centers (CRC) provides a unique service to patients with cancer. Research proves that exercise therapy is a vital part of the recovery process. It was obvious that we needed to create an environment that met the specific needs of those diagnosed with cancer. Our staff specializes in offering personal programs that accommodate each individual's needs as they go through their treatment. In addition, CRC provides maintenance programs for survivors that can dramatically reduce the risk of re-occurrence and improve quality of life. CRC gives patients a safe, healthy and positive environment to focus on their recovery process and long term physical goals.

crcutah.com

Heal Courageously

Mission: The mission of Heal Courageously is to give patients, caregivers and survivors of life-threatening illness the opportunity to capture their experience in professional photographs, free of charge..

Whether you or a loved one is newly diagnosed, in the midst of it, or moving toward end-of-life, Heal Courageously is here to witness your inherent strength and reflect it back to you in professional photography. This project is meant to honor you and your most important relationships as you navigate the overwhelming circumstances that accompany serious illness. The Heal Courageously team meets you in the moment, striving to keep sessions as simple as possible for the participants, while encouraging you to share your whole story. Because sharing our stories can save us.

Healcourageously.org

Why Support Us?

Each year in Utah, over 10,000 people are diagnosed with cancer. Once diagnosed, treatment can exceed over \$20,000 out of pocket in the first year. The American Cancer Society reports over 1/3 of all cancers could be prevented with physical activity. Additionally, specific physical activity can reduce the chance of re-occurrence by up to 50%. These numbers are staggering and yet are often left out due to high direct costs of treatment.

Cancer Rehabilitation Centers and Heal courageously have teamed up to help reduce these causes by offering scholarships for patients with cancer. We know that exercise and proper nutrition needs to be a team and whole family goal. We also understand that patients have to make important fiscal choices and sometimes physical therapy and exercise become less of a priority when mortgage payments, chemotherapy, and high treatment costs are involved.

We would like to offer as many scholarships as we can the year by hosting a fundraiser in honor of all cancer survivors. Cancer Rehabilitation Centers plans to offer low and no-cost services to guests and family members staying at the new Hope Lodge (opening this year). In addition, we will be offering scholarships to local patients using the services provided by CRC.

Sponsors like you are key to our mission. We are looking for title and supporting sponsors as well as in-kind donations for our event the summer. We look forward to hosting this uplifting and entertaining event July 15th at Pierpont Place. Our non-profit partner, Heal courageously will be supporting us as we strive to meet our goal.

Our Goal

The out of pocket costs for physical and exercise therapy range from \$385-745 per patient. This does not include any expenses or fees for maintenance programs not covered by most insurance plans. These fees can be very difficult to cover when patients are already dealing with several other expenses associated with cancer diagnosis such as:

- Decreased wages from time off work
- Surgical bills
- Increased Doctors visits
- Cost for medications
- Cost for treatment such as chemotherapy and radiation
- Transportation and travel costs
- Caregiver fees (Patients, childcare, household assistance)

Our goal is to raise \$20,000 that will be used to provide scholarships for:

- ✓ **Patients needing help to supplement out-of-pocket fees for exercise and/or physical therapy**
- ✓ **Patients with no insurance needing exercise and/or physical therapy**
- ✓ **Patients visiting the Hope Lodge Salt Lake City**
- ✓ **Patients enrolled our maintenance programs designed to help prevent reoccurrence**

Event Details

Wednesday July 15th 2015

6:00 PM-9:00 PM

Pierpont Place

163 Pierpont Ave Salt Lake City

Presenting Sponsor \$10,000 (1 Available)

- ✓ Company recognition on website
- ✓ Company recognition on all social media promotions
- ✓ Company recognition on all email marketing for event
- ✓ Premier logo placement on event banner/sign
- ✓ Up to 3 swag bag inserts or collateral (subject to deadline and approval. Supplied by sponsor)
- ✓ Company recognition by event chair during event
- ✓ 10 complimentary entry tickets
- ✓ 10 Cancer-Aid event t-shirt
- ✓ 50 Complimentary raffle tickets
- ✓ Industry exclusivity amongst sponsors
- ✓ Thank you gift (TBD)

Supporting Sponsor \$5,000 (2 Available)

- ✓ Company recognition on website
- ✓ Company recognition on all social media promotions
- ✓ Company recognition on all email marketing for event
- ✓ Priority logo placement on event banner/sign
- ✓ Up to 2 swag bag inserts or collateral (subject to deadline and approval. Supplied by sponsor)
- ✓ 5 Complimentary entry tickets
- ✓ 5 Cancer-Aid event t-shirt
- ✓ 25 complimentary raffle tickets
- ✓ Thank you gift (TBD)

Platinum Sponsor \$1,000 (3 Available)

- ✓ Company recognition on website
- ✓ Company recognition on all social media promotions
- ✓ Company logo on event banner/sign
- ✓ 1 Swag bag insert or collateral (subject to deadline and approval. Supplied by sponsor)
- ✓ 3 Complimentary entry tickets
- ✓ 3 Cancer-Aid event t-shirt
- ✓ 10 complimentary raffle tickets

Gold Sponsor \$500 (5 Available)

- ✓ Company recognition on website
- ✓ Company logo on event banner/sign
- ✓ 1 Swag bag insert or collateral (subject to deadline and approval. Supplied by sponsor)
- ✓ 2 Complimentary entry tickets
- ✓ 2 Cancer-Aid event t-shirt
- ✓ 10 complimentary raffle tickets

Silver Sponsor \$250 (5 Available)

- ✓ Company logo on event banner/sign
- ✓ 1 Swag bag insert or collateral (subject to deadline and approval. Supplied by sponsor)
- ✓ 1 Complimentary entry tickets
- ✓ 1 Cancer-Aid event t-shirt
- ✓ 5 raffle tickets

VIP Tables (4 Available)

- ✓ VIP Table With Seating for 4 (two available) \$300
 - ✓ Entry tickets for 4 people
 - ✓ Reserved seating in luxury couch VIP area
 - ✓ Antipasto plate for 4
 - ✓ VIP server
 - ✓ Option to have sponsor sign on table

- ✓ VIP Table With Seating for 6 (1 available) \$400
 - ✓ Entry tickets for 6 people
 - ✓ Reserved seating in luxury couch VIP area
 - ✓ Antipasto plate for 6
 - ✓ VIP server
 - ✓ Option to have sponsor sign on table

- ✓ VIP Table With Seating 8 (1 available) \$600
 - ✓ Entry tickets for 8 people
 - ✓ Reserved seating in luxury couch VIP area
 - ✓ Antipasto plate for 8
 - ✓ VIP server
 - ✓ Option to have sponsor sign on table

Survivor Shirt Sponsor

- ✓ Purchase a shirt for a cancer patient or survivor \$25
- ✓ All revenue from shirt sales go towards scholarship fund
- ✓ Receive Tax receipt for non-profit donation
- ✓ Makes someone's day!

In-Kind Opportunities

Do you have a service that you can donate to support the cause?

- ✓ Printing
- ✓ Photography
- ✓ Graphic Design
- ✓ Advertising
- ✓ Merchandise
- ✓ Entertainers
- ✓ Donations for raffle and auction
- ✓ Volunteers
- ✓ Donation Matching Sponsors also welcome!

Contact Info

Lisa Sato
Event Coordinator
801-230-7875
lisa@rcrcutah.com

Catherine Standiford
Founder & Co-Chair
801-891-1995
catherine@rcrcutah.com

rcrcutah.com