

SPONSORSHIP OPPORTUNITIES

LOUISVILLE MARRIOTT DOWNTOWN
SATURDAY, AUGUST 23, 2025



JOIN OUR ALLIANCE

We invite you to join us on Saturday, August 23rd for our annual fundraising event - Concert for the Cause! This powerful evening unites our community, forging a powerful alliance of support for families battling childhood cancer.

Kids Cancer Alliance is a local grassroots organization dedicated to enhancing the quality of life for children with cancer and their families through recreational and support programs. Over the last three decades, we have proudly served over 5,000 children and family members; offering vital programming such as In-Hospital Programs, Camps and Retreats, and Financial support. All of these services are offered free of charge, thanks to the generosity of our community. In 2024, Concert for the Cause raised an incredible \$875,000, allowing us to serve even more families. With your continued support, we aim to enhance our programs and services even further!



Concert for the Cause promises an exciting night filled with hope and joy! This year, enjoy a live performance by Chris Ferrara and The Common Good, along with dinner, dancing, and exciting live and silent auctions. Every dollar raised will support families in our community battling cancer.

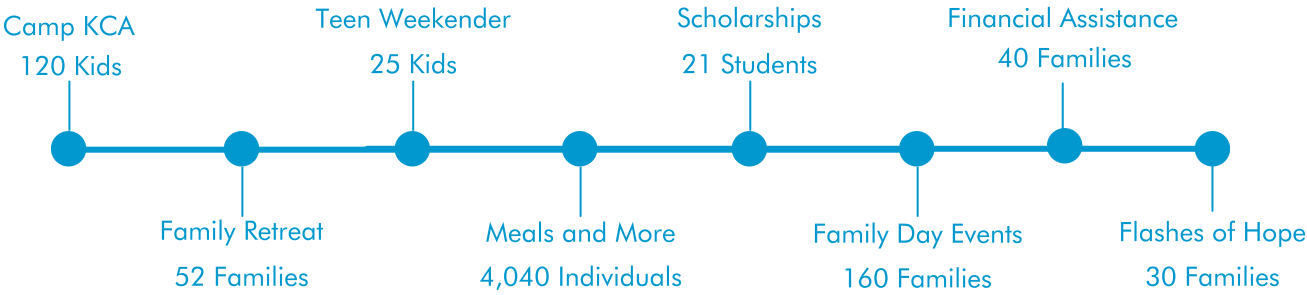
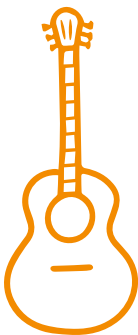
Kids Cancer Alliance has created a lifeline of compassion, joy, and support for families in our community battling childhood cancer. Thank you for helping us strengthen that lifeline. Thank you for becoming a part of our Alliance.

Shelby Russell

Shelby Russell, Executive Director
Kids Cancer Alliance



2024 IMPACT



THE IMPACTS OF PEDIATRIC CANCER

Pediatric cancer deeply impacts every aspect of a family's life – emotionally, financially, and even in terms of long-term health. Explore the complexities of pediatric cancer and its profound effects on children and their families in our community. With your support, Kids Cancer Alliance can continue its mission of enhancing the quality of life for children with cancer and their families through recreational and support programs.

GLOBAL IMPACTS



400,000

Children are diagnosed each year worldwide ²

Pediatric cancer comprises **more than 100** subcategories of cancer ⁵

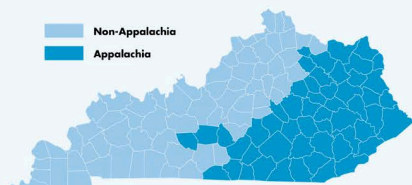
LOCAL IMPACTS



229

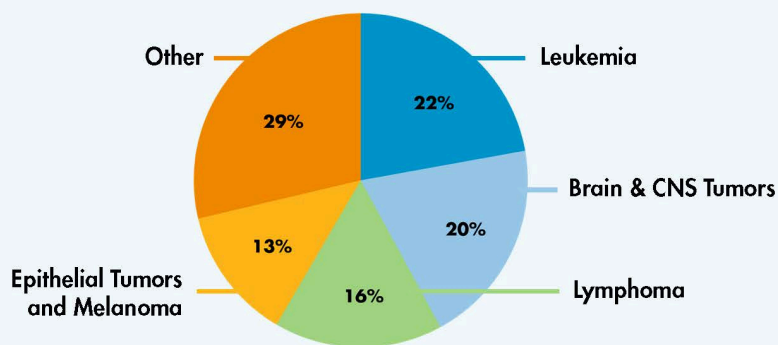
New cases of pediatric cancer are diagnosed each year in Kentucky on average ¹

Non-Appalachia
Appalachia



In Kentucky, childhood cancer incidence exceeds the national average by 7.2%, rising to 13.7% in Appalachia ¹

Pediatric cancer cases in Kentucky: ¹



NATIONAL IMPACTS



Pediatric cancer is the **leading cause of death by disease for children** in the United States ^{1,2}

42

Families find out their child has cancer every day ²

1 in 6

Children pass away within the five-year mark as a result of their diagnosis ²

8

Average age of pediatric cancer diagnosis ²

EMOTIONAL & FINANCIAL IMPACTS



63%

Of siblings of children undergoing cancer treatment experience difficulties adapting ⁴



Pediatric cancer survivors use nearly **twice as many** medications for anxiety and depression than the typical American ⁵

\$833,000

Average financial impact of pediatric cancer ³

10-15%

Of families battling childhood cancer enter into poverty during treatment ³



SPONSORSHIP OPPORTUNITIES

Sponsoring Concert for the Cause is a powerful way to make a lasting impact on children and families facing pediatric cancer. Your support directly funds vital programs offered by Kids Cancer Alliance, including in-hospital services, camps and retreats, and financial assistance. These programs provide families with much-needed comfort, joy, and relief during an incredibly difficult time. By becoming a sponsor, you play a vital role in bringing hope and essential resources to those that need it most.

With six levels of sponsorship, you can choose the package that best aligns with your goals, while receiving valuable recognition. Your sponsorship ensures visibility with an engaged, compassionate audience that cares deeply about making a difference. Below you will find details on the benefits offered at each level. This is an extraordinary opportunity to align your brand with a mission that truly matters. By sponsoring, you will join a community of like-minded businesses and individuals committed to creating a meaningful impact for families living with cancer.

	PRESENTING	IMPACT	MISSION	PARTNER	CORPORATE	FRIEND
INVESTMENT	\$30,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
TABLE(S) OF 10	4	3	2	2	1	1
LIMITED # AVAILABLE	1	3	6	8	10	UNLIMITED
AD SIZE	FULL PAGE: INSIDE COVER	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	NAME LISTED
RECOGNITION DURING EVENT	INVITATION TO SPEAK	VERBAL RECOGNITION	VERBAL RECOGNITION	LOGO	LOGO	--
SIGNAGE	PROMINENT AT ENTRY	PROMINENT AT AUCTION	LOGO	LOGO	--	--
SOCIAL POSTS	3	2	1	--	--	--
FAIR MARKET VALUE RECEIVED	\$4,500	\$3,000	\$3,000	\$3,000	\$1,500	\$1,500

SPONSOR COMMITMENT FORM

<input type="checkbox"/> Presenting \$30,000	<input type="checkbox"/> Impact \$20,000	<input type="checkbox"/> Mission \$15,000
<input type="checkbox"/> Corporate \$7,500	<input type="checkbox"/> Partner \$10,000	<input type="checkbox"/> Friend \$5,000
<input type="checkbox"/> Other Donation Amount \$ _____		

PRESENTING, IMPACT, MISSION, CORPORATE AND PARTNER SPONSORS:

Will you be submitting an ad for the program?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Undecided
Will you be submitting a logo for signage?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Undecided

Sponsor Name (as you would like to be recognized):

Contact Name: _____

Phone: _____

Email: _____

Address: _____

<input type="checkbox"/> Payment Included	<input type="checkbox"/> Mail Invoice	<input type="checkbox"/> Email Invoice
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Signature

Date Signed



Kids Cancer Alliance
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Louisville, Ky 40224



IMPORTANT DATES:

JULY 31:

- Payments due
- Logo due (if applicable): email high resolution file (.eps or .png) to Shelby@KidsCancerAlliance.org
- Print Ready Ad Artwork due (if applicable): see specs below; email: Shelby@KidsCancerAlliance.org

AUGUST 6:

- Guestlists Due: visit KidsCancerAlliance.org/Guestlist or email guests' names & mobile #s to Shelby@kidscanceralliance.org

AUGUST 19:

- **Silent Auction and Raffles will open online.**
 - Be sure to send in guests' mobile #s to Shelby@kidscanceralliance.org so they are notified.

AUGUST 23:

- **EVENT DAY! Cocktail Reception starts at 6PM**
 - Louisville Marriott Downtown
 - To Reserve a room at the Marriott visit:
<https://book.passkey.com/go/KIDSCANCERALLIANCE2025>
 - Dress is "Country Couture"- come in your western wear, jeans, or cocktail attire

AD SPECS:

- Full Page Ad (Presenting & Mission Sponsors):
 - 5" w x 8" h (or 5.75" x 8.75" with bleed)
- Half Page Ad (Partner & Corporate Sponsors):
 - (Horizontal) 5" w x 3.4" h
 - (Vertical) 2.4" w x 8" h