



# THE CURE STARTS NOW FOUNDATION

www.thecurestartsnow.org



We are preparing sponsorships for our Once in a Lifetime Gala in March and are nearing our printing deadline, January 1<sup>st</sup> 2010, for our invitation mailing to our 2500 mailing list of supporters. We would love to include your company this year. In addition to the normal sponsorship levels, we have also added very specific sponsorships such as the VIP room sponsorship, a Crooked House Sponsorship, and other sponsorships that are a fun and specific way to offer your support to the event.

As you may know, last year's event raised over \$150,000 with over 550 people in attendance. Due to the sold out nature of the event, we have made the decision to grow the event by holding it at Duke Energy's Grand Ballroom where we have the ability to double our guest list. We are very excited about the prospect of gaining your sponsorship this year and having you as a part of this event. Please take a look at our short list of once in a lifetime experience items we already have for this year— it is sure to be a bigger success than last year! If you attended last year's event, you know we had many brain cancer families attend who were affected by this horrible disease. Our previous sponsors' generosity touched their hearts and through this event and others nationwide we are now able to provide a new source of hope and promise to families who face this diagnosis, giving these kids a chance.

I would love to schedule time to come and visit or talk over the phone. As mentioned, we do have a January 1<sup>st</sup> deadline for sponsors to be placed into the invitations, and a February 1<sup>st</sup> deadline for the remaining sponsorships. All of our sponsors are prominently displayed at the Once in a Lifetime Gala on the programs, invitations, at the entrances, on all email correspondence, on the website (which received an average of 10,000 hits a week), and on the multimedia presentation at the event. This year we are proud that WCPO has re-signed as our television sponsor agreeing to at least 40 on-air mentions of the event as well as a link on their webpage. We are also very excited to welcome Cincinnati Magazine as our print sponsor this year— the donated ad space will definitely help to create awareness and interest to the event and our sponsors. We deeply value our sponsors and try to make it much worth their contribution.

Ballerina for a Day, Cincinnati Ballet  
Shark Feeding and Penguin Keeper for a day, Newport Aquarium  
Trip to Ireland to Golf, CSN Alabama Chapter  
Candyland Crooked House  
A trip to England for a week and home rental  
...And so many more!



There is obviously too much to tell in just a letter. If we could schedule a time to talk with you further about the opportunities and our charity, we would be honored to add your company to our prominent list of sponsors for this event. Included is the sponsor levels and a sponsorship form, if you would like to take advantage of this opportunity immediately. Take a look at [www.thecurestartsnow.org](http://www.thecurestartsnow.org) to learn more about us and the littlest of heroes who are affected by this horrible disease. More than anything, I thank you for supporting these amazing kids who face the most difficult diagnosis...you are making such a difference in their lives.

I look forward to talking with you.

Brooke A. Desserich  
Co-Director, The Cure Starts Now  
(513) 772-4888  
[brooke@thecurestartsnow.org](mailto:brooke@thecurestartsnow.org)

*The Cure Starts Now (CSN) is a 501(c)(3) non-profit organization founded by the community of Cincinnati and formalized by Brooke and Keith Desserich after the loss of their daughter from brain cancer. Thanks to the efforts of many companies around Cincinnati, we met our yearly goal and in 2008 were able to provide funding of new experimental treatments and research at Cincinnati Children's Hospital and St. Jude's Children's Research Hospital. But what makes CSN different is that we pursue research on the premise that within pediatric brain cancer lies the cure for all forms of cancer, both adult and child. This is not only possible, but a view also held by many oncologists as well. Aren't we better to listen to our doctors than telling them what they should study?*

## Levels of Sponsorship

### Diamond Sponsorship Level

\$20,000

Graeter's Ice Cream  
Abstract Displays

- Prominent placement on The Cure Starts Now Website homepage
- Sponsor receives prominent spot in all naming of the event (i.e. Once in a Lifetime Gala presented by...)
- All presentations of the Once in a Lifetime Gala logo will include your logo.
- All print and television advertisements will include your logo
- Invitations include your logo mailed to over 2,500 recipients (*Deadline is January 1, 2010*)
- Email blasts to over 2,000 recipients will prominently display your logo on the front page
- At the event, your logo will be placed on the banner on stage, on a sign at the entrances and at the tables, and will be in any multimedia presentations.
- In the Once in a Lifetime Gala program, your logo will be displayed on the front page and receive a full color, full page advertising space.
- Opportunity to address the attendees at the Once in a Lifetime Gala
- 3 free tables at the Once in a Lifetime Gala with free wine for you and your guests.

### Platinum Sponsorship Level

\$10,000

- All print and television advertisements will include your logo
- Invitations include your logo mailed to over 2,500 recipients (*Deadline is January 1, 2010*)
- Email blasts to over 2,000 recipients will display your logo
- At the event, your logo will be placed on a sign near the stage, at the entrances, and will be in the multimedia presentation.
- In the Once in a Lifetime Gala program, your logo will be displayed on the sponsor's page and receive a black and white, full page advertising space.
- 2 free tables at the Once in a Lifetime Gala

### Gold Sponsorship Level

\$5,000

- All print advertisements will include your logo
- Invitations include your logo mailed to over 2,500 recipients (*Deadline is January 1, 2010*)
- Email blasts to over 2,000 recipients will display your logo
- At the event, your logo will be placed on a sign at the entrances, at the tables, and will be in the multimedia presentation.
- In the Once in a Lifetime Gala program, your logo will be displayed on the sponsor's page and receive a black and white, half page advertising space.
- 1 free table at the Once in a Lifetime Gala

### Silver Sponsorship Level

\$2,500

- At the event, your logo will be placed on a sign at the entrances, and will be included in the multimedia presentation, at your table.
- In the Once in a Lifetime Gala program your logo will be displayed on the sponsor's page and receive a black and white, quarter page advertising space. (You can upgrade to 1/2 page black & white ad for \$500 more)
- 1 free table at the Once in a Lifetime Gala

### Bronze Donor Level

\$1,000

- At the event, your name and logo will be placed on a sign at the item/event being sponsored as the sponsor
- In the Once in a Lifetime Gala program, your logo will be displayed on the sponsor's page. (You can upgrade to 1/4 page black & white ad for \$500 more)
- 1 free table to the Once in a Lifetime Gala

### Themed Sponsor Opportunities

Varied Price

- At the event, your logo will be placed on a sign at the entrances and will be included in the multimedia presentation as a sponsor for an auctioned item (if applicable).
- In the Once in a Lifetime Gala program, your logo will be displayed on the sponsor's page and receive a black and white, quarter page advertising space. (You can upgrade to 1/2 page black & white ad for \$500 more)
- 1 free table at the Once in a Lifetime Gala

**Candy Crooked House Sponsor** \$3,000

*Candy themed wooden house to be auctioned off during Once in a Lifetime Live Auction*

**Cabo Vacation Sponsor** \$3,000

*1 week stay at private residence to be auctioned off during Once in a Lifetime Live Auction*

**VIP Room Sponsor** \$2,500

- Wine & Chocolate exclusive access event

**Bar Sponsor** \$500/bar or \$2,500/ for all 6 bars

**Program Sponsor** \$ 500

FULFILLED

## Thank You to our Sponsors in 2008-09



Please contact me with questions.  
Martha Montgomery, Partnerships  
10280 Chester Road  
Cincinnati, Ohio 45215  
[martha.montgomery@thecurestartsnow.org](mailto:martha.montgomery@thecurestartsnow.org)  
513-772-4888





# Premier Sponsorship Approval

*Deadline to receive full sponsorship benefits is January 1, 2010.  
Please call after this time for changes in benefits.*

## Company Information

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State & Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_

## Artwork Contact Information

Contact for Artwork: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

(Please select one)  We will provide an advertisement for the program  Please create an advertisement for the program and email us for approval

## Level of Sponsorship:

- Diamond (\$20,000)  Platinum (\$10,000)  Gold (\$5,000)  Silver (\$2,500)  Bronze (\$1,000)  
 Crooked House Sponsor (\$3,000)  Cabo Vacation Sponsor (\$3,000)  ~~VIP Room Sponsor (\$2,500)~~ FULFILLED  
 Bar Sponsor (\$500)  All Bars Sponsor (\$2,500)  Program Sponsor (\$500)  
 Other Donation Amount : \_\_\_\_\_

## Method of Payment:

- Check Enclosed  Please Bill Me  Credit Card Below

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Billing Address of Credit Card: \_\_\_\_\_

\*\*\*Please note payment of the sponsorship must be received before the event.

Please mail this form to:  
The Cure Starts Now  
10280 Chester Road  
Cincinnati, OH 45215  
or fax to (513) 326-3852