



19<sup>th</sup> annual

# Quiet & Heroes

PRESENTED BY  
DELTA AIR LINES

March 23, 2024 | Flourish Atlanta

Sponsorship Opportunities

**cure**  
CHILDHOOD CANCER

# EVENT DETAILS

19<sup>th</sup> annual

## Quiet Heroes

PRESENTED BY:



*Saturday,  
March 23, 2024*



*Flourish  
Atlanta*



*A business casual  
luncheon featuring  
inspiring speakers  
and live music*



*Incredible silent  
auction and raffle*

## ABOUT QUIET HEROES

We all know the strength it takes to be a mom. But it is difficult for most to envision the added weight of a childhood cancer diagnosis. We've crafted something truly unique: *Quiet Heroes*, a special luncheon where moms of children with cancer are embraced by a caring community for a day of support. *Quiet Heroes* is for these strong and courageous moms – but it's also for any and all of us wanting an afternoon of inspiration.

This year's *Quiet Heroes* luncheon promises to be an afternoon of laughter and light, emceed by radio and television host **Jenn Hobby** (herself a Quiet Hero) and featuring a keynote message by comedian, speaker, and cancer dad, **Kenn Kington**.



*Quiet Heroes* isn't just a luncheon; it's an opportunity to be a part of something bigger. It's a chance to bring people together to celebrate strength and resilience and forge connections that remind us of the power that lies in community. Sponsors of *Quiet Heroes* not only showcase their commitment to positively impacting the community, but because funds raised support life-saving research, they are an integral part of forging better futures for children with cancer.



# WHY **BELIEVE** IN CURE?



Cancer is the leading cause of death by disease in children. Yet the federal government allocates **less than 4%** of its research funding to solving cancers that affect children.



CURE is dedicated to **conquering childhood cancer** through funding targeted research while supporting patients and their families.



Over the past decade, CURE has directed more than **\$43 million** into the best, most promising research aimed at helping children with cancer who need us now. We are a leader in advancing Precision Medicine, the most promising approach to treatment of children with cancer in decades.

For the 15<sup>th</sup> consecutive year, CURE has earned a **four-star rating**, the highest possible, from Charity Navigator, America's premier assessment organization for sound fiscal management, accountability, and transparency.



*"Only 1% of the charities we evaluate have received at least 15 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America. This exceptional designation from Charity Navigator sets CURE Childhood Cancer apart from its peers and demonstrates to the public its trustworthiness."*

- Michael Thatcher, CEO, Charity Navigator

# BE IN GOOD COMPANY

Become a sponsor and join the company of top corporations that have supported Quiet Heroes.



## BENEFITS OF SPONSORSHIP

**Make an impact** - Your generosity will make a significant difference in the lives of children and families affected by childhood cancer.

**Build brand reputation** - Enhance brand value by aligning your company with an established and well-respected charity, with deep community ties and a trusted reputation.

**Drive awareness for your commitment** - Demonstrate your commitment to social responsibility and fighting childhood cancer through exposure to more than 500 attendees, as well as CURE's large social media following.

**CURE CHILDHOOD  
CANCER'S LARGE  
AND ENGAGED  
COMMUNITY OF  
SUPPORTERS**



**376,000+**  
Followers



**14,800+**  
Followers



**13,400+**  
Followers



**55,000+**  
Emails



**14,500+**  
Monthly Web

# SPONSORSHIP LEVELS

2024 SPONSORSHIP	PRESENTING \$50,000	HERO \$30,000	CHAMPION \$20,000	GUARDIAN \$12,500	SUPPORTER \$7,500	BELIEVER \$3,500	CIRCLE OF MOMS \$1,750
Recognition in Event Name - "Quiet Heroes Presented by [Name]"	Included						
Dedicated Press Release	Included						
Recognition in Simply Buckhead Magazine Ad*	Included	Included					
Acknowledgement from the Podium	Included	Included	Included				
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included	Included		
Inclusion on Mobile Bidding Site and Sponsor Signage	Logo	Logo	Logo	Logo	Listing		
Recognition on Event Website, Printed Program and Event Screens	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Recognition in CURE's Annual Report	Included	Included	Included	Included	Included	Included	Included
Quiet Heroes Seating	Two Tables of 10 (20 Tickets)	Two Tables of 10 (20 Tickets)	One Table of 10 (10 Tickets)	One Table of 10 (10 Tickets)	Six Tickets	Four Tickets	No Tickets; Pays for 10 Honored Moms to Attend

Sponsorship benefits are subject to scheduling and print deadlines.

*\*Deadline for inclusion in Simply Buckhead ad is February 12, 2024.*

*Deadline for recognition in all other event print materials is March 1, 2024.*

Completed commitment form is requested to ensure proper recognition in respective *Quiet Heroes* materials.

CURE would be happy to discuss custom package options.  
Contact Mandy Fingerhut, Sr. Director, Events & Initiatives at [mandyf@curechildhoodcancer.org](mailto:mandyf@curechildhoodcancer.org).



[Quietheroes.org](http://Quietheroes.org)



# UNDERWRITING OPPORTUNITIES

Underwriting opportunities are a unique way for a company or individual to support the important work of CURE Childhood Cancer, while providing a distinctive naming/recognition opportunity that is 100% tax deductible. Sponsors will receive recognition on the event website, printed program and applicable signage. Because they are 100% tax deductible, Underwriting Opportunities do not include tickets to the event. Tax ID# 58-1244138.

## **AUCTION SPONSOR**

*Exclusive  
\$7,500*

- Exclusively recognized as Auction Sponsor on online/mobile bidding platform.
- Name/logo recognition as Auction Sponsor on event website and printed program.

## **QUIET HEROES LOUNGE SPONSOR**

*Limit 2  
\$5,000*

- Name/logo recognition as Quiet Heroes Lounge Sponsor on dedicated room signage.
- Name/logo recognition as Quiet Heroes Lounge Sponsor on event website and printed program.

## **CENTERPIECE SPONSOR**

*Limit 2  
\$3,500*

- Name/logo recognition as Centerpiece Sponsor on table signage.
- Name/logo recognition as Centerpiece Sponsor on event website and printed program.

## **VALET SPONSOR**

*Limit 5  
\$3,000*

- Name/logo recognition as Valet Sponsor on dedicated signage.
- Name/logo recognition as Valet Sponsor on event website and printed program.

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## COMMITMENT FORM

Saturday, March 23, 2024  
11:00am • Flourish Atlanta

### SPONSORSHIP LEVEL

- ☐ **PRESENTING** \$50,000   ☐ **HERO** \$30,000   ☐ **CHAMPION** \$20,000   ☐ **GUARDIAN** \$12,500   ☐ **SUPPORTER** \$7,500   ☐ **BELIEVER** \$3,500   ☐ **CIRCLE OF MOMS** \$1,750
- ☐ **UNDERWRITING SPONSORSHIP**   ☐ **AUCTION** \$7,500   ☐ **QUIET HEROES LOUNGE** \$5,000   ☐ **CENTERPIECE** \$3,500   ☐ **VALET** \$3,000

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

As you wish to appear in print (ex: The Home Depot or Jane and John Doe).

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Will you be submitting a logo? ☐ YES ☐ NO

Please send approved logo to aysia@curechildhoodcancer.org in one of the following formats: .jpeg, .png, .eps.

Website URL: \_\_\_\_\_

- ☐ YES, I/we would like to sponsor at the above level and will utilize the included tickets (if applicable).
- ☐ Yes, I/we would like to sponsor at the above level but will not utilize the included tickets. Please treat the full value of sponsorship as a charitable contribution.
- ☐ I/We cannot attend, but would like to make a 100% tax-deductible contribution of \$ \_\_\_\_\_ to Fund a CURE.

### PAYMENT METHOD

- ☐ Register online at [Quietheroes.org](http://Quietheroes.org)
- ☐ Check made payable to CURE Childhood Cancer enclosed
- ☐ Please Invoice
- ☐ My company will match my gift.

**Please send your completed commitment form to:**

Mandy Fingerhut  
CURE Childhood Cancer  
[mandyf@curechildhoodcancer.org](mailto:mandyf@curechildhoodcancer.org)

Want to double the impact of your gift? CURE is proud to be a designated organization in most corporate matching gift programs.



CURE Childhood Cancer is a tax-exempt organization. Federal Tax ID# 58-1244138. The fair market value of benefits received is \$75 per seat/ticket.