

22nd annual

Quiet Heroes

March 13, 2027 • Flourish Atlanta

Presented by

DELTA

2027 SPONSORSHIP OPPORTUNITIES



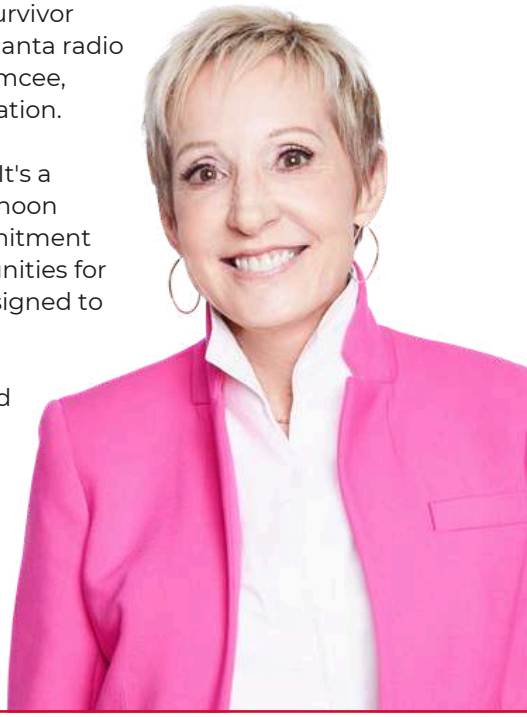
ABOUT QUIET HEROES

Each spring, *Quiet Heroes* brings more than 500 guests together for an afternoon of laughter, celebration, and connection in support of children with cancer. At the heart of the room are mothers whose children have faced cancer. They attend as CURE Childhood Cancer's guests, and the afternoon belongs to them. Surrounding them are friends, community leaders, and CURE supporters who come together to honor these remarkable women and stand behind their families.

On March 13, 2027, at Flourish Atlanta, nationally touring comedian and cancer survivor **Karen Mills** will bring the humor that has earned her millions of fans. Beloved Atlanta radio personality, fellow Quiet Hero, and CURE staff member **Jenn Hobby** returns as emcee, bringing warmth and authenticity to an afternoon filled with laughter and inspiration.

Sponsoring *Quiet Heroes* is an opportunity to be part of something truly special. It's a chance to bring friends, clients, or colleagues together for an unforgettable afternoon while celebrating extraordinary mothers and demonstrating a meaningful commitment to children and families facing childhood cancer. Sponsorship also offers opportunities for recognition among CURE's engaged community of supporters, with benefits designed to reflect each level of support.

And the impact goes far beyond one afternoon. Proceeds from *Quiet Heroes* fund research toward better treatments for children with cancer and provides critical support to families in the fight.



Karen Mills
Comedian

An afternoon dedicated to the women who give everything. An opportunity to give something back.







WHY **BELIEVE** IN CURE?



Cancer is the leading cause of death by disease in children, and diagnoses are on the rise. Yet the federal government allocates a mere 5% of its research funding to focus on pediatric cancers. CURE stands in the gap – funding targeted research that will save lives and give children their best chance at a bright future.

In the last 10 years, CURE has invested more than $48 million in lifesaving research focused on helping children with the most difficult cancers. CURE is the leader in advancing precision medicine, which tailors treatment to the unique genetic makeup of each child's cancer rather than relying on a one-size-fits-all approach.

CURE also supports families devastated by childhood cancer through programs designed to meet a family's emotional, practical, and financial needs. From emergency financial assistance to meals and counseling, CURE is committed to walking alongside families throughout their cancer journey.

Banks, Age 8
leukemia

Charity Navigator
FOUR-STAR

For the 18th 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 18 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America."
- Michael Thatcher, CEO, Charity Navigator

BE IN **GOOD COMPANY**

Become a sponsor and join a community of top corporations that have supported *Quiet Heroes*.

Aflac Cancer & Blood Disorders Center Children's Healthcare of Atlanta

Alliant Employee Benefits

Anthem

Brown & Co. Jewelers Buckhead | Roswell

Cigna healthcare

D. Geller & Son

Delta

Delta Community Credit Union

DMA

The Hudson Family Foundation

LMG Insurance Services Inc.

New York Life

Sun Life

The Home Depot Foundation

Unum



Meme, Age 8
spinal tumor

WHY **PARTNER** WITH CURE?

MAKE A MEANINGFUL IMPACT: Help advance lifesaving childhood cancer research and provide critical support to children and families facing a childhood cancer diagnosis.

INSPIRE EMPLOYEE ENGAGEMENT: Give your team an opportunity to rally around a meaningful mission, build connections, and take pride in the difference your company is making.

ELEVATE YOUR BRAND: Connect your company with CURE's extensive network of supporters through event recognition, marketing opportunities, and exposure to an engaged community of business and philanthropic leaders.

STRENGTHEN COMMUNITY CONNECTIONS: Demonstrate your company's commitment to giving back while building meaningful relationships with others who share your passion for making a difference.

CURE Childhood Cancer's Large and Engaged Community of Supporters

370k+	17k+	4k+	71k+	79k+
followers	followers	followers	emails	monthly web visitors

SPONSORSHIP LEVELS

SPONSORSHIP OPPORTUNITIES	**PRESENTING** $50,000	**HERO** $30,000	**CHAMPION** $17,500	**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 Post-Event Feature	Included	Included					
Acknowledgement from the Podium at the Event	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	Logo		
Recognition on Event Website, Printed Program, and Event Screens	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Recognition in CURE Childhood Cancer'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*

*Circle of Moms sponsorships provide complimentary seats for 10 honored mothers, giving them an afternoon of laughter, connection, and celebration.







SPONSORSHIP BENEFITS ARE SUBJECT TO SCHEDULING AND PRINT DEADLINES.

Deadline for recognition in event print materials is February 12, 2027.
Completed commitment form is requested to ensure proper recognition in respective *Quiet Heroes* materials.

Interested in a customized sponsorship opportunity? We'd love to discuss options with you.
Contact Aysia Brannon, Development Manager, Events at aysia@curechildhoodcancer.org.

UNDERWRITING OPPORTUNITIES



AUCTION SPONSOR

Exclusive: $7,500

Exclusively recognized as Auction Sponsor on online/mobile bidding platform, event website, and printed program.



QUIET HEROES LOUNGE SPONSOR

$5,000

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



VALET SPONSOR

$3,000

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

Underwriting opportunities offer a meaningful way for individuals and businesses to support the important work of CURE Childhood Cancer through Quiet Heroes. These sponsorships do not include event tickets and are 100% tax-deductible. Tax ID #58-1244138

