



2022 Sponsorship Opportunities

ACCELERATE YOUR IMPACT THROUGH EMPOWERMENT AND HEALING.

For over twenty years, the Heroes Circle has delivered evidence based martial arts therapy to kids. With the support of individuals, corporations, and foundations, we continue to address the needs of children suffering from cancer and other painful illnesses. As a Heroes Circle sponsor, you will receive recognition at public and private events, as well as help us to fund vital programming.



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EVENT SPONSORSHIPS

5TH ANNUAL GOLF OUTING AND DINNER



DESCRIPTION

The golf outing will raise funds to support our Heroes Circle community, as well as the growing list of children in need of our techniques to “breathe in the light and blow out the darkness” to control the pain, stress and anxiety of their serious pediatric diseases. Your participation helps us empower these children to be victors, not victims – and allows us to provide programming to families at no cost. In addition to enjoying a day on the links, you’ll have a chance to network with other like-minded philanthropists.

2021 RECAP

[KidsKickingCancer.org/2021GolfRecap](https://www.kidskickingcancer.org/2021GolfRecap)

AUDIENCE

A group of passionate professionals and philanthropists who enjoy golf and networking for a good cause. Golfers have the unique opportunities to learn from and connect with leading professionals and business leaders on the course and during our post-event dinner reception.

DATE

July 25, 2022

LOCATION

Knollwood Country Club
West Bloomfield, Michigan

SIGNATURE LEVEL SPONSORSHIPS

PRESENTING SPONSOR: \$15,000 (3 available)

- Prominent name and/or logo listing on all event advertising materials.
- Prominent name and/or logo placement on sponsor board.
- Full page color ad in prominent location in event program book.
- Sponsorship recognition announced throughout the tournament and reception.
- Two (2) foursome packages.
- Company representative will present KKC kids for Breath Brake presentation.
- Company representative will announce the winning teams.
- Opportunity to offer gift or promotional item for participants at lunch and reception.
- Six (6) additional seats for dinner.
- Signage at tee or hole of your choice.

PLAYER GIFT SPONSOR: \$10,000 (1 available)

- Participant gift made with your name and/or logo for all golfers.
- Designated gift table area with prominent signage including your name and/or logo.
- Prominent name and/or logo placement on sponsor board.
- Ability to provide representatives at gift table area to distribute gift to golfers.
- Full page color ad in event program book.
- One (1) foursome package.
- Four (4) additional seats for dinner.
- Signage at tee or hole of your choice.

HOLE IN ONE SPONSOR: \$7,500 (2 available)

- Prominent name and/or logo placement on sponsor board.
- Prominent sponsorship signage announcing Hole-In-One location and prize.
- Ability to place Hole-In-One prize and/or product display at Knollwood throughout tournament.
- Ability to provide representatives at designated hole to record results and meet golfers.
- Ability to present Hole-In-One award at reception if prize is won.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.
(Sponsor provides prize item and insurance at their cost).

POWER LEVEL SPONSORSHIPS

LUNCH SPONSOR: \$5,000

- Name and/or logo on individual table signage at lunch.
- Name and/or logo on event sponsor board.
- Sponsorship recognition announced during lunch.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

DINNER SPONSOR: \$5,000

- Name and/or logo on individual table signage at reception.
- Name and/or logo on event sponsor board.
- Sponsorship recognition announced during reception.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

EVENT VIDEO & TEAM PHOTO SPONSOR: \$5,000

- Name and/or logo on individual team photo frames and/or concluding frame of event video.
- Opportunity for corporate representatives to distribute team photos after tournament.
- Name and/or logo on event sponsor board.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

BEVERAGE STAND SPONSOR: \$5,000

- Name and/or logo placed on beverage coolers throughout the course.
- Opportunity to provide representatives to drive a golf cart to greet golfers on the course throughout the day.
- Name and/or logo on event sponsor board.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

GOLF CART SPONSOR: \$5,000

- Name and logo prominently placed on every golf cart.
- Name and/or logo placed on event program instruction sheet and/or scorecards placed in carts.
- Name and/or logo on event sponsor board.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

POWER LEVEL SPONSORSHIPS

SILENT AUCTION SPONSOR: \$5,000

- Name and logo prominently placed on the event mobile bidding site.
- Name and/or logo placed on pre-event silent auction promotional materials.
- Name and/or logo on event sponsor board.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

GOLF BALL SPONSOR: \$5,000

- Corporate logo placed on 3-pack of golf balls given to all golfers.
- Name and/or logo placed on pre-event promotional materials.
- Name and/or logo on event sponsor board.
- Full page color ad in event program book.
- One (1) foursome package.
- Two (2) additional seats for dinner.
- Opportunity to include additional gift or promotional item in golfer gift bags.

PEACE LEVEL SPONSORSHIPS

LOCKER ROOMS SPONSOR: \$2,500

- Prominent sponsorship signage at entry to both men’s and women’s locker rooms.
- Name and/or logo on signage for each individual locker assignment.
- Name and/or logo on event sponsor board.
- Sponsor signage at silent auction display area.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

ENTERTAINMENT SPONSOR: \$2,500

- Sponsorship recognition at introduction of all event entertainment.
- Name and/or logo on signage at location of entertainment.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

5TH ANNUAL GOLF OUTING AND DINNER

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2021 RECAP

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AUDIENCE

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DATE

July 25, 2022

LOCATION

Knollwood Country Club
West Bloomfield, Michigan

PEACE LEVEL SPONSORSHIPS

CHIPPING PRACTICE SPONSOR: \$2,500

- Prominent sponsor signage located at chipping practice area.
- Name and/or logo on sponsor board.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

PUTTING PRACTICE SPONSOR: \$2,500

- Prominent sponsor signage located at putting practice area.
- Name and/or logo on sponsor board.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

DRIVING RANGE SPONSOR: \$2,500

- Prominent sponsor signage located at driving range area.
- Name and/or logo on sponsor board.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

LONGEST DRIVE SPONSOR: \$2,500

- Sponsor signage on longest drive markers for men and women.
- Name and/or logo on sponsor board.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

CLOSEST TO THE PIN SPONSOR: \$2,500

- Sponsor signage on closest to the pin markers for men and women.
- Name and/or logo on sponsor board.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

SCOREBOARD SPONSOR: \$2,500

- Prominent sponsor signage on event scoreboard.
- Name and/or logo on sponsor board.
- Half-page color ad in event program book.
- Opportunity to purchase foursome package at reduced price of \$1,000.
- Two (2) additional seats for dinner.
- Opportunity to include gift or promotional item in golfer gift bags.

PURPOSE LEVEL SPONSORSHIPS

TEE BOX SPONSOR: \$1,000

- Name and/or logo on signage at tee box location.
- Sponsor will be associated with a select Hero Story to be displayed at tee box location.
- Sponsorship listing in event program book including associated Hero Story.
- Opportunity to purchase foursome package at reduced price of \$1,750.

HOLE PIN SPONSOR: \$1,000

- Name and/or logo on signage at hole pin location.
- Sponsor will be associated with a select Hero Story to be displayed at hole pin location.
- Sponsorship listing in event program book including associated Hero Story.
- Opportunity to purchase foursome package at reduced price of \$1,750.

FOURSOME PACKAGE: \$2,000

- Complimentary signature gift per golfer.
- Complimentary gift bag per golfer.
- Opportunity for early bidding on silent auction items.
- Lunch, networking reception and dinner for all four players.
- Use of club locker room facilities + 4 lockers/ access to all club practice facilities & club pro shop.

INDIVIDUAL GOLFER: \$500

- Complimentary signature gift.
- Complimentary gift bag.
- Opportunity for early bidding on silent auction items.
- Lunch, networking reception and dinner.
- Use of club locker room facilities + locker/ access to all club practice facilities & club pro shop.

FULL PAGE 4 COLOR AD IN EVENT PROGRAM BOOK: \$350

HALF PAGE 4 COLOR AD IN EVENT PROGRAM BOOK: \$200

NETWORKING RECEPTION AND DINNER TICKET: \$150

ANNUAL PEDIATRIC PSYCHOSOCIAL AND PALLIATIVE CARE VIRTUAL CONFERENCE

DESCRIPTION

Our virtual Kids Kicking Cancer Pediatric Psychosocial and Palliative Care Conference focuses on the latest in psychosocial and palliative care for children and families and features a distinguished cadre of speakers. In 2021, we hosted over 400 participants across 47 states nationally and 13 countries globally.

AUDIENCE

Attendees include medical and hospital practitioners from several specialties, including child life specialists, social workers, nurses, and doctors. Most of our attendees specialize in either pediatrics, oncology, hematology, or other related fields. Additionally, we see many of our partner programs in attendance including oncology camping professionals, foundations, and others in the fields that may be interested. We provide continuing education credits for child life, social work, nursing, and physicians.

2021 RECAP

[KidsKickingCancer.org/2021Conference](https://www.kickcancer.org/2021Conference)

DATE

November 2022

LOCATION

Virtual



HEROES CIRCLE TITLE SPONSOR

\$15,000 SPONSORSHIP LEVEL (1 available)

- Featured recognition, including inclusion of high-level video interview on Kids Kicking Cancer's social media platforms such as Facebook, LinkedIn, Instagram, etc.
- 20 guest passes for your organization.
- Company recognition in event press release.
- Verbal recognition of company sponsorship during program opening/closing and individual conference sessions.
- Company logo featured prominently on event invitation and registration page.
- Company logo featured prominently on all promotional materials and event signage.
- Company logo featured on rolling sponsorship reel.
- Opportunity to play 1-2-minute ad/video during session breaks (on loop). Sponsors to provide video content.
- Breath Brake presentation by Rabbi G. for your organization. Event can be scheduled pre/post conference, based on availability.
- Pre-event email to all invitees spotlighting company.
- Recognition in KKC's monthly e-newsletter.

POWER SPONSOR

\$10,000 SPONSORSHIP LEVEL (2 available)

- Featured recognition, including inclusion of high-level video interview on Kids Kicking Cancer's social media platforms such as Facebook, LinkedIn, Instagram, etc.
- 15 guest passes for your organization.
- Company recognition in event press release.
- Verbal recognition during program opening and closing.
- Company logo featured on the event invitation and registration page.
- Company logo featured on all promotional materials and event signage.
- Company logo featured on rolling sponsorship reel.
- Opportunity for inclusion of multiple slide ads on looping transition slides on both days.
- Breath Brake demo for your organization presented by KKC Martial Artists. Event can be scheduled pre/post conference, based on availability.
- Recognition in KKC's monthly e-newsletter.

PEACE SPONSOR

\$5,000 SPONSORSHIP LEVEL (2 available)

- 10 guest passes for your organization.
- Verbal recognition during program opening and closing.
- Company logo featured on the event landing page.
- Company logo featured on all event promotional materials and event signage.
- Company logo featured on rolling sponsorship reel.
- Opportunity for inclusion of single slide ad on transition slides on both days of conference.
- Recognition in KKC's monthly e-newsletter.
- Corporate recognition on the KKC social media platforms.

PURPOSE SPONSOR

\$2,500 SPONSORSHIP LEVEL (2 available)

- 5 guest passes for your organization.
- Verbal recognition during program opening and closing.
- Company logo featured on the event landing page.
- Company logo featured on all event promotional materials and select event signage.
- Company logo on featured rolling sponsorship reel.
- Corporate recognition on KKC social media platforms.

NETWORKING SPONSOR

\$1,000 SPONSORSHIP LEVEL

- 2 guest passes for your organization.
- Verbal recognition during program opening and closing of networking hour.
- Corporate recognition on KKC social media platforms.



FAMILY EVENT SPONSORSHIPS

PEDIATRIC HEALING PROGRAM DRIVE-THRU BELTING CEREMONY



DESCRIPTION

Our annual Belting Ceremony is an opportunity for our Heroes Circle community to see their hard work pay off and move onto their next belt level. Due to COVID restrictions and the desire to keep our participants safe, we have shifted our annual event to a drive-thru experience.

Welcomed by our Michigan-based Martial Arts Therapists, music, lawn signs and balloons, participating families are invited to decorate their cars to help celebrate the occasion. Each child will receive a new belt, award certificate, a new Heroes Circle T-shirt, as well as a celebration meal to-go and numerous goodies to fill their cars.

Although apart physically, this drive-thru event helps to keep our families from feeling socially isolated during their illness.

2021 RECAP

KidsKickingCancer.org/BeltingCeremony

AUDIENCE

Attendees include our Heroes Circle participants and families, as well as program volunteers.

DATE

June 2022

LOCATION

This event will take place at our global headquarters in Southfield, Michigan; however, it can also be tailored to support other U.S. based regional celebrations.

CELEBRATION SPONSOR

\$5,000 / EVENT

- 5 invitations to attend the event and meet our little heroes.
- Corporate recognition in event press release.
- Named area or tabling opportunity onsite at the event, with the opportunity to provide families with a sponsor-provided promotional item.
- Prominent logo recognition on promotional materials.
- Logo recognition on all applicable on-site signage.
- Corporate recognition on applicable KKC social media channels.

BELT SPONSOR

\$2,500 / EVENT

- 2 invitations to attend the event and meet our little heroes.
- Logo recognition on promotional materials.
- Logo recognition on select on-site signage.
- Corporate recognition on applicable KKC social media channels.

FAMILY FUN SPONSOR

\$1,000 / EVENT

- Logo recognition on promotional materials.
- Logo recognition on select on-site signage.
- Corporate recognition on applicable KKC social media channels.

KIDS CORNER SPONSOR

\$500 / EVENT

- Named area or tabling opportunity onsite at the event, with the opportunity to provide families with a sponsor-provided promotional item.
- Corporate recognition on applicable KKC social media channels post-event.

VIRTUAL BELTING CEREMONY AND CELEBRATION

DESCRIPTION

Children and adolescents 3-21 years of age join our Heroes Circle community to help learn tools to reduce the pain and stress of serious pediatric illnesses. Our annual Belting Ceremony is an opportunity for our global Heroes Circle community to see their hard work pay off and move onto their next belt level.

The students will come together with friends and family to demonstrate their martial arts skill sets, receive their certificates and next belt levels, and share a meal. All belts and goodies are mailed/delivered pre-event.

AUDIENCE

Attendees include our national Heroes Circle participants and families, as well as program volunteers.

DATE

June 2022

LOCATION

Virtual



PRESENTING SPONSOR

\$10,000 SPONSORSHIP LEVEL

- 10 invitations to attend the virtual event and meet our little heroes.
- Presenting sponsor recognition appended to event name.
- Corporate recognition in event press release.
- Corporate speaking role during event program.
- Corporate recognition during event program.
- Prominent logo recognition on promotional materials, including the event invitation and online event registration page.
- Logo recognition on all applicable on-screen signage.
- Corporate recognition on applicable KKC social media channels.
- Complimentary advertisement or special offer in goodie bag deliveries pre-event.

CELEBRATION SPONSOR

\$5,000 SPONSORSHIP LEVEL

- 5 invitations to attend the virtual event and meet our little heroes.
- Corporate recognition in event press release.
- Corporate recognition during event program.
- Prominent logo recognition on promotional materials, including the event invitation and online event registration page.
- Logo recognition on all applicable on-screen signage.
- Corporate recognition on applicable KKC social media channels.
- Complimentary advertisement or special offer in goodie bag deliveries pre-event.

RED BELT SPONSOR

\$2,500 SPONSORSHIP LEVEL

- 2 invitations to attend the virtual event and meet our little heroes.
- Corporate recognition during event program.
- Logo recognition on promotional materials, including the event invitation and online event registration page.
- Logo recognition on select on-screen signage.
- Corporate recognition on applicable KKC social media channels.

WHITE BELT SPONSOR

\$1,000 SPONSORSHIP LEVEL

- Corporate recognition during event program.
- Logo recognition on promotional materials, including the event invitation and online event registration page.
- Logo recognition on select on-screen signage.
- Corporate recognition on applicable KKC social media channels.

GOODIE BOX SPONSOR

\$500 SPONSORSHIP LEVEL

- Corporate recognition during event program.
- Opportunity to provide kids with promotional item as part of the goodie box deliveries pre-event.
- Logo recognition on select on-screen signage.



HEROES CIRCLE COWBOYS KICKING CANCER



DESCRIPTION

Our annual Cowboys Kicking Cancer event remains a fan favorite for our Heroes Circle community. Families are treated to a day on the farm, including a cookout lunch, horseback riding, hayride, crafts, music and more!

AUDIENCE

Attendees include our Michigan-based Heroes Circle families, as well as program volunteers.

DATE

May 2022

LOCATION

Milford, Michigan

TRIPLE CROWN PRESENTING SPONSOR

\$5,000 SPONSORSHIP LEVEL

- 6 guest passes to attend the event and meet our little heroes.
- Presenting sponsor recognition appended to event name.
- Named area or tabling opportunity onsite at the event.
- Corporate recognition during event program.
- Prominent logo recognition on promotional materials, event registration page and on event signage.
- Corporate recognition on applicable KKC social media channels.
- Logo recognition on event t-shirts distributed to all event attendees.
- Named area or tabling opportunity onsite at the event.
- Opportunity to provide kids with promotional item at event.

BLUE RIBBON SPONSOR

\$3,000 SPONSORSHIP LEVEL

- 2 guest passes to attend the event and meet our little heroes.
- Corporate recognition during event program.
- Prominent logo recognition on promotional materials, event registration page and on event signage.
- Corporate recognition on applicable KKC social media channels.
- Logo recognition on event t-shirts distributed to all event attendees.
- Opportunity to provide kids with promotional item at event.

YELLOW RIBBON SPONSOR

\$1,000 SPONSORSHIP LEVEL

- Corporate recognition during event program.
- Logo recognition on select promotional materials, event registration page and on event signage.
- Corporate recognition on applicable KKC social media channels.
- Logo recognition on event t-shirts distributed to all event attendees.

SADDLE UP SPONSOR

\$500 SPONSORSHIP LEVEL

- Corporate recognition during event program.
- Logo recognition on select promotional materials and event signage.
- Corporate recognition on applicable KKC social media channels.
- Logo recognition on event t-shirts distributed to all event attendees.

GIDDY UP SPONSOR

\$250 SPONSORSHIP LEVEL

- Corporate recognition during event program.
- Logo recognition on event t-shirts distributed to all event attendees.



OH, WHAT FUN! HOLIDAY CELEBRATION



DESCRIPTION

Whether we are hosting a drive through holiday celebration or in-person soiree, our annual event is sure to bring smiles and cheer to our Heroes Circle community.

We know that the diagnosis of pediatric cancer and other painful illnesses can transform any family into a state of stress and dysfunction. In many families, parents lose jobs because of the time they must care for their child. This event ensures that our little heroes can celebrate the holidays surrounded by their Heroes Circle friends, and our parent community can take advantage of unique holiday supports.

Event includes music, food, crafts and giveaways (gift cards, toys, outerwear, etc.).

AUDIENCE

Attendees include our Michigan-based Heroes Circle families, as well as program volunteers.

DATE

December 2022

LOCATION

Virtual/In-Person

PRESENTING SPONSOR

\$5,000 SPONSORSHIP LEVEL

- 6 guest passes to attend the event (with option to provide volunteer support) and meet our little heroes.
- Presenting sponsor recognition appended to event name.
- Corporate recognition during event program (if applicable).
- Prominent logo recognition on promotional materials, event registration page and on event signage.
- Corporate recognition on applicable KKC social media channels.
- Named area or tabling opportunity onsite at the event (if applicable).
- Opportunity to provide kids with promotional item at event (if applicable).

BILL OF FARE SPONSOR

\$3,000 SPONSORSHIP LEVEL

- Corporate recognition during event program (if applicable).
- Logo recognition on food station signage.
- Complimentary advertisement or special offer in post-event gift bag.
- Logo recognition on select promotional materials.
- Corporate recognition on applicable KKC social media channels.

FAMILY SUPPORT GIFT CARD SPONSOR

\$3,000 SPONSORSHIP LEVEL

- Corporate recognition during event program (if applicable).
- Logo recognition on gift card station.
- Complimentary advertisement or special offer in post-event gift bag.
- Logo recognition on select promotional materials.
- Corporate recognition on applicable KKC social media channels.

HOLIDAY CHEER AND CRAFT SPONSOR

\$2,000 SPONSORSHIP LEVEL

- 2 guest passes to attend the event and meet our little heroes.
- Corporate recognition during event program (if applicable).
- Logo recognition on promotional materials, event registration page and on event signage.
- Corporate recognition on applicable KKC social media channels.
- Opportunity to provide kids with promotional item at event (if applicable).

HOLIDAY TOY SPONSOR

\$1,000 SPONSORSHIP LEVEL

- Corporate recognition during event program (if applicable).
- Logo recognition on holiday toy station.
- Complimentary advertisement or special offer in post-event gift bag.
- Logo recognition on select promotional materials.
- Corporate recognition on applicable KKC social media channels.



DONOR ENGAGEMENT SPONSORSHIPS

IN THE BOARDROOM – EXCLUSIVE NETWORKING SERIES

DESCRIPTION

Our new **In the Boardroom** series will offer Michigan-based professionals an opportunity to network with local influencers and industry related peers. Guests will be treated to hors d'oeuvres and cocktails, followed by a brief program facilitated by Rabbi G. and a high-caliber senior-level expert in the real estate, legal or medical profession.

AUDIENCE

Michigan-based professionals in the real estate and legal industries.

DATE

Summer 2022 and Fall 2022

LOCATION

In-Person, Metro-Detroit area

PRESENTING SPONSOR

\$7,500 / PER EVENT

- 6 invitations to attend the event and meet our little heroes.
- Presenting sponsor recognition appended to event name.
- Corporate recognition during event program.
- Prominent logo recognition on promotional materials, including the event invitation and online event registration page.
- Complimentary advertisement in our event program.
- Logo recognition on all applicable on-site signage.
- Corporate recognition on applicable KKC social media channels.
- 2 invitations to our annual belting ceremony in 2023.





IMPACT SPONSORSHIPS

VIRTUAL FAMILY ENGAGEMENT PROGRAM



DESCRIPTION

Family engagement during pediatric treatment is central for positive outcomes. It is also important that children experiencing social isolation due to illness have the ability to connect with and build relationships with other children (and families) who are experiencing the same challenges. At the Heroes Circle, we encourage family engagement in ways that are both meaningful and therapeutically healing for our participants. **With the shift to virtual programming, we look to expand our family engagement offerings to children across the United States.** Examples of our monthly virtual offerings include Lego building, talent shows, dance parties and cooking sessions. These programs are free to our participants and their families, and all necessary materials are mailed/delivered pre-event.

AUDIENCE

Heroes Circle participants and their families. Varies by activity – upwards of 20-30 families per event.

DATE

2022

LOCATION

Virtual – Monthly
National Programming

FUN FOR A YEAR SPONSOR:

\$25,000 SPONSORSHIP LEVEL

- 2-4 unique invitations per event to participate in the monthly activities alongside our little heroes.
- Presenting sponsor recognition appended to monthly activities.
- Corporate recognition during event program (if applicable).
- Prominent logo recognition on promotional materials, including the event invitation and online event registration page.
- Custom blog and corporate recognition in one 2022 donor impact report that is distributed to over 8,000 households.
- Corporate recognition on applicable KKC social media channels after each monthly activity.
- Opportunity to provide kids with promotional item as part of material deliveries pre-event.

VIRTUAL SUMMER CAMPS



DESCRIPTION

In 2021, the Heroes Circle partnered with more than 15 illness-based summer camps across the United States. Campers were invited to participate in Heroes Circle sponsored virtual martial arts therapy workshops where they were introduced to meditation, breathing and movement techniques. Similar to our Pediatric Healing Program, workshops were offered to campers at no cost and all participants were mailed a Martial Arts Super Power Kit containing more info about our unique program offerings. Our camp partnerships are just one method for the Heroes Circle to gain national exposure and reach more children suffering from cancer and other pediatric illnesses. Program sponsorship would help to expand our reach virtually and partner with more illness-based summer camps in 2022 and beyond.

AUDIENCE

National illness-based summer camp participants and their families

DATE

Summer 2022

LOCATION

Virtual

SUMMER CAMP EXPANSION SPONSOR

\$25,000 SPONSORSHIP LEVEL

- Logo recognition on the Power Peace Purpose donor wall in our global headquarters.
- Corporate recognition in our printed annual report.
- Custom blog and corporate recognition in one 2022 donor impact report that is distributed to over 8,000 households.
- Logo recognition on flyers/promotional materials.
- Logo recognition on unique YouTube playlists hosting video OnDemand content for campers.
- Corporate recognition on applicable KKC social media channels.
- Opportunity to provide kids with promotional item as part of our unique Martial Arts Super Power Kit deliveries.

BLACK-BELT: END OF LIFE AND PALLIATIVE CARE PROGRAM



FAMILY SUPPORT FUND



DESCRIPTION

When a child is not responsive to his/her medical treatments, we continue to focus the child on his/her amazing infinite light. The greater the adversity, the more powerful the martial artist! In concert with hospital professionals and family, we allow each child to know that she or he has helped shape this world for the better. When deemed an appropriate time, children are awarded a special black belt, sometimes in front of their family and friends. On the black belt, the child's name and words "Master Teacher" are embroidered on each end. This very intensive program that supports both child and family through this final journey is profoundly impactful.

AUDIENCE

Heroes Circle participants, their family/friends, and staff.

DATE

N/A

LOCATION

Varies

BLACK BELT SPONSOR

\$10,000 SPONSORSHIP LEVEL

- Logo recognition on the Power Peace Purpose donor wall in our global headquarters.
- Corporate recognition in our printed annual report.
- Custom blog and corporate recognition in one 2022 donor impact reports that is distributed to over 8,000 households.
- Corporate recognition on applicable KKC social media channels.

DESCRIPTION

The Heroes Circle focuses on pain and stress management as it presents in multiple forms—physically, mentally, and socially. Our Pediatric Healing Program helps children who face chronic pain resulting from serious pediatric illness, through teaching them practical techniques to manage their responses to pain and stress. We never charge for our services. However, we know that each of these children has stressors and challenges beyond our classes; many of our families suffer financially from medical bills and other expenses (COVID has only exacerbated these issues). Because we consider these families our own, we offer a family service emergency fund for families in our program that are struggling financially. This service provides both basic support and mental wellness to those families that we serve.

AUDIENCE

Heroes Circle participants and their families

DATE

2022

LOCATION

National Programming

FAMILY SUPPORT INCLUDES:

- Gift cards for food, gas, household supplies.
- Assistance with utility bills, mortgage payments, and funeral expenses.
- Transportation assistance.
- Meal or grocery drop-off for families needing some extra support.
- Assistance in purchasing technology such as tablets to connect with virtual classes.
- Care packages.
- Counseling and resources for dealing with illness or bereavement.

FAMILY SUPPORT SPONSOR

\$15,000 SPONSORSHIP LEVEL

- Logo recognition on the Power Peace Purpose donor wall in our global headquarters.
- Corporate recognition in our printed annual report.
- Custom blog and corporate recognition in one 2022 donor impact report that is distributed to over 8,000 households.
- Corporate recognition on applicable KKC social media channels.

MARKETING AND BRANDING SPONSORSHIPS

GLOBAL BREATH BRAKE DAY MATCH SPONSOR

DESCRIPTION

A day-long digital event dedicated to raising awareness about our unique Breath Brake® technique, as well as driving donations and helping educate the world about the impact of martial arts therapy on children and adults.

Your sponsorship commitment would serve as a donation match communicated across all of our owned channels, as well as through paid ads.

SAMPLE MATCH LANGUAGE

Thanks to an extremely generous gift from SAMPLE CORPORATION, all donations will be matched dollar-for-dollar up to \$10,000.

DATE

November 2022

LOCATION

Digital Campaign

GIVE THE GIFT OF **POWER PEACE & PURPOSE**



GLOBAL BREATH BRAKE SPONSOR

\$10,000 SPONSORSHIP LEVEL

- Creation of custom blog featuring company/individual.
- Corporate branding on pre-event digital promotions.
- Corporate branding on custom donation page.
- Corporate branding in email distributed to our subscriber list of 8,000+ email records.
- Logo recognition on social media posts supporting Global Breath Brake Day.

GIVING TUESDAY AND
END OF YEAR DIGITAL
FUNDRAISING MATCH
SPONSOR

DESCRIPTION

Our end-of-year campaign brings in nearly 80 percent of our annual online-donated dollars. Your company would commit to making a \$10,000 gift to sponsor our end-of-year fundraising efforts. This holiday season, our communications focus will be on the stories of 2 little heroes.

SAMPLE MATCH LANGUAGE

For every dollar you donate this holiday season (up to \$10,000), we will get \$2, thanks to a generous match made by our partners at SAMPLE CORPORATION.

2021 LITTLE HEROES STORY EXAMPLE

KidsKickingCancer.org/GivingTuesday

DATE

Late November – December 2022

LOCATION

Digital Campaign

CONSIDER
A GIFT OF
HEALING



DIGITAL FUNDRAISING MATCH
SPONSOR

\$10,000 SPONSORSHIP LEVEL

- Creation of custom blog featuring company/individual.
- Corporate branding on custom Giving Tuesday and year-end donation pages.
- Corporate branding in appeal email series distributed to our subscriber list of 8,000+ email records.
- Logo recognition on social media posts supporting Giving Tuesday and our year-end campaign.

HEROES CIRCLE
MONTHLY
E-NEWSLETTER

DESCRIPTION

Our supporters look forward to receiving their monthly e-newsletters. They use this resource to learn about the direct impacts of their giving through personal stories of those children and families that benefit from our martial arts therapy. In addition, we share news, campaign progress, and upcoming events.

AUDIENCE

Our email list is made up of a group of 8,000+ passionate philanthropists who have given a gift to the Heroes Circle or have signed up to receive updates.

DATE

2022

LOCATION

Email



MONTHLY E-NEWSLETTER SPONSOR

\$5,000 SPONSORSHIP LEVEL / PER YEAR

- Logo recognition on monthly e-newsletter header graphic.
- Custom content in sponsored issue featuring company/individual.
- Corporate recognition in printed annual report.

FOR MORE INFORMATION, PLEASE CONTACT:

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