



Become a Sponsor of the “Be Strong, Go Gold” Gala 2020!

Saturday, September 26, 2020

Sponsorships are tax-deductible to the full extent provided by law and offer fantastic business development and marketing opportunities for your company.

Help raise awareness and research funding for childhood cancer!

This event is organized to benefit the Avery Huffman Defeat DIPG Foundation, a 501(c)(3) nonprofit founded in memory of a 7-year-old girl who grew up in Auburn, Washington, and battled a DIPG brain tumor for 7.5 months before passing away in February 2016. The Avery Huffman Defeat DIPG Foundation raises funds for DIPG research to find a cure to this deadly pediatric cancer. With coverage in local, national, and international media, Avery’s story has reached a wide audience. With over 3,000 social media followers and email subscribers, sponsors have the opportunity for recognition and promotion through these channels in addition to gala promotion materials that will be distributed and displayed throughout the event. This event will take place at the Grand Hall at Green River College in Auburn, WA and offers the opportunity to reach the surrounding communities and beyond.



Thank you for supporting Avery Huffman Defeat DIPG Foundation, located in Auburn, WA, which is a chapter of the Michael Mosier Defeat DIPG Foundation, a 501(c)(3) nonprofit organization. Avery Huffman Defeat DIPG Foundation is registered with Washington State’s Charities Program as required by law and additional information is available by calling [800-332-4483](tel:800-332-4483) or visiting www.sos.wa.gov/charities.

Why Sponsor the “Be Strong, Go Gold” Gala 2020? Giving Back + Great Business Opportunity Saturday, September 26th, 2020

MAKE A POSITIVE IMPACT FOR OUR CHILDREN AT A CRITICAL TIME

- DIPG has the unfortunate distinction of being the most deadly childhood cancer. While most childhood cancers have significantly improved the survival rates in the past decades, DIPG has remained at a constant: near 0%.
- Doctors are finally optimistic that they will find effective treatments and a cure for DIPG. We must fund this essential research to give these kids a chance for survival.

PROMOTE YOUR BUSINESS WITH A BROAD AUDIENCE

- Local schools, religious organizations, and hospitals.
- Surrounding communities throughout King/Pierce County area.
- Active participants, including leaders in the business communities
- Over 3,000 Facebook followers. Posts regularly reach more than 10,000 individuals due to active engagement and sharing by followers.
- Over 2,100 active twitter followers

BENEFIT FROM OUR TRACK RECORD OF SUCCESSFUL PUBLIC ENGAGEMENT

- Coverage in local, national, and international media, including features in the Seattle Times, Sporting News, Entertainment Weekly, USA Today, Bleacher Report, Ventura County Star and 247Sports.com and on social media channels such as Instagram, Twitter and Facebook.
- Prominent speakers supporting the organization through video announcements and otherwise, including Seattle Seahawks WR Doug Baldwin, Washington football coach Chris Petersen, former UCLA football coach Jim Mora, national sports personality Yogi Roth.

PIGGYBACK ON THE POWER OF THE CAUSE

- The tragic consequences of childhood cancer – and DIPG brain tumors in particular – have led to loyal and dedicated supporters. A business supporting this cause will benefit from the good will and positive association.
- DIPG has received significant public attention through coverage of youth who have battled the disease. Many parents of children with DIPG are active on social media with wide networks.
- The unique nature of this “worst of the worst” childhood cancer has drawn communities across the country to rally around the cause.

EVENT SPONSOR - \$10,000 (One (1) placement available)

ALL BENEFITS OF PLATINUM SPONSOR, **PLUS:**

- Included in marketing as “Presented by” sponsor
- Logo/name appears prominently on Gala print materials and event banners
- Name included as presenting sponsor in media mentions & announcements
- Opportunity for company representative to speak at Gala event opening
- Featured as the “Presented by” sponsor in event video

PLATINUM SPONSOR - \$5,000 (3 still available)

ALL BENEFITS OF GOLD SPONSOR, **PLUS:**

- Logo on signage by merchandise table at event
- Logo on Gala event program guide cover
- Recognized in pre-& post-event announcements

GOLD SPONSOR - \$2,500 (3 still available)

ALL BENEFITS OF SILVER, **PLUS:**

- Logo on home page of gala, with click-thru to your website
- Logo on promotional posters & marketing materials
- Included in email promotions/newsletters
- Additional 4 Gala tickets with special event swag bag (8 total Gala tickets to host a full table)
- Name recognition of sponsorship on sign at hosted table

SILVER SPONSOR - \$1,000 (3 still available)

ALL BENEFITS OF BRONZE SPONSOR, **PLUS:**

- Logo/name listed on sponsor page of gala website, with click-thru to your website
- Logo at event registration table
- Social media promotion on Facebook & Twitter
- Additional 2 Gala tickets with special event swag bag (4 total Gala tickets)

TABLE SPONSOR - \$1,250 (limited available)

- Name listed on sponsor page of event website
- Name on Appreciation Page in Gala event program
- Name recognition of sponsorship on sign at hosted table
- 8 Gala tickets (full table)

BRONZE SPONSOR - \$500 (3 still available)

- Name listed on sponsor page of event website
- Name in Appreciation section in Gala event program
- 2 Gala tickets

SUPPORTER - \$250

- Name listed on sponsor page of event website
- Name on Appreciation Page in Gala event program



"Be Strong, Go Gold" Gala

AUCTION ITEM DONATION FORM

Return by August 31, 2020

Return By Email: events@averystrongdipg.org

Return By Mail: P.O. Box 1811, Auburn, WA 98071

Donor Name (as will appear in materials)	
Primary Contact	
Address	
City, State, Zip Code	
Telephone	
Email	
Website (if applicable)	

Please provide a specific, complete description for the auction program (e.g., dimensions, age, color, number of rooms, ticket seat locations). One donation item per form. Attach photos, brochures, menus, certificates, or other relevant materials. The event is September 28, 2019. Please ensure expiration dates allow adequate time for use. Unless indicated otherwise, any offers will be valid for 1 year, until September 28, 2020.

Name of Item or Service:	Fair Market Value:
Description (complete description for auction program; attach additional page(s) as needed):	
Special Conditions/Restrictions (e.g., limitations, time availability, expiration dates, includes drinks/gratuities/tax, minimum bid, special handling, etc.):	
<input type="checkbox"/> Check here if pickup required Date/time ready for pickup: _____	For special delivery arrangements, including oversized items, please contact events@averystrongdipg.org

Signature

Date

Your donation becomes the property of Defeat DIPG Foundation and will be used at the discretion of Defeat DIPG. The Auction Committee reserves the right to categorize items, set minimum bids, and/or combine items to create packages.

THANK YOU FOR SUPPORTING THE FIGHT TO CURE CHILDHOOD BRAIN CANCER!

Questions? Contact events@averystrongdipg.org

Avery Huffman Defeat DIPG Foundation is a chapter of the Michael Mosier Defeat DIPG Foundation, a 501(c)(3) nonprofit organization (TAX ID 47-4255474). Please keep a copy of this donation form for your records.



"Be Strong, Go Gold" Gala

SPONSORSHIP COMMITMENT FORM

Return By Email: events@averystrongdipg.org

Return By Mail: P.O. Box 1811, Auburn, WA 98071

Donor Name (as will appear in materials)	
Primary Contact	
Address	
City, State, Zip Code	
Telephone	
Email	
Website (if applicable)	

SPONSORSHIP LEVEL

- ☐ Event Sponsor (\$10,000)
- ☐ Platinum Sponsor (\$5,000)
- ☐ Gold Sponsor (\$2,500)
- ☐ Silver Sponsor (\$1,000)
- ☐ Bronze Sponsor (\$500)
- ☐ Table Sponsor (\$1,250)
- ☐ Supporter (\$250)

****Defeat DIPG must receive your sponsor commitment, logo, and payment by 8/31/2020 for inclusion in Gala program.**

PAYMENT TYPE

- ☐ *Preferred method* - Check enclosed, made payable to Avery Huffman Defeat DIPG Foundation.
- ☐ Credit Card: Please pay with MC/VISA online at averystrongdipg.org/payment.
- ☐ I wish to receive an invoice by email. Payment will be made by (date) _____ via check made payable to Avery Huffman Defeat DIPG Foundation.

AUTHORIZATION & SIGNATURE

Authorized Signature

Print Name

Date

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