

2017 Corporate Sponsorship Package



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Paige's Butterfly Run

Fighting Pediatric Cancer. Funding Hope.

Our Story

In 1993, Paige Yeomans Arnold was a seemingly healthy 6 year old first grader at Palmer Elementary School in Baldwinsville NY, when she was diagnosed with leukemia. Paige was then treated at what is now the Dr. William J. Waters Center for Children's Cancer and Blood Disorders at Upstate Golisano Children's Hospital in Syracuse NY. Paige ultimately underwent a bone marrow transplant in an effort to cure her leukemia at Boston Children's Hospital in 1994. Sadly, complications from the transplant led to her death in August of that year.

In the Spring of 1997, Paige's parents were approached by a group of teachers at Palmer Elementary that wished to honor Paige in what would have been her last year at the school. In short order, it was decided that a walk/run event would be organized. All proceeds were slated to benefit a college scholarship fund and the Center for Children's Cancer and Blood Disorders in Paige's memory. The butterfly was selected as a symbol of the event not only because she was so fond of them, but because they typified her: beautiful and gentle, but strong beyond imagining.

After hosting the event from 1997-2007 at Palmer Elementary, Paige's Butterfly Run came to downtown Syracuse in 2008 with the Taste of Syracuse Festival.

Since its inception in 1997, Paige's Butterfly Run has raised over \$2,500,000 to support cancer research and patient programs at the William J. Waters Center for Children's Cancer and Blood Disorders at Upstate Golisano Children's Hospital.





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Thanks to the generous support of companies, teams and individuals in 2016, **Paige's Butterfly Run raised \$292,000 to benefit the children of Central New York.** After event expenses our organization **invested \$232,000 into the Central New York Community** supporting the following initiatives

\$100,000 to Paige's Cancer Research Fund

Funding research at Upstate Golisano Children's Hospital in applications for pediatric oncology.

\$11,210 to Paige's Family & Survivor Assistance Funds

Assisting families at the Dr. William J. Waters Center for Children's Cancer and Blood Disorders at Upstate Golisano Children's Hospital having financial difficulties due to their child's illness, with help for treatment, wellness and survivorship.

\$100,000 to the Paige Yeomans Arnold Memorial Endowment Fund

A permanent endowment established with the Upstate Foundation, a portion of which will be used in the future to fund research and to provide financial assistance to families having difficulties due to their child's illness.

\$20,790 to Paige's Family Fun Fund

Providing the Child Life Specialists on the inpatient and outpatient floors of the Dr. William J. Waters Center for Children's Cancer and Blood Disorders with the resources for family meals, celebrations for birthdays and holidays, and to generally lighten their lives when they are in the hospital for treatment.





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Held in conjunction with the Taste of Syracuse, Paige's Butterfly Run brings over 2,000 runners and walkers from across Central New York to downtown Syracuse to participate in one of the region's premier 5K races while raising the critical dollars necessary to fund pediatric oncology research and patient programs at Upstate Golisano Children's Hospital.

Paige's Butterfly Run is comprised of three events:

- USAT&F certified 5K race in downtown Syracuse
- 3K fun fitness run/walk
- 40-ft. "Caterpillar Crawl" (free for children 5 and under)

How YOU Can Participate in 2017!

1. Register online at www.pbrun.org for the 2017 Paige's Butterfly Run.
2. Set your fundraising goal!
3. Ask family, friends and co-workers to support your fundraising efforts with a donation to the event.
4. Form a team! Teams are a great way to have fun before, during and after Paige's Butterfly Run while raising dollars for the mission. Come up with a fun team name, design t-shirts or throw on your butterfly wings and sneakers for a great morning!



Paige's Butterfly Run Corporate Sponsorship Levels

Corporate sponsorship is just one of the many pieces that ensure the success of Paige's Butterfly Run each year. Thanks to community minded businesses, such as yours, our organization is not only able to put on a high-quality race for the Central New York community, but also direct the dollars raised by participants to fund critical research and patient programs for local children and their families.

Below are the sponsorships available for Paige's Butterfly Run 2017. We respectfully ask you to consider supporting this year's event and our mission at a level that best fits your organization.

<u>Sponsorship Benefits</u>	<u>Naming Sponsor</u>	<u>Presenting Sponsor 5K Race</u>	<u>Race Bib Sponsor *Taken</u>	<u>Registration Sponsor</u>	<u>Presenting Sponsor 3K Fitness Walk *Taken</u>	<u>Kid Zone Sponsor</u>	<u>Caterpillar Crawl *Taken</u>	<u>Tee Sponsor *Taken</u>
	\$20,000	\$10,000	\$5,000	\$5,000	\$5,000	\$3,000	\$3,000	\$3,000
Company logo on PBR website	√	√	√	√	√	√	√	√
Company logo on race application	√	√	√	√	√	√	√	
Placement on event TYU banner	√	√	√	√	√	√	√	√
Company logo on t-shirt back	√	√	√	√	√	√	√	
Company logo on t-shirt sleeve								√
Company name/log on race bib			√					
Recognition in media placements	√	√	√	√	√	√	√	√

<u>Sponsorship Benefits</u>	<u>Course Safety Sponsor *Taken</u>	<u>Timing Sponsor *Taken</u>	<u>Water Stop Sponsor (2)</u>	<u>Mile Marker Sponsor (2) *Taken</u>
	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Company logo on website	√	√	√	√
Company logo on t-shirt	√	√	√	√
Placement on event TYU banner	√	√	√	√
Recognition on race application	√	√		
Signage at 1 or 2 mile marker				√
Signage at water stop			√	

<u>Sponsorship Benefits</u>	<u>Platinum Ribbon Sponsor</u>	<u>Gold Ribbon Sponsor</u>	<u>Blue Ribbon Sponsor</u>
	\$1,999 - \$1,500	\$1,499 - \$1,000	\$999 - \$500
Company logo on website	√	√	√
Placement on event TYU banner	√	√	
Company logo on t-shirt	√		
Recognition on PDF application	√		

Clams 4 Cures Sponsorship Opportunities



Corporate sponsorship is just one of the many pieces that ensure the success of our Clams 4 Cures event. Thanks to community minded businesses, such as yours, our organization is not only able to put on a high-quality event for the Central New York community, but also direct the dollars raised by participants to fund critical research and patient programs for local children and their families.

Below are the sponsorship levels available for Clams 4 Cures 2017

Saturday, July 29th, 2017
12:30 – 4:30 PM
Spinning Wheel Restaurant
7384 Thompson Road, North Syracuse

We respectfully ask you to consider supporting this year's event and our mission at a level that best fits your organization.

\$50.00 Advanced Sale Tickets
\$60.00 Tickets at the door

<u>Sponsorship Benefits</u>	<u>Presenting Sponsor</u>	<u>Table Sponsor</u>	<u>Ticket Sponsor</u>	<u>Friends of Paige's Butterfly Run Sponsor</u>
	\$2,500.00	\$1,500.00	\$1,000.00	\$500.00
Complimentary tickets to Clams 4 Cures 2017	3	2	1	
Company logo on Clams 4 Cures website	√	√	√	√
Company banner displayed at event	√			
Company logo on event collateral	√	√		
Company name listed on event collateral			√	√
Mention on social media accounts	√	√	√	√
Mention in email blasts (2-3 email blasts)	√	√	√	√
Reference in opening & closing remarks	√	√	√	√
Company logo on all table signs at Clams 4 Cures		√		
Company logo on all Clams 4 Cures tickets	√		√	