



Paige's Butterfly Run, Inc. 2021 Corporate Sponsorship Package



**PROPOSED BY:
MYIA HILL | EXECUTIVE DIRECTOR**



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.

This year will mark the 25th annual Paige's Butterfly Run.



WHAT WE FUND

Since its inception in 1997, Paige's Butterfly Run has raised over \$3,500,000 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.

2019 Record of Giving

In 2019 Paige's Butterfly Run, Inc. raised \$342,000 to benefit the children of Central New York. After event and organizational expenses,* our organization has invested \$210,000 in the following initiatives that support current and future pediatric cancer patients and their families.

\$97,500 to Paige's Family & Survivor Assistance

Helping 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.

\$26,000 to Paige's Barnes & Noble Book Fair Drive

Through a partnership with Barnes & Noble on Rt. 31 in Clay, community members are encouraged to donate a book to Upstate Golisano Children's Hospital so that patients may pick out a book to take home and keep after completing a treatment.

This is an in-kind donation

\$20,000 to Paige's Comfort & 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.

\$66,500 to the Paige Yeomans Arnold Memorial Endowment

A permanent endowment established with the Upstate Foundation, a portion of which will be used in the future to fund pediatric cancer related programming.

Clams 4 Cures Clambake

Saturday, September 11, 2021

The Spinning Wheel
7384 Thompson Rd | North Syracuse

Title Sponsor - \$5,000

- 10 complimentary tickets to Clams 4 Cures.
- Company logo on website. Banner displayed at event.
- Logo on event collateral; tickets, table signs.
- Mention in all social media and day-of recognition.

Raffle Sponsor - \$2,500

- 5 complimentary tickets to Clams 4 Cures.
- Company logo on website.
- Company banner displayed at raffle tables.
- Mention in all social media and day-of recognition.

Presenting Sponsor - \$1,500

- 2 complimentary tickets to Clams 4 Cures.
- Company logo on website.
- Banner displayed at event.
- Logo on event collateral; tickets, table signs.
- Mention in all social media and day-of recognition.

Ticket Sponsor - \$1,000

- 1 complimentary ticket to Clams 4 Cures.
- Company logo on website.
- Company name listed on event collateral.
- Mention in all social media and day-of recognition.
- Company logo on all tickets.

Friend Sponsor - \$500

- Company logo on website.
- Mention in all social media and day-of recognition.



Saturday, September 11, 2021

**The Spinning Wheel
7384 Thompson Road
North Syracuse**

Join us for a fun afternoon of clams, BBQ, music, games, raffles and laughter at Clams 4 Cures.

Proceeds from the event support Paige's Butterfly Run, Inc. and its mission of supporting current and future pediatric cancer patients and families at Upstate Golisano Children's Hospital.