



2022 Corporate Sponsorship Overview

Helping to make a difficult journey a little easier

Paige's  Butterfly Run

Fighting Pediatric Cancer. Funding Hope.



OUR STORY

Paige's Butterfly Run, Inc. is a nonprofit organization dedicated to supporting and empowering kids fighting pediatric cancer and blood disorders.



Paige's Butterfly Run, Inc. was founded in memory of Paige Yeomans Arnold who passed away in 1994 at the age of eight from complications of treatment from leukemia. The mission of Paige's Butterfly Run, Inc. is to raise funds with integrity to benefit current and future pediatric cancer patients and their families in Central New York through the sponsorship of pediatric oncology research and patient programs at Upstate Golisano Children's Hospital in Syracuse.

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.

For over 25 years, Paige's Butterfly Run, Inc. has been a critical part of Central New York's efforts to fight cancer and blood disorders in children.

The Dr. William J. Waters Center for Children's Cancer and Blood Disorders at Upstate Golisano Children's Hospital serves close to 700 children each year while conducting research for tomorrow's cures. Paige's Butterfly Run, Inc. is a key part of these services, as the funds we raise support pediatric cancer research and patient programs.

When you become a corporate sponsor you directly support the patients of today and tomorrow, making an immediate and lasting impact in the life of a local child with cancer.



OUR IMPACT

Thanks to the generous support of companies, teams and individuals each year, Paige's Butterfly Run, Inc. is able to raise critical funds to benefit children and their families fighting pediatric cancer. After event expenses our organization invests in the following initiatives that support the Central New York community.

Paige's Comfort Kit Fund

The Comfort Kit program provides each newly diagnosed child with a backpack containing a blanket, a water bottle, 2 t-shirts, a toiletry kit, and a \$150 VISA gift card.

Paige's H.O.P.E Support Fund

The sponsorship of H.O.P.E. (Helping Oncology Patients and Parents Engage) events provides several opportunities for pediatric cancer patients, caregivers, and siblings to connect with other families battling a pediatric cancer diagnosis during inspirational and fun activities outside of the hospital in a non-medical environment.

Paige's Family Assistance Fund

Assisting families impacted by financial costs for travel, accommodations, out-of-pocket expenses for food, phone bills, household bills and loss of income as well as unpaid medical bills.

Paige's Fund for Transportation

Upstate Golisano Children's Hospital treats children with cancer from a 22-county area. To decrease this burden, Paige's Fund for Transportation provides families whose child is receiving active therapy and using a private vehicle for transportation gas cards to offset this expense.

Paige's Comfort & Fun Fund for Families

Providing the Child Life Specialists on the inpatient and outpatient floors with the resources for educational and teaching materials about new diagnosis, family meals, celebrations for birthdays and holidays, and to generally lighten their lives when they are in the hospital for treatment.

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



OUR IMPACT

Paige's Outpatient Clinic Fund

Providing the Child Life Specialists with the resources for educational and teaching materials, celebrations for birthdays and holidays, and art and craft supplies. These items help patients and families help to provide a safe and fun space, despite all of the chances in their lives.

Paige's Events and Activities Fund

Sponsors ongoing events throughout the year providing patients and families the opportunity to attend special events outside a medical setting. Families are also able to connect with their peers and find support amongst each other.

Paige's Support of "Champions Again" Fund

Provides special educational programming for pediatric patients.

Paige's Survivor Wellness Fund

The Survivor Wellness Program provides long-term follow up care for individuals after they have received treatment for childhood cancer. It helps cover unmet medical needs related to the effects of treatment including dental, fertility preservation and infertility assessments, medical, and audiology. Paige's Survivor Wellness Fund also provides support for patients to participate in national programs such as Camp Mak-A-Dream and Cancer Connections AYA conference.

Paige's Cancer Research Fund

Funding research at Upstate Golisano Children's Hospital in applications for pediatric oncology, both in the laboratory and through clinical research studies.

Paige's Bereavement Fund

Provides financial assistance to families towards funeral costs and grief counseling after their child has passed. Paige's Bereavement Fund also supports the annual remembrance service which honors all the children who lost their battle to childhood cancer at the Dr. William J. Waters Center for Children's Cancer and Blood Disorders.

Paige Yeomans Arnold Memorial Endowment

A permanent endowment established at the Upstate Foundation used to support the Department Chair of Pediatric Oncology at Upstate Golisano Children's Hospital.

2022 PAIGE'S BUTTERFLY RUN SPONSORSHIP OPPORTUNITIES



Saturday, June 4, 2022

- 7:00AM:** Registration and packet pick up at the Hanley Federal Building.
- 8:15AM:** Centipede team rules check at start/finish line in front of National Grid Building on Erie Blvd W.
- 9:00AM:** 5K race start in front of the National Grid Building on Franklin St.
- 9:45AM:** Caterpillar Crawl (start at the Hanley Federal Building).
- 10:15AM:** 3K Fun Run/Walk (start in front of the National Grid Building on Erie Blvd W).
- 11:00AM:** Awards Ceremony for top fundraisers at the Hanley Federal Building.

*For more information
visit pbrun.org or contact us at
(315) 303-2578 or info@pbrun.org*

Naming Sponsor: \$15,000 *Information provided upon request.*

5K Presenting Sponsor: \$10,000 *Information provided upon request.*

3K Presenting Sponsor: \$5,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish line banner
- Company logo on event collateral
- 1 complimentary race registration
- 2 tickets to 2022 Clams 4 Cures Clambake

Registration Sponsor: \$5,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Company logo on Registration banner
- 1 complimentary race registration
- 2 tickets to 2022 Clams 4 Cures Clambake

Race Bib Sponsor: \$5,000 -- TAKEN

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Company logo on over 2,000 race bibs
- 1 complimentary race registration
- 2 tickets to 2022 Clams 4 Cures Clambake

Courage Corner Sponsor: \$5,000

- Website listing
- Company name on t-shirt
- Banner listing
- Exclusive recognition in respective tent area
- 1 complimentary race registration
- 2 tickets to 2022 Clams 4 Cures Clambake

2022 PAIGE'S BUTTERFLY RUN SPONSORSHIP OPPORTUNITIES



Timing Sponsor: \$4,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Company logo on Results banner
- 2 tickets to 2022 Clams 4 Cures Clambake

Tee Sponsor: \$3,500

- Website listing
- Company logo on t-shirt sleeve
- Logo on Start/Finish Line Banner
- 1 complimentary race registration

Caterpillar Crawl Sponsor: \$3,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Company recognition at Caterpillar Crawl race
- 1 complimentary race registration

Kids Zone Sponsor: \$3,000 -- TAKEN

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Exclusive recognition in respective tent area
- 1 complimentary race registration

Course Safety Sponsor: \$2,500 -- TAKEN

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- 1 complimentary race registration

Parking Sponsor: \$2,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Company logo on signage at Parking Garage

Water Stop Sponsor: \$2,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Company logo at Water Stop

Mile Marker Sponsor: \$2,000

- Website listing
- Company logo on t-shirt
- Logo on Start/Finish Line banner
- Signage at Mile Marker

Platinum Sponsor: \$1,500

- Website listing
- Company name on t-shirt
- Logo on Start/Finish Line banner

Gold Sponsor: \$1,000

- Website listing

Blue Ribbon Sponsor: \$750- \$500

- Website listing

If you have an idea on how you'd like to be recognized that isn't listed here, or if you'd like to give at a different level, please be in touch. Sponsorships are customizable to your goals and budget.

2022 PEDALING 4 PAIGE SPONSORSHIP OPPORTUNITIES



Naming Sponsor: \$2,500

- Recognized as the title sponsor for Pedaling 4 Paige
- 2 complimentary event registrations
- Company logo on Pedaling 4 Paige website
- Company logo on event collateral
- Company banner on display at the event
- Mention in pre-event social media and day of event remarks

Presenting Sponsor: \$1,500

- Recognized as the presenting sponsor for Pedaling 4 Paige
- 1 Complimentary event registration
- Company logo on Pedaling 4 Paige website
- Company name listed on event collateral
- Company banner on display at the event
- Mention in pre-event social media and day of event remarks

Interval Sponsor: \$750

- Company logo on Pedaling 4 Paige website
- Company name listed on event collateral
- Mention in 1 of the Spin Hours
- Mention in pre-event social media and day of event remarks



Saturday, March 26, 2022

**Elevate Fitness DeWitt
5791 Widewaters Pkwy
Syracuse, NY 13214**

Join us for a fun day of spinning and community building as we raise funds to support pediatric cancer research and patient programs at Upstate Golisano Children's Hospital.

9:00AM: Session 1

10:00AM: Session 2

11:00AM: Session 3

NOON: Session 4

*For more information
visit pbrun.org or contact us at
(315) 303-2578 or info@pbrun.org*

2022 CLAMS 4 CURES CLAMBAKE SPONSORSHIP OPPORTUNITIES



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

Clams 4 Cures **Clambake**

Saturday, September 10, 2022

**The Spinning Wheel
7384 Thompson Road
North Syracuse, NY 13212**

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

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

*For more information
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2022 SPONSORSHIP COMMITMENT FORM

YES! WE WOULD LIKE TO SUPPORT PAIGE'S BUTTERFLY RUN, INC.
BY BEING A SPONSOR OF THE FOLLOWING EVENT(S).

Company or Individual: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT OPTIONS Total Amount: \$ _____

Check Enclosed *Please make checks payable to Paige's Butterfly Run, Inc.*

Credit Card VISA MC DISCOVER AMEX

Name on Card: _____

Credit card #: _____ Exp. Date: _____

Signature: _____ CCV: _____

Please mail your completed form and payment to: 50 Presidential Plaza, Suite LL-3, Syracuse, NY 13202



- Naming Sponsor: \$15,000
- 5K Presenting Sponsor: \$10,000
- 3K Presenting Sponsor: \$5,000
- Registration Sponsor: \$5,000
- Race Bib Sponsor: \$5,000 **TAKEN**
- Courage Corner Sponsor: \$5,000
- Timing Sponsor: \$4,000
- Tee Sponsor: \$3,500
- Caterpillar Crawl Sponsor: \$3,000
- Kids Zone Sponsor: \$3,000 **TAKEN**
- Course Safety Sponsor: \$2,500 **TAKEN**
- Parking Sponsor: \$2,000
- Water Stop Sponsor: \$2,000
- Platinum Sponsor: \$1,500
- Gold Sponsor: \$1,000
- Blue Ribbon Sponsor: \$750-\$500



- Naming Sponsor: \$2,500
- Presenting Sponsor: \$1,500
- Interval Sponsor: \$750



- Title Sponsor: \$5,000
- Presenting Sponsor: \$1,500
- Friend Sponsor: \$500
- Raffle Sponsor: \$2,500
- Ticket Sponsor: \$1,000

Paige's Butterfly Run, Inc. is a 501(c)(3) nonprofit organization—tax ID 52-2154937
For questions or more information, contact us at (315) 303-2578 or info@pbrun.org

Thank you for your support!