



PEDIATRIC CANCER FOUNDATION

OKTOBERFEST

SPONSORSHIP
OPPORTUNITIES

THELITTLESTHEROES.ORG

Help us celebrate the "little heroes" in our community who are battling cancer. With your help, we can assure that no child fights alone!

Founded in 2001, The Littlest Heroes exists to provide emergency financial assistance to children and families in Northeast Ohio battling childhood cancer. We step in as the last resort for families when they are about to have utilities turned off, cars repossessed, and homes foreclosed due to financial constraints arising from treating a child with cancer.

In addition, The Littlest Heroes provides monthly grocery and fuel gift cards, monthly hospital parking vouchers, essential items and gifts for the whole family during the holidays, weekly dinners served to the pediatric cancer units of each of the three major area children's hospitals, and more. With the generous support of supporters like you, we become their safety net when they need it the most.

We would like to thank you in advance for being a part of this effort. Our annual events throughout the year are not only a celebration of our little heroes, but also a remarkable show of compassionate care for each other as a community and to those who make our mission possible. Whether it be our Mardi Gras at the Hofbrauhaus, our 5k, our annual Oktoberfest Celebration at FirstEnergy Stadium, or our annual Adopt-a-Family celebration at SouthPark Mall, we know our mission could not be a success without incredible partners like you. Now more than ever, we are excited to have you stand with us on our journey to ensure that No Child Fights Alone.

Thank you!



Jon Kozesky

Executive Director

jkozesky@thelittlestheroes.org



THE LITTLEST HEROES EVENT SCHEDULE

- **July 22, 2022 – Christmas in July 5k**
 - Location to be announced
- **September 10th, 2022 – Annual Oktoberfest Gala**
 - First Energy Stadium
- **October 2022 – Halloween 5k**
 - Location to be announced
- **December 11, 2022 – Holiday Party**
 - SouthPark Mall, Strongsville

2022 BOARD OF DIRECTORS

Howie Briggs | Chair, Fall Baseball

John Mooney | Vice Chair, UBS Financial

Kathy Golem | Treasurer, Westfield Bank

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Elizabeth Emanuel | ReliabilityFirst Corporation

Veronica Krupka | KPMG

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Gina Mee | Bank of America Merrill Lynch

Chelsea Mikula-Zygadlo | Tucker Ellis LLP

Wendy Neal | BMO Harris Bank

Shane Winnyk | Hyland Software

Jon Kozesky | Executive Director

Amber Toth | Program Director

THE NEED

After accidents, cancer is the second leading cause of death in children ages 1 to 14. This means each year, the parents of more than 17,000 children age 0-19 in the U.S. will hear the words "your child has cancer."

In 2020-22, the need for TLH's services increased sharply due to the pandemic and resulting economic hardship on our community.

We experienced a staggering 50% increase in the number of utility and housing requests, accommodating 400+ individuals to our emergency financial programs.

Our Adopt A Family program provides holiday support including basic household needs, wish list items, and other necessities. Last year, we served 600+ individuals with holiday support.

Our hunger relief programs allow us to send 100+ individuals monthly support for groceries to combat food insecurity. Use of these services increased 60% last year, and we provided nearly \$96,000 worth of groceries in 2021.



TITLE SPONSOR - \$10,000

- Naming Rights "The Littlest Heroes Presented by _____"
- Sponsorship exclusivity with official designation as Title Sponsor

ADVERTISING & PROMOTIONS

- Logo/link on thelittlestheroes.org and any event sites homepage
- Headline Logo on all produced publicity (printed, web, email blasts)
- E-blast Take-over - Title Sponsor section on E-blast
- Social media take over (4 dedicated posts)
- Company mentioned in radio/television promotions
- Title Sponsor of event in all media promotions and advertising (press releases, publicity posters, magazine ads/articles, brochures, flyers, website, and follow-up public relations materials, etc.)
- Title Sponsor exposure on all signage, billboards, and banners
- Sponsored Facebook Post campaign
- Logo incorporated on The Littlest Heroes Facebook Header

PRESENCE AT ALL EVENTS

- Logo on all event signage
- Name/logo displayed prominently at event
- Promotional booth space at all events
- Volunteer opportunities for employees at events
- Name/logo on any give-away items
- Opportunity to speak on stage (3 mins)
- 20 VIP Tickets to all events

ALSO INCLUDES:

- Contact list of Oktoberfest guests
- Name/logo included on:
 - Follow up letters/emails to participants
 - The Littlest Heroes Newsletter (6000+ local residents & organizations)
 - The Littlest Heroes 2022 Annual Report
 - Full-page ad in event program
 - Attendee list with contact information



PRESENTING SPONSOR - \$5,000

ADVERTISING & PROMOTIONS

- Logo/link on thelittlestheroes.org and any event sites homepage
- Logo on all produced publicity (printed, web, email blasts)
- E-blast Take-over - Presenting Sponsor section on E-blast
- Social media take over (4 dedicated posts)
- Company mentioned in radio/television promotions
- Presenting Sponsor of event in all media promotions and advertising (press releases, publicity posters, magazine ads/articles, brochures, flyers, website, and follow-up public relations materials, etc.)
- Presenting Sponsor exposure on all signage, billboards, and banners
- Sponsored Facebook Post campaign

PRESENCE AT ALL EVENTS

- Prominent on-site identification during event
- Name/logo displayed on stage and all entrances
- Promotional booth space at events
- Volunteer opportunities for employees at events
- Name/logo on any give-away items
- Opportunity to speak on stage (1 min)
- 10 VIP Tickets to all events

ALSO INCLUDES:

- Name/logo included on:
 - Follow up letters/emails to participants
 - The Littlest Heroes Newsletter (6000+ local residents & organizations)
 - The Littlest Heroes 2022 Annual Report
 - Full-page ad in event program



GOLD SPONSOR - \$3,000

ADVERTISING & PROMOTIONS

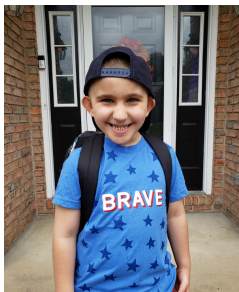
- Logo on thelittlesstheroes.org
- Company name on all produced publicity (printed, web, email blasts)
- Ad included in E-blast
- Inclusion in Social media campaign; recognition on Facebook & Instagram
- Company mentioned in radio/television promotions
- Company Logo included in select media promotions and advertising (press releases, publicity posters, magazine ads/articles, brochures, flyers, website, and follow-up public relations materials, etc.)

PRESENCE AT ALL EVENTS

- Prominent on-site identification during event
- Name/logo displayed at all entrances
- Promotional booth space at events
- Volunteer opportunities for employees at events
- 6 VIP Tickets to all events

ALSO INCLUDES:

- Name/logo included on:
- Follow up letters/emails to participants
- The Littlest Heroes Newsletter (6000+ local residents & organizations)
- The Littlest Heroes 2022 Annual Report
- Half-page ad in event program



SILVER SPONSOR - \$1,500

ADVERTISING & PROMOTIONS

- Logo on thelittlestheroes.org
- Ad included in E-blast
- Inclusion in Social media campaign; recognition on Facebook & Instagram
- Company Logo included in select media promotions and advertising

PRESENCE AT ALL EVENTS

- Prominent on-site identification during event
- 4 VIP Tickets to all events

ALSO INCLUDES:

- Name/logo included on:
 - Follow up letters/emails to participants
 - The Littlest Heroes Newsletter (6000+ local residents & organizations)
 - The Littlest Heroes 2022 Annual Report
 - Fourth-page ad in event program

SUPPORTING SPONSOR - \$500

ADVERTISING & PROMOTIONS

- Name on thelittlestheroes.org
- Inclusion in Social media campaign; recognition on Facebook & Instagram

PRESENCE AT ALL EVENTS

- Inclusion in signage at event
- 2 VIP Tickets to all events

ALSO INCLUDES:

- Name included on:
 - Follow up letters/emails to participants
 - The Littlest Heroes Newsletter (6000+ local residents & organizations)
 - The Littlest Heroes 2022 Annual Report
 - Logo in event program



A LA CARTE OPPORTUNITIES

ADVERTISING & PROMOTIONS

- Name on thelittlestheroes.org (\$250)
- Sponsored Ad on Facebook & Instagram (\$250)
 - Custom ad that directs visitors to your link of choice

PRESENCE AT EVENTS

- Company Table at Events (\$300)
- Advertisement in Oktoberfest program (\$200)

Don't see what you are looking for? Ask us about customized sponsorships to meet your business objectives!

IN-KIND PARTNERSHIP OPPORTUNITIES

The Littlest Heroes welcomes in-kind donations in lieu of monetary support. Contact TLH to discuss sponsorship opportunities.

Estimated value of donated items or services applies to sponsor benefit levels listed above. Some in-kind sponsorship needs include:

- Raffle Prizes / Door prizes
- Decorations / Floral Arrangements
- Gift bags
- Signage / printing
- Advertising
- Services
 - Performers (face painting, music, characters, etc.),

SPONSORSHIP COMMITMENT FORM

Organization Name: _____

Contact
Person/Individual Donor: _____

Address: _____

City/State/Zip: _____

Contact Phone: _____

Contact Email: _____

Website: _____

SPONSORSHIP LEVELS

_____ Title Sponsor (\$10,000)	A La Carte Opportunities
_____ Presenting Sponsor (\$5,000)	_____
_____ Gold Sponsor (\$3,000)	_____
_____ Silver Sponsor (\$1,500)	In-Kind Partnership
_____ Supporting Sponsor (\$500)	_____

PAYMENT

- _____ Payment Enclosed (checks payable to The Littlest Heroes)
- _____ Please send us an invoice
- _____ Pay online at www.thelittlestheroes.org

Please return completed form to The Littlest Heroes -
P.O. Box 470188, Cleveland, Ohio 44147; via email to volunteer@thelittlestheroes.org