

A colorful illustration of a Western-themed event. On the left, a blonde girl in a brown cowboy hat, white shirt, red vest, and blue skirt is smiling and holding a large wooden lasso. On the right, a boy in a brown hat, red shirt, and blue jeans is smiling and holding a fishing rod with a green fish on the line. The background shows a green field, a blue stream, and a blue sky with white clouds.

WESTERN ROUNDUP

2019

Underwriting Opportunities
FUN-RAISER OUTSIDE HOSPITAL WALLS

2019 marks a ceremonious year with the 26th anniversary of our special Western Roundup event. This event is PCRF's only "FUN"-raiser **exclusively for oncology patients and their families**. We are excited to provide over 200 cancer families with a "cancer-free" day full of carnival rides, game booths, petting zoo, pony rides, fishing, arts and crafts, and more! Being our only non-fundraising event of the year, we ask you to consider becoming a sponsor or underwriter for this special day.

Your support you can provide a cancer patient and their family with a fun-filled day full of amazing memories outside the hospital walls.

Ways to Support & MAKE MEMORIES



// UNDERWRITING DOLLARS

Helps provide attractions, rides, activity and game booths, face painters, petting zoo, pony rides, arts and crafts, doves for our dove release, shirts, bags, and goodies!

// IN-KIND AVENUES

Water, Prizes, Photography, Goodie Bags, Food & Snack items, Decorations; Items for 200 bags for parents and 500 bags for children. Items include care kits, activity items, travel needs, etc.

WESTERN ROUNDUP

Sponsorship Levels & UNDERWRITING SUPPORT

PRESENTING HOPE SPONSOR, \$10,000

- **Corporate Recognition** as a presenting sponsor on website, in both print and digital marketing materials
- **Employee Engagement onsite**
 - Assist in manning/running (10) game booths
 - Opportunity to create/provide (10) raffle prizes for patients and survivors
 - Representative to assist in raffle presentation
 - Engage side-by-side with patients in interactive games or project of your choosing
- **Underwrites Experiences**
 - (4) inflatable attractions, (2) rides, and professional face painter and caricature artists
- **Dove Release**, sponsors (10) Doves

CORPORATE HOPE SPONSOR, \$5,000

- **Corporate Recognition** as a sponsor on website and email marketing
- **Employee Engagement onsite**
 - Assist in manning/running (4) game booths
 - Opportunity to create/provide (5) raffle prizes for patients and survivors
- **Underwrites Experiences**
 - (2) inflatable attractions
- **Dove Release**, sponsors (5) Doves

UNDERWRITING OPPORTUNITIES

- \$2,000 – Live Music
- \$1,500 – Bubble Show
- \$1,500 – Balloon Artist
- \$1,000 – Pony Rides
- \$1,000 – Petting Zoo
- \$750 – Characters & Super heroes
- \$500 – Game booth with prizes
- \$250 – Arts & Crafts Activities

SPONSOR FAMILIES TO ATTEND

- \$2,000 – Host (10) families to attend
- \$1,000 – Host (5) families to attend
- \$500 – Host (2) families to attend

In-Kind Needs IDEAS & SUGGESTIONS

// 500 bags for kids:

- Gift cards
 - Juice it up
 - Jamba Juice
 - Frozen Yogurt
 - iTunes
- Travel Mug or water bottles with straw
- Care Kit items:
 - Chap stick
 - Hand lotion (unscented)
 - Sleeping mask
- Activity items:
 - Board games
 - Card games
 - Coloring books
 - Activity books
 - Craft activities

// Raffle Prizes:

- Family 4-pack activities
- Sporting tickets
- Amusement park passes
- Movie passes
- Summer Activities
- Board Games
- Outdoor or Sporting Items
- Themed baskets
 - A Day at the Beach
 - A Picnic in the Park
 - Movie Night
 - Family Game Night
 - Etc.



2019 COMMITMENT FORM

WESTERN ROUNDUP

Name for Recognition

Address

Representative Name

Title

Email Address

Contact Number

Select Sponsorship Level(s):

Presenting Sponsor \$10,000 Hope Sponsor \$5,000

Select Underwriting Level(s):

Live Music Sponsor \$2,000 Petting Zoo Sponsor \$1,000
 Bubble Show Sponsor \$1,500 Character Sponsor \$750
 Balloon Artist Sponsor \$1,500 Game Booth Sponsor \$500 / ea. x
 Pony Ride Sponsor \$1,000 Arts & Craft Sponsor \$250

Select Families to Sponsor:

Host (10) Families \$2,000 Host (2) Families \$500
 Host (5) Families \$1,000

I am unable to sponsor, enclosed is my donation: \$

Signature:

Date:

Payment Options and Information:

Check Enclosed payable to Pediatric Cancer Research Foundation Please invoice me for: \$
 Please provide information for an EFT payment
 Donate via credit card

Name on Card:

Card #:

Business Card Personal Card

Exp. Date:

Code:

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