

The Pediatric Cancer Research Foundation

NEW YORK GALA

Bid for the Kids

Founded in 1982 by physicians, parents and community leaders, Pediatric Cancer Research Foundation (PCRF) has raised over \$44 million for cancer research. This represents the persistent hard work of physicians, researchers, volunteers, staff and community partners who are dedicated to the health of our future generation - our children.

PCRF is a pioneer in fighting pediatric cancer. Since our inception, through our funding of emerging research we have made a positive impact in improving childhood cancer survival rates from 10% to over 80%. Breakthrough research has helped improve cancer survival rates more dramatically for children than for any other age group. At PCRF, we are committed to funding innovative research so that every child has a cancer-free future.

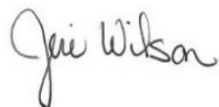
The **Pediatric Cancer Research Foundation** invites you to include us in your philanthropic giving as a sponsor for the Bid for the Kids on **Thursday, November 7, 2019 at Kanopi Atop The Ritz-Carlton, White Plains New York**. Join us this year as we honor oncology children and their families, and raise the necessary funds for pediatric cancer research.

All proceeds from this event will support the Pediatric Cancer Research Foundation Laboratory directed by Mitchell S. Cairo, M.D. at the Maria Fareri Children's Hospital at Westchester Medical Center and New York Medical College in Valhalla, New York.

It is our privilege that we announce this year's **Dream Big Award** recipient, **Rodney Goldenberg**. We are thankful for his longstanding commitment to improving the lives of children fighting cancer. It is our privilege to acknowledge Rodney for steadfast dedication to finding a cure.

You too can make a critical difference in the path of every cancer fighter's journey. We ask you to consider how you can partner with us for this year's event with the gift of sponsorship. Showcase the giving spirit of your business, while giving back to a cause where over 80% of all donations will go directly to research that is saving lives today.

Thank you for your consideration. Together we can find a cure for pediatric cancer.



Jeri Wilson
Executive Director

Bid for the Kids

PARTNERSHIP OPPORTUNITIES

Partners will be recognized in event materials, social media posts, website, email blasts, and evening program. Each partnership level offers different event impact opportunities. Learn more below.

DIAMOND SPONSOR | \$10,000 (*\$8,500 tax deductible*)

- Table of 10 guests to awards dinner with VIP seating
- Personal PCRF Laboratory tour by Mitchell S. Cairo M.D. on mutually agreeable date
- Recognition as Premium Sponsor by speakers at event
- Company logo in event communications, signage and program
- Full page ad in evening program
- Link to company website on PCRF website

PLATINUM SPONSOR | \$7,500 (*\$6,300 tax deductible*)

- 8 guest reservations to awards dinner
- Special recognition by speakers at event
- Company logo in event communications, signage and program
- Full page ad in evening program
- Link to company website on PCRF website

GOLD SPONSOR | \$5,000 (*\$4,100 tax deductible*)

- 6 guest reservations to awards dinner
- Special recognition by speakers at event
- Company name in event signage, program
- Full page ad in evening program
- Link to company website on PCRF website

SILVER STAR | \$2,500 (*\$1,900 tax deductible*)

- 4 guest reservations to awards dinner
- Recognition in event program
- Full page ad in evening program
- Link to company website on PCRF website

BRONZE SPONSOR | \$1,000 (*\$700 tax deductible*)

- 2 guest reservations to awards dinner
- Bronze half page ad in evening program

2019 BID FOR THE KIDS COMMITMENT FORM

Company _____

Contact Name _____

Email Address _____

Daytime Phone Number _____

Address _____

Select Partnership Level:

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Diamond Sponsor | \$10,000 | <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Platinum Sponsor | \$7,500 | <input type="checkbox"/> Bronze Sponsor | \$1,000 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Program Full Page Ad | \$250 |

Please list my sponsorship in the Program as: _____

Registration Options:

- Individual Ticket \$300 X _____

Advance Raffle Ticket Purchase:

- ____ Advance Raffle Tickets at \$100 each.

- I am unable to attend, enclosed is my donation: \$ _____

Signature: _____

Date: _____

Payment Options and Information:

- | | |
|---|--|
| <input type="checkbox"/> Check Enclosed payable to Pediatric Cancer Research Foundation | <input type="checkbox"/> Please invoice me for: \$ _____ |
| <input type="checkbox"/> Donate via credit card | <input type="checkbox"/> Please provide information for an EFT payment |

Name on Card: _____

Card #: _____

Business Card Personal Card

Exp. Date: _____

Code: _____

Please note, to be recognized in event collateral, materials must be received by October 10th, 2019.

Guest Information: Once your form is received, someone from the PCRF team will be in contact for your guest's names and email addresses.

Note: Each individual will receive goods or services in the amount of \$150 in exchange for their contribution. Federal law requires us to acknowledge that PCRF provided you with certain goods or services in whole or partial consideration for your contribution