



August 24, 2024  
Louisville Marriott Downtown



Join us for the 15<sup>th</sup> anniversary of Concert for the Cause!

# SPONSORSHIP OPPORTUNITIES

	PRESENTING	MISSION	PARTNER	CORPORATE	FRIEND
INVESTMENT	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
# AVAILABLE	1	5	7	10	40
TICKETS* (TABLES OF 10)	30	20	20	10	10
AD SIZE	FULL PAGE: INSIDE COVER	FULL PAGE	HALF PAGE	HALF PAGE	NAME LISTED
RECOGNITION DURING EVENT	INVITATION TO SPEAK	VERBAL RECOGNITION	LOGO	LOGO	--
SIGNAGE	PROMINENT AT ENTRY	PROMINENT AT AUCTION	LOGO	NAME	--
SOCIAL POSTS	2	1	--	--	--
FAIR MARKET VALUE RECEIVED	\$4,500	\$3,000	\$3,000	\$1,500	\$1,500

## DESCRIPTION OF THE EVENT

Concert for the Cause is a high-energy, casual fundraising event, hosted by a dedicated committee of Louisville locals who all share a passion for helping children with cancer. 100% of the proceeds will benefit Kids Cancer Alliance and their programs for kids with cancer and their families. Last year's event generated a net sum exceeding \$750,000 for local children battling cancer. Over the course of the past fourteen years, we've collectively raised a total of over \$5,250,000! As we celebrate our fifteenth anniversary, we're confident that with your help, we can create an even more significant impact!

The 2024 event will be held at the Louisville Marriott Downtown and will feature entertainment by Chris Ferrara and The Common Good Band. Guests will be able to take part in a live and silent auction with one-of-a-kind packages and prizes. The event also features a delicious dinner, an open bar, and more! This special evening gives our supporters and sponsor partners a chance to come together to make a difference in the lives of children with cancer and their families.



# CONCERT FOR THE CAUSE

## 2024 COMMITMENT FORM

Presenting \$25,000

Corporate \$7,500

Mission \$15,000

Friend \$5,000

Partner \$10,000

Other Donation Amount \$ \_\_\_\_\_

### PRESENTING, MISSION, AND PARTNER SPONSORS:

Will you be submitting an ad for the program?  Yes  No  Undecided

Will you be submitting a logo for signage?  Yes  No  Undecided

Sponsor Name (as you would like to be recognized):

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Payment Included

Mail Invoice

Email Invoice

Signature

Date Signed

### PLEASE SUBMIT FORM BY JUNE 26TH:

Kids Cancer Alliance  
Shelby Russell, Executive Director  
(502) 365-1538  
Shelby@kidscanceralliance.org

Mailing Address:  
Kids Cancer Alliance  
P.O. Box 24337  
Louisville, Ky 40224

KIDS CANCER ALLIANCE, INC. EIN: #61-1256743

# IMPORTANT DATES:

## JULY 31:

- Payments due
- Logo due (if applicable): email high resolution file (.eps or .png) to [Shelby@KidsCancerAlliance.org](mailto:Shelby@KidsCancerAlliance.org)
- Print Ready Ad Artwork due (if applicable): see specs below; email: [Shelby@KidsCancerAlliance.org](mailto:Shelby@KidsCancerAlliance.org)

## AUGUST 7:

- Guestlists Due: visit [KidsCancerAlliance.org/Guestlist](https://KidsCancerAlliance.org/Guestlist) or email guests' names & mobile #s to [Shelby@kidscanceralliance.org](mailto:Shelby@kidscanceralliance.org)

## AUGUST 22:

- **Silent Auction and Raffles will open online.**
  - Be sure to send in guests' mobile #s to [Shelby@kidscanceralliance.org](mailto:Shelby@kidscanceralliance.org) so they are notified.

## AUGUST 24:

- **EVENT DAY! Cocktail Reception starts at 6PM**
  - Louisville Marriott Downtown
  - To Reserve a room at the Marriott visit:  
<https://book.passkey.com/go/KidsCancerAllianceAug24>
  - Dress is "Country Couture"- come in your western wear, jeans, or cocktail attire

## AD SPECS:

- Full Page Ad (Presenting & Mission Sponsors):
  - 5" w x 8" h (or 5.75" x 8.75" with bleed)
- Half Page Ad (Partner & Corporate Sponsors):
  - (Horizontal) 5" w x 3.4" h
  - (Vertical) 2.4" w x 8" h