

Rounding Up A Cure For Brain Tumors!

Dear Potential Sponsor,

Would you like to know how can you help further the efforts towards a cure for Brain Tumor Research? Brain Tumor Alliance is making plans for the first annual Cowboys & Angels Ball. The success of this event is credited largely to our sponsors, who lend their names and financial support to the event. The money we raise each year goes to funding Brain Tumor Research, Patient Support and Raising Awareness across the United States, and this years goal is \$65,000 for this inaugural event.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of Brain Tumor Alliance. For any of our sponsor packages, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have four levels of sponsorship packages, as detailed on the enclosed sponsorship commitment package. You can select the level of participation that best meets your needs or we can create the perfect one based on your needs, and be secure in the knowledge that your sponsorship fee will be used to help Brain Tumor Alliance fund targeted programs right here in the Tampa Bay community.

We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship commitment form via mail or email it to debbie@braintumoralliance.org. Thank you in advance for your willingness to support the efforts of BTA and make a difference in helping find a cure for brain tumors!

Sincerely,

Debbie Turner
Cowboys & Angels Committee

Expected Attendance: 200+ VIP Guests!



The Wrangler

The Wrangler Sponsors receive tickets to the event and the highest level of marketing benefits and branding opportunities including company exposure on all event materials as detailed below - or allow us to customize a benefits package to meet your marketing objectives.

ON-SITE

- ◇ Exclusive category sponsorship for your company
- ◇ Ten (10) VIP tickets for the event with premium placement and logo on table top signage
- ◇ Logo with "The Wrangler Sponsor" designation on custom signage and presentations at the event
- ◇ On stage recognition during the event
- ◇ Logo on event gift bag
- ◇ Opportunity to have up to two (2) branded promo items in gift bag (items supplied by sponsor)

IN PRINT

- ◇ Logo included on event invitations mailed to VIPs throughout the Tampa Bay area (commitment deadline 6/15/2017 for print)
- ◇ Logo included on evite event invitations sent to individuals throughout Florida
- ◇ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◇ One full page advertisement in commemorative event program
- ◇ Logo included on all event promotional materials distributed through September 2017
- ◇ All press releases promoting the event

DIGITAL

- ◇ Logo with company overview on the event website as an official "The Wrangler Sponsor"
- ◇ Full Banner ad on the event website, linked to sponsor website through September 2017
- ◇ Sponsor recognition on the Brain Tumor Alliance Facebook page
- ◇ Sponsor recognition on the event promotional video
- ◇ Sponsor recognition on all pre and post email blasts

OPTIONAL

- ◇ Your company can choose to be listed as a title sponsor of any upcoming 2017 or 2018 BTA run/adventure event

Sponsorship Investment: \$15,000

Only Three (3) Available

All benefits are based on time of commitment



The Gunfighter

The Gunfighter Sponsors receive tickets to the event and powerful marketing benefits and branding opportunities including company exposure on event materials as detailed below - or allow us to customize a benefits package to meet your marketing objectives.

ON-SITE

- ◇ Four (4) VIP tickets & Four (4) regular tickets for the event with logo on table top signage
- ◇ Logo with "The Gunfighter Sponsor" designation on custom signage and presentations at the event
- ◇ On stage recognition during the event
- ◇ Opportunity to have one (1) branded promo item in gift bag (item supplied by sponsor)

IN PRINT

- ◇ Logo included on event invitations mailed to VIPs throughout the Tampa Bay area (commitment deadline 6/15/2017 for print)
- ◇ Logo included on evite event invitations sent to individuals throughout Florida
- ◇ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◇ Half page advertisement in commemorative event program
- ◇ Logo included on all event promotional materials distributed through September 2017
- ◇ All press releases promoting the event

DIGITAL

- ◇ Listing on the event website as an official "The Gunfighter Sponsor"
- ◇ Half Banner ad on the event website, linked to sponsor website through September 2017
- ◇ Sponsor recognition on the Brain Tumor Alliance Facebook page
- ◇ Sponsor recognition on pre and post email blasts

OPTIONAL

- ◇ Your company can receive 10 complimentary registrations for an upcoming 2017/2018 BTA run/adventure event

Sponsorship Investment: \$7,500

Only Three (3) Available

All benefits are based on time of commitment



The Outlaw

The Outlaw Sponsors receive tickets to the event and a variety of marketing benefits and branding opportunities including company exposure on event materials as detailed below - or allow us to customize a benefits package to meet your marketing objectives.

ON-SITE

- ◇ Two (2) VIP tickets and (4) four regular tickets for the event
- ◇ Listing with "The Outlaw Sponsor" designation on custom signage and presentations at the event
- ◇ On stage recognition during the event

IN PRINT

- ◇ Logo included on evite event invitations sent to individuals throughout Florida
- ◇ Logo included on select advertising placed in daily newspapers or monthly magazines
- ◇ Listing in commemorative event program
- ◇ Listing on all event promotional materials distributed through September 2017

DIGITAL

- ◇ Listing on the event website as an official "The Outlaw Sponsor"
- ◇ Sponsor recognition on the Brain Tumor Alliance Facebook page
- ◇ Sponsor recognition on post email blast

Sponsorship Investment: \$5,000

Only Five (5) Available

All benefits are based on time of commitment



The Dude

The Dude Sponsors receive tickets to the event and a variety of marketing benefits including company logo on event materials through promotional time frame as detailed below.

ON-SITE

- ◇ (4) Tickets to the event
- ◇ Listing with "The Dude Sponsor" designation on custom signage at the event

IN PRINT

- ◇ Logo included on evite event invitations sent to individuals throughout Florida
- ◇ Listing in commemorative event program
- ◇ Listing on all event promotional materials distributed through September 2017

DIGITAL

- ◇ Listing on the event website as an official "The Dude Sponsor"
- ◇ Sponsor recognition on the Brain Tumor Alliance Facebook page

Sponsorship Investment: \$2,500

Only Five (5) Available

All benefits are based on time of commitment



Sponsors

Please complete all sections in this form

Sponsor Name

As it should appear in promotional materials

Contact Name and Title

Address

City _____ State _____ Zip _____

Phone _____ Email _____

Sponsor Package

- The Wrangler Sponsor - \$15,000 The Gunfighter Sponsor - \$7,500
 The Outlaw Sponsor - \$5,000 The Dude Sponsor - \$2,500

Payment Method

Make Checks payable to "Brain Tumor Alliance"

- Check Visa MasterCard American Express

Account Number _____

Expiration Date _____ CSC _____

Cardholder Name _____

Billing Address _____

Signature _____

Please return this form to:
Brain Tumor Alliance
ATTN: Debbie Turner
P.O. Box 7607, St. Petersburg, FL 33704

Form may also be completed online at btball.org (preferred method)



**COWBOYS
& ANGELS**

BALL • 2017

Saturday, September 30th

BTBALL.ORG

Corporate Tables Sponsors

Please complete all sections in this form

Sponsor Name _____
As it should appear in promotional materials

Contact Name and Title _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Table Package

Cowboys & Angels Ball Table for Ten - \$1750
Includes: Preferred Seating and Table Signage

Payment Method Make Checks payable to "Brain Tumor Alliance"

Check **Visa** **MasterCard** **American Express**

Account Number _____

Expiration Date _____ **CSC** _____

Cardholder Name _____

Billing Address _____

Signature _____

Please return this form to:
Brain Tumor Alliance
ATTN: Debbie Turner
P.O. Box 7607, St. Petersburg, FL 33704

Form may also be completed online at btball.org (preferred method)



**COWBOYS
& ANGELS**

BALL • 2017

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BTBALL.ORG



Brain Tumor Alliance's mission is to provide emotional and financial support for families affected by brain tumors and raise awareness and funding for research and clinical trials.



Hope Happens Here!

About Us

Brain Tumor Alliance was initially founded in Clearwater, Florida by Barb and Bob Gibbs under the name Miles for Hope in 2008. Bob was diagnosed with a primary brain tumor in 2004. After multiple surgeries and chemotherapy the tumor only became more aggressive. His own diagnosis brought about their quest for funding brain tumor research.

After Bob lost his battle with brain cancer in 2011, his trusted advisor, Debbie Turner took over the foundation. For the next 3 years, Debbie and the rest of the team followed the model that the organization had already laid out. We went into various cities across the country and organized races that would help fund brain tumor research as well as financial aid for brain tumor patients and their families.

In 2014, Miles for Hope harnessed a newfound energy and wanted to expand beyond just races, thus igniting the concept to re-brand as Brain Tumor Alliance.

This new name and vision gives everyone a clear understanding of what the organization does and greater flexibility to expand beyond the "races for research model". Over the years, the human element of this organization has been overshadowed by the research aspect. Our goal is to bring back the "who" in what our organization stands for. The size of the organization and the connections they have allow the Brain Tumor Alliance to do something many larger organizations can't—make individual connections with survivors and their families to provide important resources they desperately need.

To date, Brain Tumor Alliance has donated \$600,000 to brain tumor research, clinical trials and community donations. In addition reaching numerous cancer patients with \$24,000 worth of financial assistance to get them to and from treatment centers.



braintumoralliance.com

Brain Tumor Alliance
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