

# Chase

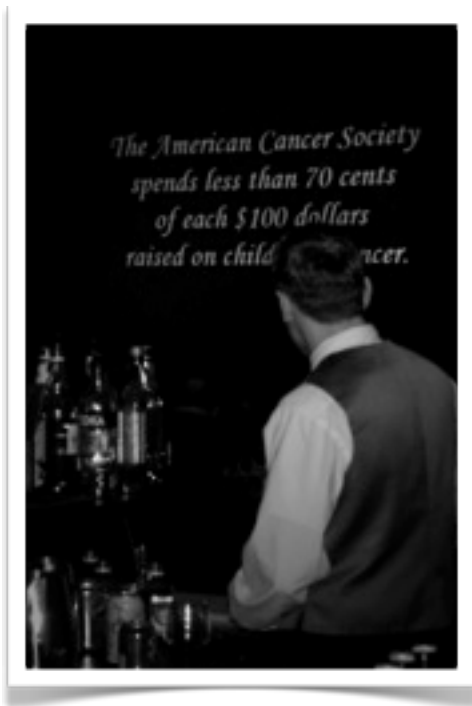
AFTER A CURE  
GALA

## 2012 CORPORATE SPONSORSHIP PROPOSAL



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2012 Chase After A Cure Gala • Contact: Britton "Boomer" Oylar • [Boomer@thebecketagency.com](mailto:Boomer@thebecketagency.com)



## OUR MISSION

Chase After a Cure (CAAC) is committed to raise awareness and research funds for Neuroblastoma. Our focus is to educate the community about Neuroblastoma and raise much needed funds for research projects and clinical trials. We benefit hospitals with pediatric research labs that specialize in Neuroblastoma research such as MUSC Children's Hospital and similar institutions.

CAAC was established in 2009 and received its 501(c)(3) status in 2010 by a mother whose son, Chase, was diagnosed with a rare and aggressive form of childhood cancer called Neuroblastoma. Neuroblastoma is a rare and deadly cancer that affects approximately 750 children a year. It is rare, but the most common solid tumor cancer diagnosed in infants (less than 2 years old) and the third most common cancer in children under the age of 5. The survival rate for children diagnosed with high risk Neuroblastoma is less than 30%.

## ABOUT NEUROBLASTOMA

- Neuroblastoma is the most common solid tumor cancer in infants.
- Nearly 90% of the cases of Neuroblastoma are diagnosed before the age of six.
- No drugs or treatments exist today that are designed to specifically treat Neuroblastoma.
- There is no cure for relapsed Neuroblastoma.
- In the United States, childhood cancer is the number one cause of death from disease in children, more than asthma, diabetes, cystic fibrosis, congenital anomalies and pediatric AIDS combined.
- It is the second leading cause of death in children after automobile accidents.
- Each and every school day, 46 children or more than two full classrooms are diagnosed with cancer in the United States alone.
- Neuroblastoma accounts for 15% of all childhood cancer deaths.
- On average, 12,500 children and adolescents are diagnosed with cancer each year.

# CHILDREN'S ONCOLOGY GROUP

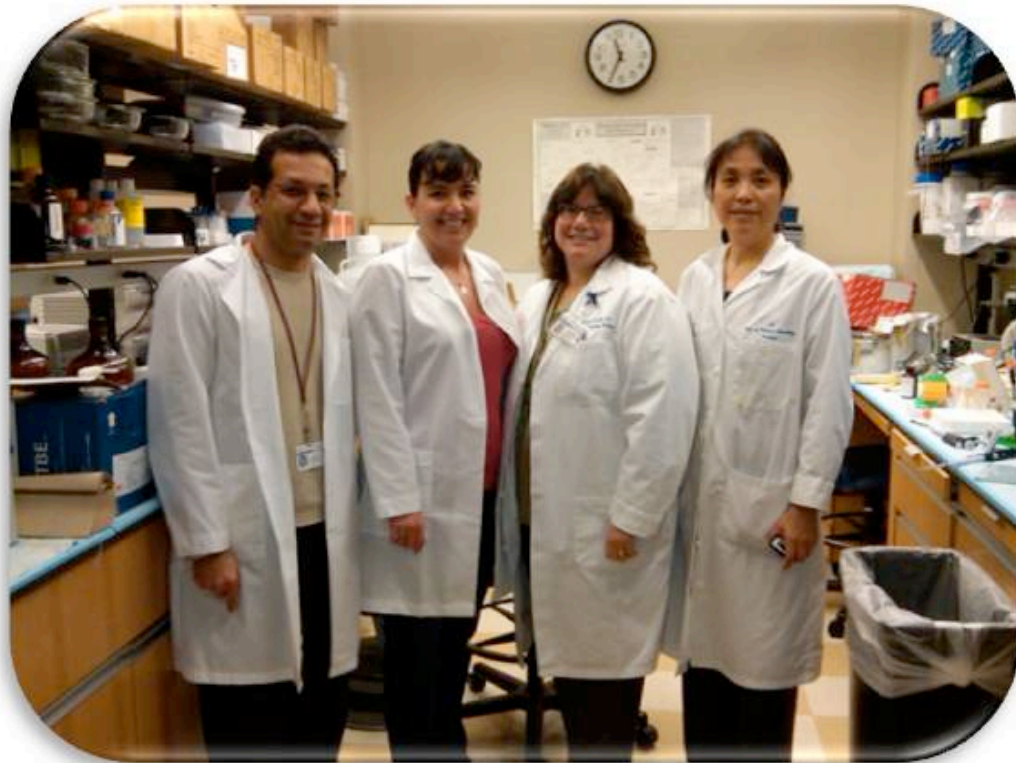
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MUSC Children's Hospital is a member of the Children's Oncology Group (COG).

The Children's Oncology Group (COG) is the world's premier pediatric cancer research collaborative. This network of more than 200 Hospitals and 5,000 healthcare professionals dedicates their lives to finding answers and sharing results. 90% of children in North America are treated at COG institutions and enrolled in COG clinical trials. COG members have been the primary innovators in new treatments for children with cancer.

Dr. Kravaka's research laboratory, housed in the Darby Children's Research Institute, is the only laboratory in the state of South Carolina dedicated to translational pediatric cancer research. Translational research transforms scientific discoveries arising from laboratory, clinical, or population studies into clinical applications to reduce cancer incidence, morbidity, and mortality. Dr. Kravaka's laboratory focuses on studying Neuroblastoma and developing novel treatments for this deadly disease.

The pediatric oncology division is also a member of the Neuroblastoma and Medulloblastoma Translational Research Consortium (NMTRC) NMTRC consists of a group of closely collaborating investigators who are linked with laboratory programs to develop novel therapies. Those treatments with promising results will then be considered for more extensive national testing.



# CHASE THE NIGHT

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Chase Ringler was diagnosed with stage 4 neuroblastoma. Neuroblastoma is an extremely aggressive and deadly childhood cancer. He was given a 30% chance of survival. He has beaten the odds and is in full remission of the disease.

Help celebrate his life and help raise money and awareness for research on Neuroblastoma at the Fourth Annual Chase After A Cure Gala on February 25, 2012 at the Charleston Marriott's Crystal Ballroom.

Sponsors will be treated to an exclusive black-tie optional cocktail hour with signature drink provided by ICEBOX Bar Services and a preview of the auction items such as PGA Championship tickets and exciting vacation packages.

There is also a "key tree", guests purchase a key and if their key opens the chest, they win the jewelry inside. In the past, chests had diamond earrings and two diamond necklaces ranging in value from \$1,000 to \$3,000

The main doors will open at 7 where heavy hors d'oeuvres and desserts will be served by six top local restaurants.

Throughout the evening, our guests will enjoy live music and an open bar.

## Past Sponsors & Donors

### Sponsors

- Marriott Business Council
- SPARC
- GE Power and Water
- Nucor Steel
- Charleston Exchange Club
- Fleet Landing
- Once Upon a Child
- Oakbrook Pediatrics
- Progressive Family Dentistry
- All Seasons Hardware
- Crown Packaging
- Pensoft.com
- Atlas Homewares
- Imaging Specialists of CHS
- Thesitecrew.com
- WoodField Investments
- ICEBOX Bartending Services
- Event in Focus Photography
- Clear Channel Comm.
- Charleston Flower Market
- AV Connection
- Bell Amie Salon
- Valcomtech.com
- All Over It

### Restaurants

- Marriott
- Wentworth Grille
- Hall's Chophouse
- 17 North Roadside Kitchen
- Rue De Jean
- Boccis
- Cupcake
- Twisted Fish
- Virginia's on King
- Dish and Design

*The local GE Water team is proud to be a sponsor for Chase After A Cure and we are very passionate in assisting them in finding a cure for Neuroblastoma.*

*-Scott Fillmore, Area Manager -  
GE Water & Process Technologies*

# BECOME A CORPORATE PARTNER

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Becoming a corporate partner with The Chase After A Cure Gala is being part of a truly noble cause all while enjoying an elegant evening at one of Charleston's grandest ballrooms. Chase After A Cure Gala takes a multi-faceted approach to working with foundations, organizations, and corporations in an effort to truly reach target audiences, fulfill socially responsible corporate/ community outreach efforts and receive prominent recognition.

***Social and Civic Responsibility***--Align yourself with well-respected community organizations and institutions such as Marriott Business Council, MUSC Children's Hospital, GE Power and Water

***Celebrity Appearance***--Align your brand with local celebrity chefs and entertainers.

***Reaching Your Target Audience***--Create awareness of your corporate identity and portray a positive image to your current stakeholders. Garner, develop and cultivate a new audience of potential customers.

***Prominent Recognition***--Premium signage in the ballroom and in gala collateral

*“The work they do to help support Neuroblastoma research at MUSC benefits so many here in Charleston and around the world. SPARC is proud to be involved with such a great organization”.*

*-Doug Ross  
President/COO  
SPARC, LLC*

**IN GOOD COMPANY:** Former corporate sponsors of the Chase After A Cure Gala have included: Marriott Business Council, GE Power and Water, Clear Channel Comm., SPARC, Once Upon A Child, Progressive Family Dentistry, Oakbrook Pediatrics, and more.

# GREAT EXPOSURE

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## Charleston's Recent Recognition:

- *Travel + Leisure Magazine*: readers ranked Charleston the No. 2 City in America for "World's Best Awards"
- *Travel + Leisure Magazine*: ranked Charleston the No. 13 Best Beer Cities in America
- *Condé Nast Traveler Magazine*: honored Charleston as a Top 10 travel destination in the U.S. for the 16th year.
- *Parade Magazine*: named Charleston one of the five "Great American Cities"
- [Travelandleisure.com/CNN](http://Travelandleisure.com/CNN) Headline News: Charleston was named No. 1 friendliest city

Chase After A Cure Gala is a one of a kind sponsorship and community outreach opportunity reaching opinion leaders in three counties. Through social media, radio, television, and print mediums, as well as grass roots community outreach, we are able to reach approximately 600,000 people in the tri-county community.

## EXPOSURE

- **Logo or name prominently displayed** in all printed materials related to the sponsored event or programs. Materials may include brochures, posters, invitations, postcards, banners, t-shirts, participant manuals, table tents, and more.
- **Potential for online exposure/ social media resources**--Website integration, E-mail blasts, Facebook posts, Blogs, Twitter followers/ tweets, etc.
- **Potential for media exposure**, either by partnering with one of our media sponsors, or by adding tags to your current ad buys.

The Chase After A Cure Gala will garner prime spots in media outlets via ad space, Public Service Announcements, news, featured stories, and calendar listings.

# Corporate Sponsorship Benefits

As an honored sponsor, your company will be integrated into The Chase After A Cure Gala's natural environments, printed materials, online ad space, as well as special events to maximize exposure. For your convenience, The Chase After A Cure Gala's developed a number of customized packages at different commitment levels, all of which consist of high-impact brand awareness and marketing elements. Additionally, we offer effective publicity methods according to your products or services. Any profits generated will be used for year-round programming.

	Exclusive \$2500	Hero \$1000	Champion \$500	Star \$250
Designation as sole "Presenting Sponsor" of The CAAC Gala	*			
Company co-branded w/CAAC in all media/comm. relations	*	*		
Color logo on CAAC Gala banner	*	*	*	*
Logo on all CAAC Gala marketing collateral	*	*	*	
Logo on copyright page of the SCAAC Gala program	*			
Front page CAAC Gala website placement of logo	*			
Mention on CAAC Gala website	*	*	*	
Integrated into CAAC Gala social media strategy	*			
Mentioned in social media outlets	*	*	*	
Recognition in local and regional radio & television	*	*		
Recognition on web banner ads	*			
Recognition in email blasts and e-newsletters	*	*		
Logo on event screen	*	*	*	*
Included in press releases to local and regional print media	*	*		
Recognition in local print media	*	*		
Recognition on CAAC website with link to company's website	*	*	*	
Opportunity to add promo items to festival bags	*	*		
Product sampling opportunities	*	*		
Invitation to CAAC Gala networking events	*	*	*	*
Verbal recognition at Gala	*	*	*	*
VIP reception passes	10 passes	6 passes	4 passes	2 passes