



cure
CHILDHOOD CANCER

*Believe
Ball*

11th annual Believe Ball
November 2, 2024
The St. Regis Atlanta

Presented by
Novelis

cure
CHILDHOOD CANCER

Fighting
for every child.

11th annual
*Believe
Ball*



*The St. Regis
Atlanta*



*Saturday,
November 2, 2024*



*Black-tie affair
featuring cocktails, dinner,
live music, and dancing*



*Live auction with
priceless packages
and experiences*

Get ready for an unforgettable night of elegance and generosity at the **11th annual Believe Ball**, presented by Novelis.

Atlanta's premier philanthropic event has become the talk of the town, and this year's celebration promises to be even more exciting.

This black-tie affair will feature delicious food and cocktails, live music, dancing, and heartwarming stories that will leave you inspired. And the entertainment doesn't stop there! Dean Crownover will be back to delight guests with once-in-a-lifetime live auction packages you won't want to miss. This is your chance to dress up, have fun, and support an important cause.



Through the support of sponsors, every dollar raised at the *Believe Ball* is dedicated to assisting families in their battle with pediatric cancer, as well as supporting critical research needed to save the lives of the 20% of children who do not survive the disease.

Since its inception, the *Believe Ball* has raised **more than \$10 million** in the fight against childhood cancer.

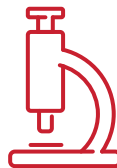
WHY BELIEVE IN CURE?



Cancer is the leading cause of death by disease in children. Yet the federal government allocates **less than 4%** of its research funding to solving cancers that affect children.



CURE is dedicated to **conquering childhood cancer** through funding targeted research while supporting patients and their families.



Over the past decade, CURE has directed more than **\$43 million** into the best, most promising research aimed at helping children with cancer who need us now. We are a leader in advancing Precision Medicine, the most promising approach to treatment of children with cancer in decades.

For the 16th consecutive year, CURE has earned a **four-star rating**, the highest possible, from Charity Navigator, America's premier assessment organization for sound fiscal management, accountability, and transparency.



"Only 1% of the charities we evaluate have received at least 16 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America. This exceptional designation from Charity Navigator sets CURE Childhood Cancer apart from its peers and demonstrates to the public its trustworthiness."

- Michael Thatcher, CEO, Charity Navigator

BE IN GOOD COMPANY

Become a sponsor and join the company of top corporations that have supported Believe Ball.



BENEFITS OF SPONSORSHIP

Make an impact - Your generosity will make a significant difference in the lives of children and families affected by childhood cancer.

Build brand reputation - Enhance brand value by aligning your company with an established and well-respected charity, with deep community ties and a trusted reputation.

Drive awareness for your commitment - Demonstrate your commitment to social responsibility and fighting childhood cancer through exposure to event attendees, as well as CURE's large social media following.

**CURE CHILDHOOD
CANCER'S LARGE
AND ENGAGED
COMMUNITY OF
SUPPORTERS**



375,000+
Followers



15,000+
Followers



2,505+
Followers



55,000+
Emails



14,500+
Monthly Web

SPONSORSHIP LEVELS

2024 SPONSORSHIP	PRESENTING \$60,000	DIAMOND \$30,000	PLATINUM \$18,000	GOLD \$12,000	SILVER \$8,500	BELIEVER \$1,600
Recognition in Event Name - "Believe Ball Presented by [Name]"	Included					
Overnight Accommodations at The St. Regis Atlanta	Two Rooms					
Logo Branding on Step and Repeat	Included					
Dedicated Press Release	Included					
Recognition from the Podium	Included	Included	Included			
Ad in Printed Program	Full Page	Full Page	Half Page	Half Page		
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included		
Inclusion on Mobile Bidding Site	Logo	Logo	Logo	Logo		
Recognition on Sponsor Signage, Printed Program, and Event Screens	Logo	Logo	Logo	Logo	Listing	
Recognition on Event Website	Logo	Logo	Logo	Logo	Listing	Listing
Believe Ball Seating	Premiere Seating for 20 (Two Tables)	Priority Seating for 20 (Two Tables)	Prominent Seating for 12 (One Table)	Preferred Seating for 12 (One Table)	Seating for 10 (One Table)	Seating for Two

Sponsorship benefits are subject to scheduling and print deadlines.

Deadline for recognition in event print materials is October 2, 2024.

Completed commitment form is requested to ensure proper recognition in respective Believe Ball materials.

CURE would be happy to discuss custom package options for your company.
Contact Mandy Fingerhut, Sr. Director, Events & Initiatives at mandyf@curechildhoodcancer.org.





SUPPORTING SPONSORS UNDERWRITING OPPORTUNITIES

If you are unable to attend but would like to support the event, Supporting Sponsorships are a great option. These sponsorships offer a unique way to support the important work of CURE, while providing a distinctive recognition opportunity that is 100% tax deductible.

AFTER PARTY SPONSOR • \$15,000

Exclusive Opportunity

- Sponsor logo or name displayed on signage throughout After Party
- Recognition from podium when After Party begins
- Logo or name on event website, printed program and event screens
- Recognition in CURE's Annual Report to donors

VALET SPONSOR • \$7,500

Limit 5

- Sponsor logo or name on thank you cards placed in all guest cars at valet
- Signage with sponsor name or logo at valet area
- Logo or name on event website, printed program and event screens
- Recognition in CURE's Annual Report to donors

COCKTAIL SPONSOR • \$10,000

Exclusive Opportunity

- Signage with sponsor logo or name in all bar areas
- Custom beverage napkins with sponsor logo at each bar
- Logo or name on event website, printed program and event screens
- Recognition in CURE's Annual Report to donors

COAT CHECK SPONSOR • \$3,000

Unlimited

- Sponsor name or logo displayed on signage at Coat Check
- Logo or name on event website, printed program and event screens
- Recognition in CURE's Annual Report to donors





COMMITMENT FORM

Saturday, November 2, 2024
6:00pm • The St. Regis Atlanta

SPONSORSHIP LEVEL

- | | | | | | |
|---|--|---|---|--|--|
| <input type="checkbox"/> PRESENTING
\$60,000 | <input type="checkbox"/> DIAMOND
\$30,000 | <input type="checkbox"/> PLATINUM
\$18,000 | <input type="checkbox"/> GOLD
\$12,000 | <input type="checkbox"/> SILVER
\$8,500 | <input type="checkbox"/> BELIEVER
\$1,600 |
| <input type="checkbox"/> SUPPORTING SPONSORSHIP | <input type="checkbox"/> AFTER PARTY
\$15,000 | <input type="checkbox"/> COCKTAIL
\$10,000 | <input type="checkbox"/> VALET
\$7,500 | <input type="checkbox"/> COAT CHECK
\$3,000 | |

Name : _____

As you wish to appear in print (ex: The Home Depot or Jane and John Doe).

Contact: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Will you be submitting a logo? YES NO

Please send approved logo to mandyf@curechildhoodcancer.org in one of the following formats: .jpeg, .png, .eps.

Website URL: _____

- YES, I/we would like to sponsor at the above level and will utilize the included tickets.
- Yes, I/we would like to sponsor at the above level but will not utilize the included tickets. Please treat the full value of sponsorship as a charitable contribution.
- I/We cannot attend, but would like to make a 100% tax-deductible contribution of \$ _____ to Fund-a-CURE.

PAYMENT METHOD

- Register online at BelieveBall.org
- Check made payable to CURE Childhood Cancer enclosed
- Please Invoice
- My company will match my gift.

Please send your completed commitment form to:

Mandy Fingerhut
CURE Childhood Cancer
mandyf@curechildhoodcancer.org

Want to double the impact of your gift? CURE is proud to be a designated organization in most corporate matching gift programs.



CURE Childhood Cancer is a tax-exempt organization. Federal Tax ID# 58-1244138. The fair market value of benefits received is \$175 per seat.