

Taylor, Age 3
neuroblastoma

cure
CHILDHOOD CANCER

13TH ANNUAL

*Believe
Ball*

OCTOBER 3, 2026 - THE ST. REGIS ATLANTA

Presented by



Novelis

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THE ST. REGIS ATLANTA

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Novelis

Believe Ball is CURE Childhood Cancer's signature black-tie evening and one of Atlanta's most respected philanthropic events.

On October 3, 2026, more than 600 executives, entrepreneurs, and community leaders will gather at The St. Regis Atlanta for a sell-out night that consistently brings the city's business leadership into one room. In 2025 alone, *Believe Ball* raised a record \$2.1 million, reinforcing its reputation as both a premier social event and a powerful fundraising engine.

The evening features cocktails, a seated dinner, live entertainment, and a high-energy auction led by Dean Crownover with truly one-of-a-kind packages. The ballroom is full, the energy is high, and the generosity in the room is unmistakable.

In a single night, *Believe Ball* generates significant funding for groundbreaking pediatric cancer research and critical support for families navigating treatment. Since its inception, the event has raised more than \$15 million to accelerate progress for children who urgently need better options.

For sponsors, *Believe Ball* offers visible alignment with a trusted organization, exposure to an influential audience, and the opportunity to stand alongside other respected companies that are recognized for showing up in meaningful ways.

SINCE ITS INCEPTION
Believe Ball has raised more than
\$15 MILLION
to advance this lifesaving work.



WHY BELIEVE IN CURE?

Cancer is the leading cause of death by disease in children, and diagnoses are on the rise.

Yet the federal government allocates a mere 5% of its research funding to focus on pediatric cancers. CURE stands in the gap – funding targeted research that will save lives and give children their best chance at a bright future.



In the last 10 years, CURE has invested more than \$45 million in lifesaving research focused on helping children with cancer who need us now. CURE is a leader in advancing precision medicine, the most promising approach to the childhood cancer treatment in decades.



CURE also supports families devastated by childhood cancer through programs designed to meet a family's emotional, practical, and financial needs. From emergency financial assistance to meals and counseling, CURE is committed to walking alongside families throughout their cancer journey.



Colton, Age 11
Hodgkin lymphoma



For the 17th 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."

- Michael Thatcher, CEO, Charity Navigator

SPONSORSHIP LEVELS

SPONSORSHIP OPPORTUNITIES	PRESENTING \$60,000	DIAMOND \$30,000	PLATINUM \$18,000	GOLD \$12,000	SILVER \$8,500	BELIEVER \$1,600
Recognition in Event Name (<i>Believe Ball</i> , Presented by [Name])	Included					
Overnight Accommodations at The St. Regis Atlanta	Two Rooms					
Logo on Event 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
<i>Believe Ball</i> Seating	Premier Seating for 20 (Two Tables)	Priority Seating for 20 (Two Tables)	Preferred Seating for 12 (One Table)	Prominent 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 September 9, 2026.

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.



Wesley, Age 3
leukemia

BE IN GOOD COMPANY

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



THE VALUE OF SUPPORTING CURE

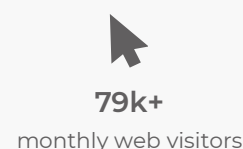
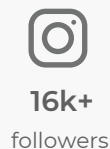
Access a Distinguished Audience: Join more than 600 executives, entrepreneurs, and civic leaders at one of Atlanta's most anticipated philanthropic gatherings.

Host an Exceptional Evening: Entertain clients and bring together senior leaders and key partners for a beautifully produced, high-energy evening at The St. Regis Atlanta, a setting worthy of your brand.

Align with a High-Performing Organization: Partner with a 50-year leader in pediatric cancer research and family support, recognized nationally for accountability and disciplined investment.

Demonstrate Community Leadership: Sponsorship signals visible, meaningful investment in the well-being of children and families.

CURE Childhood
Cancer's Large and
Engaged Community
of Supporters



UNDERWRITING OPPORTUNITIES

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



AFTER PARTY SPONSOR – \$15,000 (Exclusive)

- Logo/name recognition on signage throughout After Party
- Recognition from stage when After Party begins
- Logo/name on event website, printed program, and event screens
- Recognition in CURE's Annual Report to donors



COCKTAIL SPONSOR – \$10,000 (Exclusive)

- Logo/name recognition on signage throughout all bar areas
- Logo on custom beverage napkins at each bar
- Logo/name on event website, printed program, and event screens
- Recognition in CURE's Annual Report to donors



VALET SPONSOR – \$7,500

- Logo/name on thank you cards placed in all guest cars at valet
- Logo/name recognition on signage at valet area
- Logo/name on event website, printed program, and on event screens
- Recognition in CURE's Annual Report to donors



COAT CHECK SPONSOR – \$3,000

- Logo/name recognition on signage at coat check station
- Logo/name on event website, printed program, and on event screens
- Recognition in CURE's Annual Report to donors



SPONSORSHIP BENEFITS ARE SUBJECT TO SCHEDULING AND PRINT DEADLINES.
DEADLINE FOR RECOGNITION IN EVENT PRINT MATERIALS IS SEPTEMBER 9, 2026.





COMMITMENT FORM

Saturday, October 3, 2026 – The St. Regis Atlanta

SPONSORSHIP LEVEL

- | | | | | | |
|--|---|--|--|---|---|
| ☐ PRESENTING
\$60,000 | ☐ DIAMOND
\$30,000 | ☐ PLATINUM
\$18,000 | ☐ GOLD
\$12,000 | ☐ SILVER
\$8,500 | ☐ BELIEVER
\$1,600 |
| SUPPORTING
SPONSORSHIPS | ☐ AFTER PARTY
\$15,000 | ☐ COCKTAIL
\$10,000 | ☐ VALET
\$7,500 | ☐ 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 aysia@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 use my full sponsorship as a donation.
- ☐ I/We cannot attend, but would like to make a 100% tax-deductible contribution to Fund-a-CURE
in the amount of \$ _____.

PAYMENT METHOD

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

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

Please send your completed
commitment form to:
Mandy Fingerhut
CURE Childhood Cancer
mandyf@curechildhoodcancer.org

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

