

## SPONSORSHIP OPPORTUNITIES

## Supporting Families Through the Journey



# ABOUT KIDZ IN LIDS

Kidz in Lids mobilizes students **to show concern** for other local youth who are in a life or death struggle with cancer. **IT'S SIMPLE** – caring kids bring a dollar to school, and get to wear their favorite hat throughout the school day. Teachers, staff and visiting parents can jump in too – and wear their jeans all day if they bring in and contribute \$5.

The **Kidz in Lids** program can take place on any school day that is convenient for your school. Some schools choose to participate during National Childhood Cancer Awareness Month in September, but any day during the school year is fine. The event can be carried out on a single day, for a specific week or month, or extended to one day a week for over several weeks to generate greater participation and **awareness**.



Kidz in Lids is a true lesson of **empathy** — it teaches children that supporting their peers with cancer is not only the best thing to do, but the right thing to do.



Kidz in Lids allows healthy schoolchildren to understand the fight that children with cancer face every day — while also learning **leadership skills** and taking pride in their school.



Kidz in Lids provides children with cancer a sense of **community** — the program allows healthy schoolchildren to fight alongside their peers with cancer and support them.

"I CHOOSE TO RAISE MONEY FOR CHILDREN'S CANCER PARTNERS BECAUSE I HAVE REALIZED HOW GRATEFUL I SHOULD BE FOR ALL I HAVE. I JUST WANT TO GIVE BACK AS MUCH AS I CAN TO DESERVING KIDS IN THE COMMUNITY WHO ARE FIGHTING CANCER."

*Julia Graham, Student at Spartanburg High School*

## All funds support local children battling cancer.



**Children's Cancer  
PARTNERS** OF THE  
CAROLINAS  
Supporting Families Through the Journey

CCP helps local children in both Carolinas access the life-saving cancer treatments they need.



### Financial Support

Provides families with the funds needed to travel to pediatric cancer centers.



### Family Assistance

Helps parents manage the overwhelming details that come with coordinating access to care for their child



### Family Connections

Hosts activities that allow children and their families to connect with others who are battling cancer



### Camp Victory

Unique summer experience to foster laughter and fun with other families who share their challenges



# LEVELS OF SPONSORSHIP

## PRESENTING SPONSOR

**\$100,000 / Three Year Commitment**

- Exclusive naming rights as Kidz in Lids Presenting Sponsor - name to appear alongside logo
- Logo to appear on all school communications/branding
- Logo on Kidz in Lids branded hats
- Logo placement on all materials
- Prominent position on website
- Social media shoutouts
- Named in all media
- Opportunity for exclusive messaging to all school contacts
- Opportunity to collaborate at all trade shows

## LEADERBOARD SPONSOR

**\$50,000 / Three Year Commitment**

- Exclusive naming rights as Kidz in Lids Leaderboard Sponsor - name to appear alongside Leaderboard
- Logo to appear anytime Leaderboard is promoted
- Logo placement on all materials
- Prominent position on website
- Social media shoutouts
- Named in all media
- Opportunity for exclusive messaging to all school contacts
- Opportunity to collaborate at all trade shows

## SC/NC SCHOOLS SPONSOR

**\$25,000 / Two Available (NC or SC)**

- Exclusive naming rights as Kidz in Lids State Sponsor
- Logo placement on all materials
- Prominent position on website
- Social media shoutouts
- Named in all media
- Opportunity for exclusive messaging to all school contacts
- Opportunity to collaborate at all trade shows

**\$15,000**

- Prominent position on website
- Social media shoutouts
- Named in all media
- Newsletter feature
- Logo included on all Kidz in Lids eNewsletters
- Logo included on select promotional materials
- Opportunity to be included in 5 stakeholder meetings of your choice
- Invitation to all Kidz in Lids awareness events
- Opportunity to collaborate at all trade shows

**\$10,000**

- Prominent position on website
- Social media shoutouts
- Named in all media
- Newsletter feature
- Logo included on all Kidz in Lids eNewsletters
- Opportunity to be included in 3 stakeholder meetings of your choice
- Invitation to all Kidz in Lids awareness events
- Opportunity to collaborate at 2 trade shows

**\$5,000**

- Prominent position on website
- Social media shoutouts
- Newsletter feature
- Logo included on all Kidz in Lids eNewsletters
- Opportunity to be included in 1 stakeholder meetings of your choice
- Invitation to all Kidz in Lids awareness events
- Opportunity to collaborate at 1 trade shows

**\$2,500**

- Prominent position on website
- Social media shoutouts
- Newsletter feature
- Logo included on all Kidz in Lids eNewsletters



# SPONSOR INFO

Sponsor Name *(as it should appear in print)* \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## SPONSORSHIP LEVEL:



Amount \_\_\_\_\_

## BILLING INFORMATION:

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

### Method of Payment:

☐ Check   ☐ Invoice   ☐ Credit Card (3% processing fee)

### Card Type:

☐ Visa   ☐ Mastercard   ☐ American Express   ☐ Discover

Name on Card \_\_\_\_\_

Zip Code for Card *(if different from above)* \_\_\_\_\_

Credit Card # \_\_\_\_\_

CVC # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

Please complete the below form and return with your payment to:  
Children's Cancer Partners of the Carolinas • 900 S. Pine St. Suite F • Spartanburg, SC 29302

### For more information, contact:

Kate Morrow, Program Director

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