



Sept. 23rd Wilton Town Center



2018 Sponsorship Opportunities



Circle of Care
for families of children with cancer



On Sunday, September 23, 2018 hundreds of people will join children with cancer and their families from around the state to run at our 4th Annual Circle of Care 5k in downtown Wilton, CT. This is a community-wide event, with teams from all over Fairfield County running to show children with cancer how much they care. Local businesses, families and avid runners are creating teams or running as individuals to make a difference.

All funds go to Circle of Care's programs that directly impact children with cancer in Connecticut. Like in prior years, we anticipate hundreds of participants, spectators and volunteers which will create significant visibility for our sponsors.

2018 Race Details

Registration fee \$30 per person / \$10 per child doing the Fun Run

Friday, September 21: Packet pick-up at Comstock Community Center - Wilton, CT

Sunday, September 23:

Race day - Wilton Town Green at Wilton Center

7:45 a.m. check-in or registration

8:15 a.m. Kids' Fun Run start

8:30 a.m. 5K start

Race is timed and USATF Certified

Modest cash prizes will be awarded for the race and there will also be prizes for Best Team Spirit and Largest Fundraiser.





2018 Sponsorship Opportunities

Race Sponsor - \$5,000

Premium recognition on all event materials (signage, website, social media) - Commitment by 8/1
Logo included at Registration and Check-in
Logo included on the Wilton Bulletin Banner Ad and the Start and Finish line
Logo placement on back of event t-shirt
1 Ribbon of Support at Race
Ability to distribute promotional items at event

Fun Run Sponsor - \$2,500

Logo below Race Sponsor on all event materials (signage, website, social media) - Commitment by 8/1
Logo included at Registration and Check-in
Logo placement on back of event t-shirt

Power Up Sponsor - \$1,000

Open your company pop up tent and help motivate, stretch and strengthen our runners before and after the race
Logo placement on back of event t-shirt - Commitment by 8/1

Ribbons of Support - \$1,000

Purchase a 7' Balloon Ribbon and have your name displayed - a wonderful photo opportunity
Logo placement on back of event t-shirt - Commitment by 8/1

Water Station Sponsor - \$750 (Up to 2)

Logo on water station signage – 2 locations
Logo placement on back of event t-shirt - Commitment by 8/1

Mile Marker Signs (Total of 3) - \$500

Logo or name on mile marker

Inspirational or Corporate Road Sign Sponsors - \$250

Create your own inspirational phrase (or we can help you!) on a 24"X36" sign that will be placed in two locations along the race with name or logo

Your sponsorship is greatly appreciated by the patients and families we serve.

Become a Sponsor

Contact: Gina Longo, Executive Director
Circle of Care
gina@thecircleofcare.org
203.663.6893
www.thecircleofcare.org

About Circle of Care

We are a 501(c)(3), not-for-profit, volunteer-driven organization that supports children with cancer and their families during treatment. Our unique combination of programs addresses the non-medical needs of children with cancer. Founded in 2004 by three women whose own children battled cancer, our program has grown steadily over the years, earning the trust and respect of the medical community, corporations, foundations and individual donors. We operate with the help of over 200 volunteers state-wide.

About Circle of Care...



Circle of Care provides practical, emotional and financial assistance to families, from day of diagnosis through treatment and beyond, with programs and services that meet the unique and challenging needs of pediatric cancer treatment.

Until no parent has to hear the words, "Your child has cancer..." we'll be here.

Did you know...

- There are more than **200** cases of pediatric cancer in Connecticut per year.
- Of the billions of dollars spent on the war on cancer, a tiny fraction - **less than half of one percent** - goes to families in treatment for childhood cancer.
- Pediatric cancer often requires long complicated treatments **lasting 2 -3 years** or more.
- **70%** of families experience a financial crisis at some point during their child's treatment.
- The average **out-of-pocket expenses** for families is **\$34,558**, and the average **treatment cost** is approximately **\$500,000 per child**.

The Impact of Circle of Care

For nearly 15 years Circle of Care has taken great pride in providing direct emotional and financial support to families facing pediatric cancer in Connecticut. This event will enable us to rally community support for children with cancer in a positive way that breaks through stereotypes, establishes powerful co-branding opportunities for our partners, and enables Circle of Care to build awareness of what we do and how we support our families. The race will also help us raise critically important funds required to meet the increasing needs our families face.



Sponsorship Opportunity

September is childhood cancer awareness month, please sponsor this event and support Circle of Care's thoughtful programs benefiting children in treatment for cancer. Sponsors get a truly impactful publicity platform for their brand by supporting this high-profile event.





Circle of Care

5K

2018 Sponsorship Commitment Form

- ☐ 5K Race Sponsor \$5,000
- ☐ Fun Run Sponsor \$2,500
- ☐ Power Up Sponsor \$1,000
- ☐ Ribbon of Support \$1,000
- ☐ Water Station \$750
- ☐ Mile Marker \$500
- ☐ Inspirational Sign \$250



Corporate Road Sign



Ribbons of Support

I want to be a sponsor as indicated above, or I am unable to participate but please accept my donation in the amount of: \$_____

Name: _____

Company/Business Name: _____

My company has matching funds: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

Please provide a logo in both .eps and .jpg formats no later than August 1, 2018

Please make check payable to Circle of Care

Completed forms, checks, and logo/ad artwork should be sent to:

Gina Longo, Executive Director

Circle of Care

144 Danbury Road, Wilton, CT 06897