

Join the fight to end childhood cancer
as a **SPONSOR** for the
Saint Leo University
Leo for St. Jude – Field Day!



Join the movement

On **March 3, 2018**, students at **Saint Leo University** will join together to participate in **Leo for St. Jude Field Day**, an exciting morning, challenge-oriented event to raise money for the children of St. Jude. With your help, we hope to raise **\$7,000** through our local event to help support the global mission of St. Jude.



Why support St. Jude Children’s Research Hospital?

St. Jude Children’s Research Hospital, founded by the late entertainer Danny Thomas in 1962 and is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. For example, in 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. Today, the survival rate for this once deadly disease is 94 percent, thanks to research and treatment protocols developed at St. Jude.

Children from our Saint Leo community, all 50 states, and from around the world have come through the doors of St. Jude for treatment, and thousands more around the world have benefited from the research conducted at St. Jude — research that is shared freely with the global medical community.

Families never receive a bill from St. Jude, not for treatment, travel, housing or food—because all a family should worry about is helping their child live.

Sponsorship Opportunities

Presenting Sponsor

Financial Commitment: \$1000.00

Maximize your sponsorship investment by becoming our exclusive presenting sponsor! This sponsorship will include recognition during the entire event, as well as pre-event campaign activities and communications. If you are looking to get your brand in front of as many Saint Leo students and employees as possible, this is the sponsorship for you. We will work with you to meet business objectives!

Sponsor Benefits & Activation Opportunities

- Company logo on all media used at the event and company recognition in event announcements, with anticipated attendance of **50 or more participants**.
- Company logo will be included on our registration website
- Company logo on **50** event t-shirts
- Opportunity to have a vendor table at the event and provide unique promotional item or coupon to our participants
- Company logo and/or presence at recruitment and fundraising efforts and activities leading up to the event
- Company name and recognition as presenting sponsor included in pre-event communications
- ABC of Cancer sponsorship; a replica of the letter sponsored will be provided to your company after the event to display at your business location



Field Day Challenge Sponsor

Financial Commitment: \$500

Want strategic exposure at our event? Consider becoming a sponsor of a main event challenge at our Field Day!

Sponsor Benefits & Activation Opportunities

- Company name and recognition as challenge sponsor in event announcement
- Company logo on media use at event during the sponsored hour or challenge
- Company logo on 50 event t-shirts
- Opportunity to have a vendor table and/or provide unique promotional item during sponsored hour
- ABC of Cancer sponsorship; a replica of the letter sponsored will be provided to your company after the event to display at your business location

ABC's of Cancer- Letter Sponsor

Financial Commitment: \$300.00

We invite you to participate in our most unique and low-cost sponsorship opportunity! Consider sponsoring one or more letters in the ABC's of Cancer display at our Leo for St. Jude Field Day. The ABCs of Cancer are all at once a sad and lovely yet hopeful and joyful glimpse into the amazing minds of the young heroes who come to St. Jude. Once you see it, your heart can never be the same. The ABCs of Cancer, created by St. Jude patients and displayed in a prominent hospital hallway, offer 26 views of living with cancer and the lessons learned from that journey. Below are a few examples of these amazing pieces of art.

Sponsor Benefits & Activation Opportunities

- Your company name presented as the exclusive sponsor of one letter of our ABC's of Cancer display at the main event.
- Opportunity to provide unique promotional item or coupon to our anticipated 50 participants
- Replica of Letter sponsored provided to your company after the event to display at your business location (ask for the full alphabet PDF to find the perfect letter for you or your business)



A is for
Alive

I am so thankful to be Alive...



This letter sponsored by:

< Sponsor Name >

B is for Believe

Believe in your self
Because St. Jude is on your
side The fight may be tough
But hold your head up with
pride It's going to be ok
Live Life and Believe
It's ok to cry It will
be fine We all have to believe
they will find a cure one day
Just remember we all have
to Believe!



This letter sponsored by:

< Sponsor Name >

C is for Cure

This is something I and
MANY others are
hopeful for.

To one day have a world with no
cancer. To not have to watch friends
and family lose their lives.

Where one day hospitals for cancer
could close their doors.

I would not have to see people go
through what I and many others did.
and we all have a good chance
to live.

A cure for cancer that's what I
pray for.



This letter sponsored by:

< Sponsor Name >



Sponsor Commitment Form

We would be honored to add your esteemed company to our St. Jude family as a sponsor of the Leo for St. Jude – Field Day. With your commitment, we can pursue our founder’s dream of a day when no child will die in the dawn of life.

Sponsor Information

Name/Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Select Sponsorship Opportunity:

- Presenting Sponsor **(\$1000)**
- Event Challenge Sponsor **(\$500)**
- ABC of Cancer Sponsorship **(\$350/each)** *Number of letters (_____)*

For all sponsorships, please select your ABC of Cancer letter preferences:

First Letter Preference: _____ Second Letter Preference: _____

Third Letter Preference: _____ No Preference: _____

Please forward this Commitment Form and payment to Sarah Potter (***make checks payable to St. Jude Children’s Research Hospital***):

ALSAC/St. Jude Children’s Research Hospital

ATTN: Leo for St. Jude

1501 W. Cleveland St., Suite 230

Tampa, FL 33606

Phone: C 813-347-6640 | O 813-868-2704

Email: sarah.potter@stjude.org

