



Be Heroic *for* *the* Cancer Community

2018 CORPORATE SPONSORSHIP PROGRAM

HEROES 
FOUNDATION

heroesfoundation.org



Welcome

Dear Friends and Heroes,

The Heroes Foundation gives businesses, organizations, families and individuals ways to be heroes in the fight against cancer. You can be a hero by becoming a 2018 Heroes Foundation sponsor.

If you have been a sponsor in the past, please continue to be part of the Heroes Foundation family. If you are new to our organization, I invite you to become a new member of our energetic, far-reaching team of heroes.

The opportunities laid out in this 2018 Corporate Sponsorship Program are designed to support our mission and engage a broad audience of people affected by cancer in Indiana. To learn about our strategy and the impact of the Heroes Foundation, check out the 2016 Annual Report (available for download at HeroesFoundation.org or contact us to request a printed copy).

Ladies and gents, cancer hurts people and families in so many ways. It's more than just a medical issue — it's emotional, it's financial, it's debilitating. There is much work to be done. Please join us to fight the good fight.

Godspeed,



A handwritten signature in black ink that reads "Vince Todd, Jr." with a stylized flourish at the end.

Vince Todd, Jr.
Chairman and Co-Founder

Mission

WHY THE HEROES FOUNDATION EXISTS.

To provide meaningful **support** to cancer patients, education to promote cancer **prevention** and resources to advance **research** for a cure.



BACKSTORY

Seventeen years ago, at 26 years old, a diagnosis of Hodgkin's Lymphoma left Vince Todd, Jr. reeling. His new wife, Cindy Todd, was just as blindsided. As Vince visited doctors and hospitals for treatment, the young couple leaned on friends and family to help them through it. During those months, seemingly small gestures of love and friendship meant so much: a box of cookies, a college football magazine, a handwritten message on a sheet of notebook paper.

On a typical day, they would go to chemotherapy for a couple of hours, eat some lunch and head home. Vince would crash on the couch, get chills, then shakes and sleep for hours at a time. Cindy didn't know how to take care of him to help him feel better. As the caregiver, she often felt helpless.

While he was undergoing chemo, Vince started reading Lance Armstrong's *It's Not About the Bike*, much of which covers his fight with advanced testicular cancer. Vince was inspired, and he and Cindy believed that they were facing this battle for a reason. Part of that reason was to make an impact on the cancer community in Indiana, and beyond.

The Todds received the news that the cancer was gone on Jan. 11, 2001. With a clean bill of health and a new reason for living a meaningful life, they rallied friends and family. Together, they launched the Heroes Foundation, officially taking its name in May 2001 as a registered 501(c)(3) public charity. Vince serves as Chairman and Co-Founder, while Cindy is Executive Director and Co-Founder. The Heroes Foundation exists because of people who confronted cancer and fought the good fight. The spirit, determination, and commitment of these people to survive are the legacies and characteristics that spurred the organization and still drive us to be heroic.



Fundraising

EVENTS AND SPONSORSHIPS
EMPOWER OUR HEROES AND
SUPPORT OUR MISSION

AN EVENING WITH HEROES

The Heroes Foundation's An Evening With Heroes event is our annual gala celebration, where we reflect on the past year's victories and prepare for another year of fighting for the Indiana cancer community. The January 2017 gala was held at the JW Marriott and included cancer survivors, caregivers and others sharing inspiring stories, as well as dinner and dancing.

HEROES: A record-setting 737 heroes for the cancer community gathered to rally around the fight against cancer

FUNDS: \$342,000 raised through sponsorships, ticket sales and auction items.

SPIN4HEROES

The seventh annual Spin4Heroes event on March 11, 2017, brought together cancer fighters of all ages to pedal for the Indiana cancer community. Spin4Heroes is an indoor, relay-style team cycling/spinning event. The 2017 event included multiple spin instructors and a DJ to keep the energy level high inside the Indiana Farm Bureau Football Center. Each team raised funds (\$400 minimum) for the Heroes Foundation.

HEROES: 65 relay teams

FUNDS: \$64,000 raised



Spin4Heroes at the Indiana Farm Bureau Football Center.

HEROES CRITERIUM & HEALTH EXPO

The Heroes Criterium & Health Expo is a spectator-friendly set of bike races and health expo showcasing organizations that promote and support healthy lifestyles and cancer prevention, in a festival-like atmosphere.

HEROES: 350 racers participated, with hundreds of supporters and family members in attendance



350 cyclists at the Heroes Criterium.

SWING4HEROES

On September 15, 2017, the inaugural Swing4Heroes Pro-Am golf tournament, presented by Felderman Design-Build and Tito's Handmade Vodka, paired up a professional golfer with a foursome of golfers for multi-level tournament play at Highland Golf and Country Club.

HEROES: 22 fivesomes participated

FUNDS: \$73,000 raised

#PIFF PARTY

Everyday heroes were committed to "pay it forward Friday" to the Indiana cancer community during the Heroes Foundation's fifth annual #PIFF Party at Flat12 Bierwerks on Sept. 15, 2017. The outdoor party features live music, craft beer and a great way for the Heroes Foundation to connect with new and existing supportive "Heroes."

HEROES: More than 400 attendees

FUNDS: \$35,000 raised



More than 400 attendees at the 2017 #PIFF Party.

Summit Sponsors

THANK YOU TO OUR 2017 SPONSORS

Denali Summit Sponsors



Everest Summit Sponsor



Kilimanjaro Summit Sponsors



Methodist Health Foundation



The Brauer
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Melvin and Bren Simon
Cancer Center



St. Vincent



VAN ROOY
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Tyler Technologies
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Vesalius Health
The White Oak Foundation

Summit Packages

SUMMIT SPONSORSHIPS DUE BY: JAN. 5, 2018

SUMMIT SPONSORSHIP LEVELS	Everest Sponsor \$25,000	Denali Sponsor \$17,000	Kilimanjaro Sponsor \$7,000
ONGOING			
Recognition in 2018 Annual Report (1,750 printed, 1,500 mailed, PDF distributed year round via social media, email, website).	✓	✓	✓
Logo in volunteer recruitment communications.	✓	✓	✓
Invitations to exclusive Heroes-in-Action Experiences.	✓	✓	
Exclusive Heroes for the Cancer Community volunteer opportunities for employees.	✓	✓	
Recognition in e-mail newsletter, reaching 2,750+ subscribers.	✓	✓	
Recognition and link on the Heroes Foundation website.	✓	✓	✓
Social media promotion throughout the year.	✓	✓	✓

AN EVENING WITH HEROES GALA: JAN. 20, 2018

Premium tables for guests with table signage.	5 tables/50 guests	3 tables/30 guests	2 tables/20 guests
Special sponsor recognition on event signage, in event program, and on screens while guests are dining.	✓ (Hero level sponsor)	✓ (Advocate level sponsor)	✓ (Fellow level sponsor)
Podium recognition during event.	✓	✓	✓
Recognition on GiveSmart auction system scrolling on guests' smartphones.	✓	✓	

SPIN4HEROES: MARCH 2018

Complimentary team entries.	4 team entries	4 team entries	1 team entries
Heroes headwear for all team participants.	✓	✓	✓
Recognition on event signage, podium recognition during event, and on screens during event.	✓ (Tour level sponsor)	✓ (Tour level sponsor)	✓ (Prologue level sponsor)

Customize!

Heroes Foundation is pleased to customize partnerships that best meet the objectives of our Summit Sponsors. For more information, contact us at **317-983-6580** or email Janet Baker at **JBaker@HeroesFoundation.org**.



Sponsor recognition at the inaugural Swing4Heroes event.



2017 Spin4Heroes at the Colts practice facility.

SUMMIT SPONSORSHIP LEVELS	Everest Sponsor \$25,000	Denali Sponsor \$17,000	Kilimanjaro Sponsor \$7,000
HEROES CRITERIUM & HEALTH EXPO: JULY 2018			
Recognition on event signage.	✓ (Champion level sponsor)	✓ (Podium level sponsor)	✓ (Pack level sponsor)
Repeated announcer recognition throughout the day of the event.	✓	✓	✓
Opportunity to have a vendor booth and supply item for participant bags.	✓	✓	

SWING4HEROES: SEPTEMBER 2018			
Complimentary team entries.	1 foursome entry		
Opportunity to include branded item in participant bags.	✓	✓	
Recognition in event program. Sponsorship listing on Heroes Foundation website.	✓ (Ace level sponsor)	✓ (Birdie level sponsor)	✓ (Hole level sponsor)
Recognition on event signage. Verbal recognition throughout day of event.	✓	✓	
Signage placed at tee box of individual hole.			✓

#PIFF PARTY: SEPTEMBER 2018			
Complimentary entries to the #PIFF Party.	50 GA / 20 VIP	50 GA / 20 VIP	10 GA / 4 VIP
Sponsor recognition on event signage and recognition during event.	✓ (Medal of Honor Sponsor Level)	✓ (Medal of Honor Sponsor Level)	✓ (Ally Level Sponsor Level)
Company photo with the Foundation's Hero1 truck.	✓		



You Can Be a Hero For the Cancer Community.

To start a conversation about sponsorship, call 317-983-6580 or email Janet Campbell Baker at JBaker@heroesfoundation.org.

A La Carte EVENT SPONSORSHIPS

AN EVENING WITH HEROES: JAN. 20, 2018

SPONSORSHIPS DUE BY JAN. 5, 2018

SPONSORSHIP LEVELS	Title: \$25,000	Hero: \$15,000	Advocate: \$10,000	Fellow: \$5,000	Table: \$2,500
Premium tables for guests with table signage.	5 tables/ 50 guests	5 tables/ 50 guests	3 tables/ 30 guests	2 tables/ 20 guests	1 table/ 10 guests
Event naming rights.	✓				
Exclusive Heroes for the Cancer Community volunteer opportunities for employees.	✓				
Invitations to exclusive Heroes-in-Action Experiences.	✓	✓			
Special sponsor recognition on event signage, in event program, and on screens while guests are dining.	✓	✓	✓	✓	✓
Podium recognition during event.	✓	✓	✓	✓	✓
Sponsorship recognition on social media.	✓	✓	✓	✓	✓
Sponsorship listing on Heroes website.	✓	✓	✓	✓	✓
Recognition on GiveSmart auction system scrolling on guests' smartphones.	✓	✓	✓		
Recognition in 2018 Annual Report (1,750 printed, 1,500 mailed, PDF distributed year round via social media, email, website).	✓	✓	✓	✓	✓

SPIN4HEROES: MARCH 2018

SPONSORSHIPS DUE BY MARCH 1, 2018

SPONSORSHIP LEVELS	Title: \$5,000	Tour: \$2,500	Stage: \$1,000	Prologue: \$500
Complimentary team entries.	5 team entries	4 team entries	2 team entries	1 team entry
Event naming rights.	✓			
Recognition on event signage, podium recognition during event, and on screens during event.	✓	✓	✓	✓
Sponsorship listing on Heroes Foundation website and in social media communication.	✓	✓	✓	✓
Heroes headwear for all team participants.	✓	✓		
Recognition in 2018 Annual Report (1,750 printed, 1,500 mailed, PDF distributed year round via social media, email, website).	✓	✓	✓	✓

HEROES CRITERIUM & HEALTH EXPO JULY 2018**SPONSORSHIPS DUE BY JULY 1, 2018**

SPONSORSHIP LEVELS	Title: \$10,000	Champion: \$2,500	Podium: \$1,000	Pack: \$500
Event naming rights.	✓			
Recognition on event signage.	✓	✓	✓	✓
Recognition on event site and on social media.	✓	✓	✓	✓
Repeated announcer recognition throughout event.	✓	✓	✓	✓
Sponsorship listing on Heroes Foundation website.	✓	✓	✓	✓
Recognition on event podium backdrop.	✓	✓	✓	
Opportunity to have a vendor booth and supply an item for the participant bags.	✓	✓	✓	
Recognition in 2018 Annual Report (1,750 printed, 1,500 mailed, PDF distributed year round via social media, email, website).	✓	✓	✓	✓

SWING4HEROES: SEPTEMBER 2018**SPONSORSHIPS DUE BY SEPT. 1, 2018**

SPONSORSHIP LEVELS	Title: \$7,500	Ace: \$2,500	Birdie: \$1,000	Hole: \$500
Event naming rights.	✓			
Foursome entries.	2 entries	1 entry		
Recognition on event signage.	✓	✓	✓	
Recognition in event program.	✓	✓	✓	✓
Sponsorship listing on Heroes Foundation website.	✓	✓	✓	✓
Verbal recognition throughout day of event.	✓	✓	✓	
Opportunity to include branded item in participant bags.	✓	✓	✓	
Recognition on boxed lunches.			✓	
Signage placed at tee box of individual hole.				✓
Recognition in 2018 Annual Report (1,750 printed, 1,500 mailed, PDF distributed year round via social media, email, website).	✓	✓	✓	✓

#PIFF PARTY: SEPTEMBER 2018**SPONSORSHIPS DUE BY SEPT. 1, 2018**

SPONSORSHIP LEVELS	Title: \$5,000	Medal of Honor: \$2,500	Special Forces: \$1,000	Ally: \$500
Event naming rights.	✓			
Entries to the #PIFF Party.	100 GA / 40 VIP	50 GA / 20 VIP	20 GA / 8 VIP	10 GA / 4 VIP
Recognition on event signage and recognition during event.	✓	✓	✓	✓
Sponsorship listing on Heroes Foundation website and in social media communication.	✓	✓	✓	✓
Recognition in 2018 Annual Report (1,750 printed, 1,500 mailed, PDF distributed year round via social media, email, website).	✓	✓	✓	✓



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