

ONE

HEROES 

FOUNDATION

2017 CORPORATE
SPONSORSHIP PROGRAM

PLEDGE

HEROIC

IMPACT



WELCOME

Dear Friends and Heroes,

Do you realize how powerful you can be for the Indiana cancer community? Your generosity can bring valuable services to families and children going through the cancer journey. It can launch life-changing research, put toys in the hands of pediatric cancer patients, help people learn how they can prevent cancer and so much more.

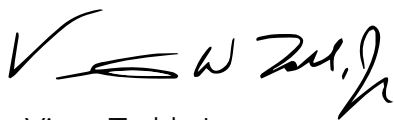
The Heroes Foundation gives businesses, organizations and individuals ways to be heroes in the fight against cancer through a mix of programs and events. Now in our 16th year, we owe our impact to all of our donors—both individual and corporate—and volunteers who have put other people before themselves, paid it forward and given generously.

I want to personally invite you to continue to be part of the Heroes Foundation family, or to become a new member. The opportunities laid out in this 2017 Corporate Sponsorship Program are designed to support our mission and engage a broad audience of people affected by cancer in Indiana. Take a look to learn about our impact, events and sponsorship levels.

To read about the people and programs that are part of the Heroes Foundation family, check out the 2015 Annual Report (available at HeroesFoundation.org or contact us to request a printed copy).

We are currently in the throes of a strategic plan we call “Project 2020.” The next five years will be transformative for the Heroes Foundation as we focus more and more on impact and innovation to provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure. There is room, and certainly a great need, for more heroes to be made. Join us.

Godspeed,



Vince Todd, Jr.
Chairman and Co-Founder



MISSION

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



Check out some of the recent ways we have moved our mission forward.

SUPPORT

- \$10,000** Amount provided to Community Health Network's Oncology Patient Assistance Fund in 2015, which provides \$250 vouchers for food, gas and medication to cancer patients in need.
- \$10,000** To assist Peyton Manning Children's Hospital in the interior design and purchase of furniture and decor to refresh the cancer infusion area for the hospital's most vulnerable pediatric patients.
- \$25,000** To fund the First Mondays cancer support group of the CompleteLife Program at the IU Health Simon Cancer Center in 2015.

RESEARCH

- \$55,000** Through our Team JOEY program, total amount the Heroes Foundation has provided to Dr. Karen Pollok and her team at the IU Simon Cancer Center to pursue their cancer-fighting research.
- \$15,000** With help from generous individuals and sponsors, amount of funds the Team JOEY program was able to provide Dr. Grzegorz Nalepa to continue work on cancer-fighting therapies. That research gift helped Dr. Nalepa secure a \$300,000 national grant.
- \$5,000** Funds 2015 SJP Heroes Cancer Research Fund Scholar Dr. Safi Shadha at IU Simon Cancer Center used to pursue research focused on helping patients live as fully as possible as they battle cancer.

PREVENTION

- \$30,000** Funds raised at the 2015 #PIFF Party for the Heroes Foundation's Project Militia program to promote cancer prevention.
- 180** Number of members on the Team Heroes athletic team that flies the Heroes Foundation flag. Seven cancer survivors are among the group.
- 1000s** Complimentary bottles of SPF sunscreen and tubes of SPF lip balm distributed to protect against skin cancer.



An Evening With Heroes annual gala event.



Pedaling against cancer at Spin4Heroes.

EVENTS

The Heroes Foundation offers events throughout the year to engage heroes of different ages, interests and giving levels.

An Evening With Heroes / January 2017

Kick off the new year in a spirit of selflessness during the 17th annual An Evening With Heroes gala at the JW Marriott in downtown Indianapolis. In 2016, more than 650 attendees gathered to rally around the fight against cancer and raise over \$330,000. Dinner, dancing and heroic stories make this a celebratory, inspiring night.

Spin4Heroes / March 2017

An indoor relay-style team cycling/spinning event, Spin4Heroes brings together people of all skill levels to pedal against cancer. The 7th annual Spin4Heroes will not disappoint. In 2016, 69 relay teams participated in the 4-hour event, raising over \$64,000 toward our mission!

Fishers Criterium / July 2017

The third annual Fishers Criterium supports the Prevention arm of our mission. Athletes and spectators revel in the speed of road bike racing as we raise awareness of the Heroes Foundation community and work.

Swing4Heroes / September 2017

The first Swing4Heroes Pro-Am golf event will pair up a professional golfer with a foursome of golfers for multi-level tournament play. Swing4Heroes will be held the same day as the #PIFF Party, and entry into the evening party is included for every participating Swing4Heroes sponsor and foursome.

#PIFF Party / September 2017

Everyday heroes are invited to “pay it forward Friday” to the Indiana cancer community during our fifth annual #PIFF Party in 2017. We have raised as much as \$30,000 in one night, with 300+ attendees. At just \$25 a ticket, it’s a great way to introduce new people to the Heroes Foundation community.

SUMMIT PACKAGES

SPONSORSHIPS DUE BY JAN. 6, 2017

SPONSORSHIP LEVELS	Everest Sponsor \$25,000	Denali Sponsor \$17,000	Kilimanjaro Sponsor \$7,000
ONGOING			
Recognition and link on the Heroes Foundation website.	✓	✓	✓
Social media promotion throughout the year.	✓	✓	✓
AN EVENING WITH HEROES GALA: JAN. 21, 2017			
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 2017			
Complimentary team entries.	4 team entries	3 team entries	2 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)
FISHERS CRITERIUM: JULY 2017			
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 2017			
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 2017			
Complimentary entries to the #PIFF Party.	50	50	10
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.	✓		

A LA CARTE EVENT SPONSORSHIPS

AN EVENING WITH HEROES: JAN. 2017

SPONSORSHIPS DUE BY JAN. 6, 2017

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.	✓				
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.	✓	✓	✓		

SPIN4HEROES: MARCH 2017

SPONSORSHIPS DUE BY MARCH 3, 2017

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	✓	✓		

FISHERS CRITERIUM: JULY 2017

SPONSORSHIPS DUE BY JUNE 30, 2017

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.	✓	✓	✓	



The 2016 Fishers Criterium.



Craft beer and a good cause at the #PIFF Party.

SWING4HEROES: SEPTEMBER 2017

SPONSORSHIPS DUE BY SEPT. 1, 2017

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.	✓	✓	✓	
Signage placed at tee box of individual hole.				✓

#PIFF PARTY: SEPTEMBER 2017

SPONSORSHIPS DUE BY SEPT. 1, 2017

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 entries	50 entries	20 entries	10 entries
Recognition on event signage and recognition during event.	✓	✓	✓	✓
Sponsorship listing on Heroes Foundation website and in social media communication.	✓	✓	✓	✓

You can be a hero for the cancer community. To start a conversation about sponsorship, call 317-983-6580 or email contactus@heroesfoundation.org.

THANK YOU TO OUR 2016 SUPPORTERS

Current 2016 Heroes Foundation sponsors include the following generous businesses and organizations

Everest Summit Sponsor

Accessa

Denali Summit Sponsor

Lilly Oncology

Kilimanjaro Summit Sponsors

The Brookfield Group • Moser Consulting • IU Health Simon Cancer Center
OurHealth • Indiana University Melvin & Bren Simon Cancer Center

More Heroic Sponsors

24 Hours of Booty • AcromaPro • Anthem BlueCross BlueShield • Apex Benefits • The Birch Family • Barnes & Thornburg LLP
Bedel Financial Consulting Inc. • Bingham Greenebaum Doll LLP • Bose McKinney & Evans LLP • The Brauer Family Foundation
BPI Outdoor Living • The Catherine Peachey Fund • Chick-fil-A, Noblesville • Colavita Pasta di Qualita • Coliance Risk Advisors
Indianapolis Colts • core btg • Cottonwood Partners • Community Visionary Enterprises Inc. • Daystar Directional Drilling
eimage Technology Group • First Financial Bank • First Internet Bank • First Merchants Bank • Flat12 Bierwerks • FlexPac
Gatorade • Gene B. Glick Company • Gray Goat Bicycle Co. • Hall Render • Harding Poorman Group • Harry & Izzy's
Healthcare Product Delivery Inc. • The Helmreich Family • Henkel • Hokanson Companies Inc. • Hollister • ICA Group
Indianapolis Fruit • Indianapolis Motor Speedway • Interface Aesthetic Surgery Group • Just Pop In! • Katz Sapper & Miller
Lucas Oil Products Inc. • MacAllister Machinery • Markey's Rental & Staging • Marsh Supermarkets • McGowan Insurance Group Inc.
Monarch Beverage Co. • Motion Cycling & Fitness • The Mower Shop • NCP Coatings • Newgrange Consulting
Oliver Winery & Vineyards • The Orne Family • Peyton Manning Children's Hospital • Proximo • Republic Services
Roche • SBC Wealth Management • Scopelitis Garvin Light Hanson & Feary • Southern Wine & Spirits of Indiana
Smith Brauer Dentistry • Stanley Security • St.Vincent Health • Sun King Brewery • Superior • Tyler Technologies
Ultrasonic Services • Upland Brewing Co. • Van Rooy Companies • Vesalius Health • Wellfount • The White Oak Foundation
Worldwide Express • Zipp