

HEROES 
FOUNDATION

2024 CORPORATE PARTNERSHIP GUIDE



Why does Heroes focus efforts in Indiana?

To support our local community.

We want to see our **research** dollars bring about cancer breakthroughs right here at home.

We want to **support** individuals and families fighting cancer in Indiana. They are our neighbors, friends and loved ones.

There is a need in our state for more valuable cancer **prevention** and healthy-lifestyle initiatives.



#whyheroes

Dear Friends and Heroes,

As we enter our fourth quarter at the Heroes Foundation, we reflect on the support and ongoing generosity of so many individuals and companies. Our Summit Partners are the foundation of our fundraising efforts, and we are grateful for each company's support, their commitment to our mission, and the confidence communicated with each gift.

We want to thank the Heroes Foundation Board of Directors for sharing their time and talents to further our mission, which is to serve the Indiana cancer community by providing meaningful **support** to cancer patients, education to promote cancer **prevention**, and resources to advance **research** for a cure. These volunteers help guide the foundation's growth and impact as well as elevate its visibility.

It has been a busy 2023. Just by October 1, we had enabled patient assistance support programs, furthered oncology research projects, welcomed a new Executive Director, hosted five fundraising events, recently celebrated a newly completed themed room at Peyton Manning Children's Hospital, and more. Feedback from patients and parents helped us understand that themed rooms provide engaging, comforting places for all. Special thanks to the many outstanding volunteers of Heroes Foundation Team JOEY for passing out LEGO sets and helping to host parties for kiddos and their families.

We are inspired and ready to continue this important work with you. We have revisited our strategic plan and made modifications as needed. This living document will continue to shape the foundation and serve as our guide through 2025.

New leadership brings with it fresh eyes. Among the changes you will see in 2024 are steps we're taking to become better stewards of engagement to each of our Summit Partners. To accomplish this with a very small staff, we will build upon our three most successful fundraising events. In addition, each of our Summit Partners' employee teams will be able to participate in charity chats, special events, and volunteer opportunities. We want to help each company share its commitment to improving our community. You will also see an increase in Summit Partner levels. This change is simply due to increased costs. Through all our changes, we look forward to increasing the value of Summit Partnerships while furthering our mission.

We are thankful for your continued support and welcome suggestions and feedback from our supporters.



Vincent W. Todd, Jr.

Vince Todd, Jr.
Chairman and Co-Founder



Annie Martinez

Annie Martinez
Executive Director

2023 Summit Partners

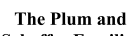
Everest Partners



Denali Partner



Kilimanjaro Partners



► Corporate Sponsors and In-Kind Donors

- @ Properties
- A&R Erectors
- American Structurepoint
- AML Construction
- Apex Benefits
- Arlington Roe
- Barrett Eye Care
- BGW Construction
- Bier Brewery
- Bison Financial Group
- Bloombase
- Branch Realty
- Brauer Family Dentistry
- Bright Ideas
- Brothers That Just Do Gutters
- Browning Investments
- BuildSmart
- Caliber Home Loans
- Cater Me Café
- Church Family Foundation
- CIE
- Clearly Communications
- ClusterTruck
- Community First Bank of Indiana
- Cork Medical
- Cornerstone Companies
- Craig Dehut Media
- Creighton Family Fund
- DairyChem
- Delta Faucet
- Densborn Blachly LLP
- Dittoe PR
- DOZ Foundation
- DPS, Inc.
- Eight Eleven Group
- Ellis & Associates - Re/Max
- Enflora
- Everpure/Pentair
- First Bank Richmond
- First Financial Bank
- First Internet Bank
- Four Day Ray Brewing
- Goelzer Investment Management
- H.J. Spier Co.
- Happy Hour Photo Booth
- Harding Poorman
- Harper Cancer Research Institute
- Haynes Roofing
- Hays + Sons Complete Restoration
- Heinnies
- Helmreich Law
- Henkel
- Highland Golf & Country Club
- Hollister Corp
- Hot Box Pizza
- HTPG
- HWC Engineering
- Ice Miller LLP
- Indiana Health Industry Forum
- Illinois Street Food Emporium
- Indiana Power
- Indianapolis Fruit
- Indy Characters & More
- JDC Supply
- Just Pop In
- Karen Kay Marlett Photography
- KBIC Consulting
- Kelly Todd Group
- Kennedy Tank & Manufacturing Co., Inc.
- Lake City Bank
- Legacy Motorsports
- Leo Brown Group
- Littler Mendelson - Brian Mosby
- MacAllister Machinery
- Marathon Health
- Markey's Rental and Staging
- Matt King Realty Group
- McGowan Insurance Group
- Merchants Bank of Indiana
- Milesi
- Mitsubishi/American Standard
- Morgan Stanley - Mark Linden
- National Bank of Indianapolis
- NCP Coatings
- Nu-Calgon
- Peace Water Winery
- Peloton Capital Management
- PepsiCo
- Quaff ON! Brewing Company
- Rehab Medical
- RndFwd
- Sherfick Companies
- Shiel Sexton
- Shurig Solutions
- Singer Wealth Advisory of Raymond James
- Sonax
- Southern Glazer's Wine & Spirits of Indiana
- Stephanie & Bill Cripe
- Steve & Angie Bell
- Steve & Connie Rufenbarger
- Sun King Brewery
- SurfPrep
- Sysco Corporation
- Target Distributing
- The Gallagher Family
- The Harlan Family
- The Teed Family
- Travelers Insurance
- VonLehman
- Westpoint Financial Group

► Team Heroes Sponsors

- Daystar Directional Drilling
- First Financial Bank
- Four Day Ray Brewing
- Grin Dentistry
- Helmreich Law LLC
- Horse Soldier
- Motion Cycling & Fitness
- Oak Street Funding
- SBC Wealth Management
- Taft

2024 Summit Partnerships

SUMMIT PARTNERSHIPS DUE BY JANUARY 5, 2024



Everest

\$22,500



Denali

\$17,000



Kilimanjaro

\$9,000

Heroes Foundation Summit Partners provide critical support to our organization throughout the entire year. These corporate partners are engaged in the Heroes Foundation in various ways and are represented at all of our 2024 fundraising events. The Heroes Foundation will work with your company or organization to allocate your Summit Partnership contribution in a way that best meets your philanthropic and employee engagement objectives.

In addition to recognition at our three fundraising events, Summit Partnership benefits can include, but are not limited to, a combination of the following opportunities:



Partner recognition through social media (Facebook, LinkedIn, X, Instagram, YouTube), Annual Report, Heroes Foundation website, and email (3,600+ subscribers)



Partnership recognition on event signage and promotion, and live recognition during all Heroes Foundation events



Premier access to Heroes Foundation events, including seating, admission and team entries



Exclusive community opportunities – engage your employees as Heroes for the Indiana cancer community



Invitations to exclusive Heroes-In-Action Experiences



Join us as a featured guest on The Summits Podcast, available on YouTube and podcast streaming stations



Opportunities for Heroes-branded apparel

For more information, contact Annie Martinez at amartinez@heroesfoundation.org or 317-983-6580 x4006.

A La Carte Event Partnerships

AN EVENING WITH HEROES JANUARY 27, 2024

PARTNERSHIPS DUE BY JANUARY 5, 2024

PARTNERSHIP LEVELS	Presenting: \$20,000 (limit 2)	Hero: \$16,000	Advocate: \$11,000	Fellow: \$7,000	Patron: \$4,000
Premium tables for guests with table signage.	5 tables	4 tables	3 tables	2 tables	1 table
Event naming rights.	✓				
Exclusive Heroes for the Cancer Community volunteer opportunities for employees.	✓				
Invitations to exclusive Heroes-in-Action Experiences.	✓	✓			
Special partner recognition on event signage, in event program, and on screens while guests are dining.	✓	✓	✓	✓	✓
Podium recognition during event.	✓	✓	✓	✓	✓
Partnership listing on Heroes Foundation website and in social media communication.	✓	✓	✓	✓	✓
Recognition on Givergy auction system scrolling on guests' smartphones.	✓	✓	✓		
Recognition in Annual Report	✓	✓	✓	✓	✓

FIT4HEROES FEBRUARY 10 - MARCH 10, 2024

PARTNERSHIPS DUE BY FEBRUARY 2, 2024

PARTNERSHIP LEVELS	Platinum: \$5,000 (limit 2)	Gold: \$2,500	Silver: \$1,000	Bronze: \$500
Free individual registrations.	✓	✓	✓	✓
Event naming rights.	✓			
Recognition on event website, signage, podium recognition, and on screens during Fit Fest.	✓	✓	✓	✓
Partnership listing on Heroes Foundation website and in social media communication.	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓

SWING4HEROES SEPTEMBER 26, 2024

PARTNERSHIP DUE BY SEPT. 12, 2024

PARTNERSHIP LEVELS	Presenting: \$9,000 (limit 2)	Ace: \$3,500	Birdie: \$1,000	Hole: \$500
Event naming rights.	✓			
Foursome entries.	2 entries	1 entry		
Recognition on event signage.	✓	✓	✓	✓
Partnership listing on Heroes Foundation website and in social media communication.	✓	✓	✓	✓
Verbal recognition throughout day of event.	✓	✓	✓	
Opportunity to include branded item in participant bags.	✓	✓	✓	
Recognition at food stations			✓	
Signage placed at tee box of individual hole.				✓
Recognition in Annual Report	✓	✓	✓	✓



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