



Your sponsorship will help local cancer patients in need.

Dear Potential Sponsor,

As you may be aware, CancerLINC connects local cancer patients with volunteer attorneys, financial advisors, and others, to help them with legal, financial and other non-medical matters that result from their cancer diagnoses. Patients most often experience medical debt, need for life planning legal documents, employment issues, insurance denials, housing insecurity, and more. **CancerLINC ensures that these professional services are provided free of charge to patients who live below the Federally-defined poverty level**, which is currently 91% of patients we help.

CancerLINC is unique; no other organization in Virginia offers these services to cancer patients. We do not charge for our services and depend solely on contributions from the community.

In addition to raising funds through individual and grant contributions, CancerLINC hosts three signature fundraising events during the year:

- **Annual Awards Luncheon** honoring our dedicated volunteer professionals who support the mission of CancerLINC through their pro bono service to patients.
- **Beyond Bags!** (formerly *It's in the Bag*) live and silent auction gala featuring fun experience packages and beautiful designer handbags.
- **Cornhole Challenge** featuring an afternoon of friendly competition with players of all skill levels having fun and supporting CancerLINC services.

The health and safety of our guests is the highest priority. Therefore, CancerLINC scheduled all three events to occur in the Spring of 2022 and will adhere to any/all health guidelines.

Please review the attached summary outlining the sponsorship levels and benefits associated with each event. Since each event draws a unique audience, **we encourage you to consider sponsoring more than one event designating that your single donation be spread across multiple events.** This strategy permits your support to be visible to more patrons and viewers and provides multiple opportunities for your staff to participate in events of their preference.

Indicate your sponsorship choices on the attached form and return it to CancerLINC, and/or contact Cheryl Atchison, Development Associate, at Cheryl.Atchison@CancerLINC.org.

In this **25th anniversary year** of helping local cancer patients, we invite your partnership to set us on a strong course to serve the needs of patients for another 25 years.

Thank you in advance for your support!

Chris Williams
Executive Director



2022 Event Sponsorship Opportunities and Benefits

Annual Awards Luncheon Friday, April 1, 2022 <i>(25th anniversary awards luncheon of CancerLINC friends and supporters to honor a select group of outstanding volunteer professionals.)</i>	Beyond Bags! Thursday, April 28, 2022 <i>(Live and silent auction event featuring a collection of unique experience opportunities, beautiful designer handbags and accessories.)</i>	Cornhole Challenge Saturday, May 21, 2022 <i>(Fun-filled competition raising funds for CancerLINC and involving corporate, family and pick-up teams from across Central Virginia.)</i>
Presenting Sponsor \$10,000 SOLD-VCU Massey Cancer Center	Presenting Sponsor \$10,000 SOLD – Virginia Cancer Institute	Presenting Sponsor \$5,000 One Available
<ul style="list-style-type: none"> • Presenting sponsor recognition in all communications • Opportunity to speak at event • Lead logo on event signage and screen • Full-page ad in event program • 1 table for 8 guests with preferred seating 	<ul style="list-style-type: none"> • Presenting sponsor recognition in all communications • Opportunity to speak at event • Lead logo on bidding app, event signage and screen • Promotional items in each purchased bag • 10 event tickets 	<ul style="list-style-type: none"> • Presenting sponsor recognition in all communications • Opportunity to speak at event and present trophies • Lead logo on event signage • 1 custom-branded cornhole set & bags • Entry of up to 4 two-person teams (max. 8 players) • 2 beverage tickets per player (max. 16 tickets)
Benefactor \$5,000	Benefactor \$5,000	
<ul style="list-style-type: none"> • Logo on event signage, screen, webpage, social media & emails • Half-page ad in event program • 1 table for 8 guests with preferred seating 	<ul style="list-style-type: none"> • Logo on event signage, screen, webpage, social media & emails • Logo on bidding app • Promotional items in each purchased bag • 8 event tickets 	
Patron \$2,500	Patron \$2,500	Tournament Sponsor \$2,500
<ul style="list-style-type: none"> • Logo on event signage, screen, webpage, social media & emails • 1/4 page ad in event program • 6 seats with preferred seating 	<ul style="list-style-type: none"> • Logo on event signage, screen, webpage, social media & emails • Promotional items in each purchased bag • 6 event tickets 	<ul style="list-style-type: none"> • Logo on event signage (must be registered by May 1), webpage, social media & emails • 1 custom-branded cornhole set & bags • Entry of up to 3 two-person teams (max. 6 players) • 2 beverage tickets per player (max. 12 tickets)

2022 Event Sponsorship Opportunities and Benefits

(Continued)

Annual Awards Luncheon Friday, April 1, 2022	Beyond Bags! Thursday, April 28, 2022	Cornhole Challenge Saturday, May 21, 2022
Partner \$1,000	Partner \$1,000	Match Sponsor \$1,000
<ul style="list-style-type: none"> • Logo on event signage, screen, webpage, social media & emails • 1/6 page ad in event program • 4 reserved seats 	<ul style="list-style-type: none"> • Logo on event signage, screen, webpage, social media & emails • Promotional items in each purchased bag • 4 event tickets 	<ul style="list-style-type: none"> • Logo on event signage (must be registered by May 1), webpage, social media & emails • Entry of up to 2 two-person teams (max. 4 players) • 2 beverage tickets per player (max. 8 tickets)
Advocate \$500	Advocate \$500	Competitor \$500
<ul style="list-style-type: none"> • Logo on event webpage & social media • Name on screen & event program • 2 reserved seats 	<ul style="list-style-type: none"> • Logo on event webpage, screen & social media • Promotional items in each purchased bag • 2 event tickets 	<ul style="list-style-type: none"> • Logo on event signage (must be registered by May 1) • Entry of up to 2 two-person teams (max. 4 players) • 2 beverage tickets per player (max. 8 tickets)
Champion \$250	Champion \$250	Corporate Team \$250
<ul style="list-style-type: none"> • Name in event program • 1 reserved seat 	<ul style="list-style-type: none"> • Name on screen • 2 event tickets 	<ul style="list-style-type: none"> • Name on event signage (must be registered by May 1) • Entry of 1 two-person team (max. 2 players) • 2 beverage tickets per player (max. 4 tickets)
Friend \$75	Event Ticket \$100	Team Only \$100
<ul style="list-style-type: none"> • 1 reserved seat with plated lunch 	<ul style="list-style-type: none"> • Access to event, food & open bar 	<ul style="list-style-type: none"> • Entry of 1 two-person team (max. 2 players)



Sponsorship Agreement

I/We will sponsor the following event(s) at the level(s) and amount(s) specified below:

Event	Mark to Sponsor	Sponsorship Level	Donation Amount
Awards Luncheon	<input type="checkbox"/>		
Beyond Bags!	<input type="checkbox"/>		
Cornhole Challenge	<input type="checkbox"/>		
Total			

Authorized Signature: _____ Date: _____

Printed Name: _____

Company Name: _____

Primary Contact: _____

Email Address: _____

Phone Number: _____

Mark one:

- Please send an invoice.
- Enclosed are the sponsorship agreement and a check made payable to:

CancerLINC
200 South 3rd Street
Richmond, VA 23219

Contact Cheryl Atchison at Cheryl.Atchison@CancerLINC.org or (804) 562-0371, #102 with any questions and/or to request an invoice.

Thank you for your support!

CancerLINC is a 501(c)(3) organization registered in Virginia. Contributions are tax deductible as permitted by law. Financial information is available at <https://www.cancerlinc.org/financials>. Our Tax EIN is: 54-1817025.