



# ISABELLA SANTOS FOUNDATION

*Beat Cancer. Grow Hair. Live My Dreams.*



## 2023 SUSTAINING SPONSORSHIP PROGRAM

*Year Long Community Exposure Opportunities*

## HOPE FOR KIDS FIGHTING RARE CANCERS

Isabella fought neuroblastoma, a form of rare cancer, for five years and ran out of treatment options. This is the case for many other kids diagnosed with rare cancers. Childhood cancer is not just one disease. It is made up of 12 major types & over 100 subtypes and rare cancers fall into the category with little to no funding. It's up to private foundations like the Isabella Santos Foundation (ISF) to raise funds for research and programs.

ISF partners with Atrium Health Levine Children's to build the **Isabella Santos Foundation Rare & Solid Tumor Program** here in Charlotte. This program provides world-class comprehensive care, access to the latest therapies and clinical trials, and extraordinary patient experience for all children and families with rare or solid tumors.

- ✓ \$7M Donated to Our Mission
- ✓ Top Research Oncologists Hired
- ✓ ISF Rare & Solid Tumor Program Opened July 2020
- ✓ Solid Tumor Patient Volume has DOUBLED
- ✓ Patients from 24+ Countries Travel to CLT
- ✓ Pediatric Cancer Research Lab Opened
- ✓ 12 Clinical Trials & Studies Funded

To date, ISF has **funded \$7 million** toward expanding the scope of research and treatment and supporting families dealing with cancer in a variety of ways.

*"Because of the Isabella Santos Foundation, we have **HOPE**. I can't tell you how thankful we are for the opportunities ISF is providing for us and for all that they are doing and have done to provide better treatment options for my baby. Thank you from the bottom of my heart for supporting and for being the reason I get to spend another day with my daughter."*

**-MICHALA, CANCER WARRIOR'S MOM**

# 2023 SUSTAINING SPONSORSHIP

SUSTAINING SPONSORSHIPS ARE LIMITED & INDUSTRY EXCLUSIVE

Sustaining Sponsors are integral investors of ISF who receives sponsorship benefits on the ISF website and at each ISF event held throughout the year, maximizing your exposure to our diverse network of donors and supporters. This sponsorship is considered a collaborative partnership, with opportunities to expand to benefit both organizations throughout the year.



## BENEFITS OF YOUR INVESTMENT (BEGINS AT \$10,000)

- Signage & Presence at all ISF events (specifics vary per event)
- Logo/link on main ISF website (incorporated on every page)
- Sustaining Sponsor Website Expo
- Sustaining Sponsor Email Banner
- Blog Spotlight Post
- Instagram Take-Over day
- Promotion of your company events
- Additional marketing benefits, specific to each ISF event listed below .i.e. Social media mentions, logo on event program, logo on tournament t-shirt, logo on ISF event website, etc.... See supplemental documents per event for specifics.
- Additional co-branding opportunities as developed throughout the year (i.e. sponsor a research trial, be featured as a quarterly sponsor of our Live my Dreams program, provide a match to a donor campaign, co-brand direct mail piece, sponsor a give-back program etc...)

## PROPOSED 2023 EVENTS

- Morning in Paris Breakfast Event, March 7, 8 & 9, Carmel Country Club
- Moss Mania, Sustaining Sponsors & Three Wish Society (High donors), May {Networking}
- Ribbon Cutting, ISF Rare & Solid Tumor Program Wing, May, LCH
- Birdies, Beer & Bourbon, June 26 at Firethorne Country Club {Warm-Up and A Designated Hole Sponsor}
- Family Day for LCH Patients {Volunteer Opportunity for Sustaining Sponsors}
- Pickleball Tournament, Fall
- Donor Acquisition Event, Fall {Signage}
- End of Year Celebration & Appreciation Event {2 tickets + Signage}

**SOCIAL REACH:** ✉ 20K+    f 16K+    📷 6K+

*"We support ISF for so many reasons. Community, our future, because it's the right thing to do, friendship... Todd and I have four kids and cannot begin to imagine what it would be like to have one of them, or our granddaughter, get diagnosed with cancer. We're happy to do anything we can to support families that are battling this terrible disease and hopefully find a cure one day. You can't stand on the sidelines, you have to jump in and help any way possible."*

*-Suzie Ford, Owner, NoDa Brewing Company, Sustaining Sponsor since the program's inception.*

**Karen Murphy, Director of Sponsorships and Partnerships**

KMurphy@IsabellaSantosFoundation.org

704-281-3397 | IsabellaSantosFoundation.org

