



**OCTOBER 7, 2023**  
**THE AMP BALLANTYNE**



Isabella Santos Foundation, ISF, is dedicated to improving rare pediatric cancer treatment options in an effort to increase the survival rates of kids with cancer. Over the course of fifteen years, ISF has funded \$7 million toward expanding the scope of research and treatment and supporting families dealing with cancer in a variety of ways. In 2022, ISF gave \$1,425,190 to support its mission for pediatric cancer.

## THE EVENT

The first annual Ballantyne Brunch is a co-promote with our partners Northwood and Amp Ballantyne. The event will feature local band performances, family-friendly activities, a pickleball tournament, and local restaurant partners serving up brunch bites and beverages. Most importantly, a portion of the proceeds will support ISF's mission to help families battling pediatric cancer.

## EXPOSURE OPPORTUNITY

- **Saturday, 11 AM - 3:00 PM**
- **3,000 - 3,500 Attendees**
- **Event Promotion across ISF, @goBallantyne, @AmpBallantyne social accounts**
- **PR Announcements (local outlets)**
- **Ballantyne Magazine (fall issue)**
- **Ballantyne Blast Newsletter (~10K subscribers)**
- **Digital Lobby Screens - Ballantyne Building Lobbies**
- **Ballantyne Events (physical and digital signage)**
- **Opportunity for logo on-site brand signage**
- **Opportunity for on-site marketing table & giveaways**

*Benefiting*

**ISABELLA SANTOS FOUNDATION**



OCT. 7, 2023  
MUSIC. FOOD.  
FAMILIES. FUN



## EVENT SPONSORSHIP



**PRESENTING - \$20,000**

**PLATINUM - \$10,000**

- **TITLE SPONSOR** of the Event
- Logo on Laminate Ticket (worn around guests neck)
- Official STAGE Sponsor
- Logo on Event Announcements: Emails & Social
- Opportunity to Display Cars (if Dealership)
- Logo on Large Screens on Stage
- Access to VIP Area for SIX
- SIX Free Tickets for Entry
- Featured Logo on Signage
- Logo & Link on ISF Event Webpage, for 1 year
- Logo on Facebook Event Page
- Opportunity for a Marketing Table onsite, *Premier Location*
- Social Media Mentions
  - @GoBallantyne account (overall event)
  - @AmpBallantyne account (overall event)
  - ISF accounts: Logo inclusion
    - Highlight feature
    - 1 REEL
    - 1 INDIVIDUAL Feed post
    - 5 stories
- Opportunity to provide a branded Raffle Package

- Exclusive Sponsor of a **SIGNATURE AREA (Logo on or in area)**
  - VIP Area
  - Event Cup (given to all guests)
  - Entertainment
  - Kids Zone
- Logo on Large Screens on Stage
- Access to VIP Area for FOUR
- FOUR Free Tickets for Entry
- Logo on Signage
- Logo & Link on ISF Event Webpage, for 1 year
- Logo on Facebook Event Page
- Opportunity for a Marketing Table onsite, *Location-based on level*
- Social Media Mentions
  - @GoBallantyne account (overall event)
  - @AmpBallantyne account (overall event)
  - ISF accounts: Logo inclusion
    - Highlight feature
    - 1 INDIVIDUAL post within carousel
    - 3 stories



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

**Karen Murphy, Director of Strategic Partnerships**  
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## EVENT SPONSORSHIP

### GOLD - \$5,000

- Exclusive Sponsor of a **SIGNATURE AREA** (Logo on or in area)
  - Lanyard (given to all guests with their entry ticket)
  - Entertainment
  - Wekapo Air Lounger Area
- Logo on Large Screens on Stage
- FOUR Free Tickets for Entry
- Logo on Signage
- Logo & Link on ISF Event Webpage, for 1 year
- Logo on Facebook Event Page
- Opportunity for Marketing Table onsite, *Location-based on level*
- Social Media Mentions
  - @GoBallantyne account (overall event)
  - @AmpBallantyne account (overall event)
  - ISF accounts: Logo inclusion
    - Highlight feature
    - Included in group GOLD carousel image
    - 2 story posts



### SILVER - \$3,000

- Logo on Large Screens on Stage
- TWO Free Tickets for Entry
- Logo on Event Signage
- Logo & Link on ISF Event Webpage, for 1 year
- Opportunity for a Marketing Table onsite, *Location-based on level*
- Social Media Mentions
  - @GoBallantyne account (overall event)
  - @AmpBallantyne account (overall event)
  - ISF accounts: Logo inclusion
    - Highlight feature
    - Included in group SILVER carousel image
    - 1 story post

### BRONZE - \$2,000

- Logo on Large Screens on Stage
- Logo on Event Signage
- Social Media Mentions
  - @GoBallantyne account (overall event)
  - @AmpBallantyne account (overall event)
  - ISF accounts: Logo inclusion
    - Highlight feature
    - Included in group BRONZE carousel image

**NEXT PAGE FOR ADDITIONAL  
 PARTNERSHIP OPPORTUNITIES**

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

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## EVENT SPONSORSHIP

### RESTAURANT & BEVERAGE PARTNERS WANTING TO SELL PRODUCTS ONSITE - \$250

- **\$250 Sponsorship/Vendor Fee**
- **Agree to donate to attendees who present their drink tickets or food tickets to you for redemption in exchange for IN KIND sponsorship benefits.**
  - **GA Ticket gets 2 food samples & 2 drink tickets**
  - **VIP (200-250 max) gets 2 meal tickets & 4 drink tickets**
- **Sell sample or full-size products on-site and provide 50% of sales to ISF, as the beneficiary of the event**

### PICKLEBALL ADD-ON - \$1,000

**\*\*CAN BE ADDED TO ANY BRUNCH LEVEL ABOVE\*\***

- Logo on Signage at the Pickleball Tournament that leads up to the brunch (2 locations: Charlotte Indoor Tennis & Ballantyne) - Posters on Nets, Windows, TVs in Reception area
- Opportunity for a Marketing Table onsite, Wed. 10/4

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JOIN US AND BE A PART OF  
CREATING HOPE FOR KIDS TO BEAT  
CANCER & LIVE THEIR DREAMS.

" Much of our research on rare cancers will be done solely using ISF donations for the rare and solid tumor program and we cannot be successful without your partnership. During this exciting time, it is more important than ever to have ISF support the growth of research and clinical operations for the children of Charlotte and beyond because, without that support, we will not be successful."

-Javier Oesterheld MD  
Director - Pediatric Hematology/  
Oncology/BMT | Levine Children's Hospital

### YOUR FUNDS ARE WORKING TO:

- Build a global rare pediatric cancer program in Charlotte
- Increase survival rates for kids with cancer
- Fund research to lead to less toxic and more treatment options
- Support the community where your company does business
- Build your customer base by increasing brand awareness

## CHILDHOOD CANCER BY THE NUMBERS

**46** # of children that are **diagnosed with cancer** each day in the US.

**4%** Pediatric cancer research **receives only 4%** of the annual budget from the National Cancer Institute

**12** Pediatric cancer is not just one disease. It is made up of **12 major types & over 100 subtypes.**

**71** Average **years of life lost** to cancer by pediatric cancer patients

**1:5** 1 in 5 children who are diagnosed with cancer **do not make it.**

**2X** Pediatric cancer survivors are **twice as likely** to suffer chronic health conditions & later effects

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