

Sponsorship Opportunities



September 21st, 22nd, 23rd & 24th, 2017

Dear Friend:

CARE – Cancer Aid Resource & Education, Inc. is very proud to inform to our community of our very special annual event, the 2nd Annual “The Big Event....A Community that CAREs”.

The Big Event will celebrate southern New Mexico’s traditions, people, great food and more! It will be held at the new Plaza de Las Cruces! Some will recognize our event as “La Gran Fiesta”! The Big Event is expected to be a tourist attraction to our beautiful city, Las Cruces. It will be built on the idea that attending The Big Event will be an adventure that feeds the soul.

We are expecting over 5,000 people to attend this special event! We will be promoting this event through television, newspaper/print, radio, poster distribution, social media and word of mouth. By becoming a sponsor, you can market your business or organization to thousands of potential customers or members while giving back to our local community. The event will kick off with The Big Event Golf Tournament on Thursday, September 21, 2017. The event will include a parade, vendors, music, entertainment and more. Entertainment will include: mariachis, bands, folklorico dancers, wild west skits, a walk, a fashion show, games, a carnival, a run, fundraising, and competitions: Roberto’s Enchilada Cook-Off Contest, Lumbre Chile Eating Contest, The Big Event Pageant, CARE Fulfills Dreams Bike Run & Car Show and more. This special four-day event will benefit the community by creating an attraction that has an emphasis on **culture, people, food, arts, outdoor entertainment and recreation, fun, family, southwest, quality of life, tourism, economic impact** and to “pay it forward”.

CARE’s focus is to provide assistance to cancer patients and their families residing in Doña Ana County to help them cope with their cancer journey. CARE provides financial assistance to people residing in Doña Ana County who have recently been diagnosed with any type of cancer and are in active treatment. CARE helps with basic life necessities: gas cards to get to treatment, groceries, utilities, rent, lodging/meals, etc. When businesses, organizations and individuals help their local community in this way, it spreads love and hope and helps cancer patients heal because they know that people care about their health while they are going through their treatment and recovery. The Big Event is truly a unique community giving effort that helps save lives while at the same time providing a fun filled family experience.

Join CARE in this unique opportunity to market your business or organization and give back to our local community. Please support CARE by becoming a sponsor to our 2nd Annual The Big Event....A Community that CAREs. CARE has a fiscal sponsor, Community Action Agency of Southern New Mexico (CAASNM). CARE’s fiscal sponsor, CAASNM, is a nonprofit 501(c)(3); their EIN (Federal ID number) is 85-0196070. All contributions to CARE are tax deductible. If you are interested in becoming a sponsor or have any questions, please contact the volunteer who contacted you or me, Yoli at 575-649-0598.

Thank you and Respectfully,

Yolanda “Yoli” R. Diaz

Executive Director/Patient Advocate
125 North Main Street, Suite 114, Las Cruces, NM 88001 575-649-0598



**THE BIG EVENT....A Community that CAREs
SPONSORSHIP OPPORTUNITIES**

September 22, 23 & 24, 2017

September 21, 2017 for The Big Event Golf Tournament is a Separate Sponsorship

MAIN STAGE SPONSOR

| DAY | FRIDAY | SATURDAY | SUNDAY |
|---|----------------|-----------------|----------------|
| DONATION AMOUNT | \$5,000 | \$10,000 | \$5,000 |
| Your Company banners (provided by you) at Main Stage & Entrance | ✓ | ✓ | ✓ |
| Special mention during event and breaks | ✓ | ✓ | ✓ |
| Speaking opportunity | ✓ | ✓ | ✓ |
| Company mention on applicable media/radio ads/Facebook | ✓ | ✓ | ✓ |
| Company logo on flyer, poster & event banner— Deadline: June 14 | ✓ | ✓ | ✓ |
| Company logo and your up to 30 second company commercial (both provided by you) for advertisement screen at event | ✓ | ✓ | ✓ |
| "We CARE" VIP Tables – 6 Chairs at Table | 4 (2F1S1Su) | 7 (1F5S1Su) | 4 (1F1S2Su) |

ROBERTO'S ENCHILADA COOK-OFF AREA SPONSOR - \$2,500

Your Company banner (provided by you) in Enchilada Cook-Off Area on Sunday & Company on Event Banner
Company name on Roberto's Enchilada Cook-Off banner and Company mention on Radio Ad and Facebook
"We CARE" VIP Table - 6 Chairs at table: One VIP Table, one for each day, Friday, Saturday & Sunday.

CARE FULFILLS DREAMS BIKE RUN & CAR SHOW SPONSOR - \$2,500

Your Company banner (provided by you) at CARE Fulfills Dreams Bike & Car Show Area & Company on Event Banner
Company name on CARE Fulfills Dreams Bike Run & Car Show banner and Company mention on Radio Ad & Facebook
"We CARE" VIP Table - 6 Chairs at table: One VIP Table, one for each day, Friday, Saturday & Sunday.

KID ZONE T-SHIRT & SUN SAFETY HAT SPONSOR - \$1,000

Your Company banner (provided by you) at Kid Zone
Company logo or name on Kid Zone T-shirt and Company mention on Facebook
"We CARE" VIP Table - 6 Chairs at table: One VIP Table on the day of your choice: Friday or Saturday, plus Sunday

"We CARE" VIP TABLE SPONSOR - \$500

One Table at "We CARE" VIP Area – 6 Chairs at Table – The sponsorship is \$500 for one day, Friday or Saturday. A discount is given if you sponsor both days of Friday and Saturday, which is \$800 for both days.
This sponsorship is an opportunity for businesses, individuals and organizations to support CARE's mission.

******* SPONSORSHIP CONFIRMATION FORM *******

Sponsor Name: _____

Address: _____

Contact Name: _____ Phone _____

E-mail _____

CARE Volunteer Name _____ Phone _____

Yes! I/We are excited to be a sponsor of The Big Event.....A Community that CAREs! Proceeds from this event will support CARE - Cancer Aid Resource & Education, Inc. and their programs for the local community. CARE's fiscal sponsor is Community Action Agency of Southern New Mexico, a 501(c)(3) organization - EIN #85-0196070. My contribution is tax deductible. My commitment is specified below.

MAIN STAGE SPONSORS: Deadline to be included in flyer and poster: June 14, 2017

_____ Friday Main Stage \$5,000 _____ Saturday Main Stage \$10,000 _____ Sunday Main Stage \$5,000
 _____ Enchilada Cook-Off Area - \$2,500 _____ T-Shirt Sponsor - \$1,000 _____ Bike & Car Show - \$1,000
 _____ Friday - \$500 _____ Saturday - \$500 _____ Friday & Saturday - \$800 "We CARE" VIP Table Sponsor

My Sponsorship payment will be made per the following option:

_____ Enclosed Check _____ Check will be mailed to CARE upon corporate processing
 Please write checks payable to: CAASNMM for CARE Mail to: 125 North Main Street, Suite 114, Las Cruces, NM 88001
 _____ Process my credit card: Credit Card # _____

Name _____ Exp. Date _____ Sec. Code _____ Card Zip Code _____

Signature _____ Email receipt to: _____