

# Cancer Aid Resource & Education, Inc.



## Sponsorship Opportunities

### 3<sup>rd</sup> Annual RACE FOR CARE

National Cancer Survivors Day



Dear Friend:

On National Cancer Survivors Day®, thousands gather across the globe to honor cancer survivors and to show the world that life after a cancer diagnosis can be fruitful, rewarding, and even inspiring.

Cancer Aid Resource & Education, Inc. (CARE) is proud to announce our 3<sup>rd</sup> Annual RACE FOR CARE on National Cancer Survivors Day (NCSD). **National Cancer Survivors Day** is an annual, treasured Celebration of Life that is held in hundreds of communities nationwide and around the world. It is a **CELEBRATION** for those who have survived, an **INSPIRATION** for those recently diagnosed, a gathering of **SUPPORT** for families, and an **OUTREACH** to the community. RACE FOR CARE is a registered event.

CARE's focus is to provide assistance to local cancer patients and their families to help them cope with their cancer journey by assisting them with non-medical expenses/basic living needs expenses or emergency needs while in treatment for any type of cancer. Things like gas cards to get to treatment, groceries, utilities, rent, lodging, etc. Funds are based on eligibility and availability. By supporting CARE, you are giving quality of life to those who are coping with cancer, children and adults. This is the most priceless gift of all.

CARE provided financial assistance of almost \$95,000 to 79 cancer patients and their families in our local community in FY2015. CARE has also provided cancer awareness and risk reduction education for the many different types of cancer to over 20,000 people in 2014 and 2015 through our different CARE events and community events.

There were over 300 runners and walkers in last year's RACE FOR CARE NCSD event. This year, we are expecting over 400 runners and walkers. By becoming a sponsor, you can market your business or organization to hundreds of potential customers and give back to our local community!

Please support CARE by becoming a sponsor to our 3rd Annual RACE FOR CARE NCSD event. CARE has a fiscal sponsor, Community Action Agency of Southern New Mexico (CAASN). CARE's fiscal sponsor CAASN is a nonprofit 501(c)(3), EIN (Fed ID) #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.

Respectfully,

Yolanda "Yoli" R. Diaz  
CARE President/Executive Director  
Patient Advocate



575-649-0598

125 North Main, Suite 114, Las Cruces, NM 88001

### RACE FOR CARE



# Sponsorship Levels



## STAR SPONSOR - \$5,000

Logo on T-shirt as a Star Sponsor  
 Name recognition on radio spot  
 Company Logo on all marketing  
 30 Entries (RACE FOR CARE)  
 Premier position on event banner  
 Spotlight on website and Facebook  
 Company name at starting line  
 Live company recognition at event  
 Company materials in goody bag



## HEART SPONSOR - \$2,500

Logo on T-shirt as a Heart Sponsor  
 Name recognition on radio spot  
 Company Logo on all marketing  
 20 Entries (RACE FOR CARE)  
 Premier position on event banner  
 Spotlight on website and Facebook  
 Company name at starting line  
 Live company recognition at event  
 Company materials in goody bag



## INSPIRATION SPONSOR - \$1,500

Logo on T-shirt as an Inspiration Sponsor  
 15 Entries (RACE FOR CARE)  
 Logo on event banner  
 Spotlight on website and Facebook  
 Live company recognition at event  
 Company materials in goody bag

## HOPE SPONSOR - \$1,000

Logo on T-shirt as a Hope Sponsor  
 10 Entries (RACE FOR CARE)  
 Logo on event banner  
 Spotlight on website and Facebook  
 Live company recognition at event  
 Company materials in goody bag

## HONOR SPONSOR - \$500

Logo on T-shirt as an Honor Sponsor  
 5 Entries (RACE FOR CARE) Logo on event banner  
 Spotlight on website and Facebook

**Sponsorship FAQs Deadlines:** Company logo will appear on all marketing based on date of sponsorship and date logo received. We must receive a signed sponsorship form and an electronic logo file by the following dates: **Flyers** – Present to May 24, 2016 (Sponsors will be added to the flyer for any current distribution—please note, it is best to sponsor early for more visibility); **T-Shirt** – Present to May 25, 2016; **Event Banner** – March 27, 2016; **Facebook**: Present to June 3, 2016;  
**Logo:** For the highest quality representation of your brand, we recommend you provide us with vector artwork (EPS file) in both color and black/white. We can also accept a high resolution JPEG file (at least 300 dpi) in both color and black/white. For logos submitted in low resolution, we cannot guarantee a high quality representation of your brand on our final printed items.

Event is Sunday, June 5, 2016, for the 3<sup>rd</sup> Annual RACE FOR CARE - NCSD event at the Mesilla Plaza. For more information about sponsorships or our organization, please contact Yoli Diaz at 575-649-0598 or [yolidiaz6@msn.com](mailto:yolidiaz6@msn.com). In-kind sponsorship opportunities are also available.

**SPONSOR REGISTRATION FORM:** Deliver or mail to Yoli Diaz at CARE - Cancer Aid Resource & Education, Inc., 125 North Main Street, Suite 114, Las Cruces, NM 88001. OR Email: [yolidiaz6@msn.com](mailto:yolidiaz6@msn.com)

Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

**3<sup>rd</sup> Annual RACE FOR CARE - NCSD Sponsorship:**     Star Sponsor     Heart Sponsor  
 Inspiration Sponsor     Hope Sponsor     Honor Sponsor

1. ( ) Enclosed Check
2. ( ) Check will be mailed to CARE upon processing
3. ( ) Process my Credit Card, information below **Sign for Approval** \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ Email \_\_\_\_\_

Or make checks payable to **CAASNМ for CARE, 125 North Main Street, Suite 114, Las Cruces, NM 88001**

**Proceeds from these events will support Cancer Aid Resource & Education, Inc. (CARE). Our fiscal sponsor is Community Action Agency of Southern New Mexico, a 501(c)(3) organization – EIN (Fed ID) # 85-0196070. All contributions are tax deductible.**