

Cancer Aid Resource & Education, Inc.

Sponsorship Opportunities



4TH Annual Hot Legs for CARE



Dear Friend:

Cancer Aid Resource & Education, Inc. (CARE) is proud to announce our 4th Annual Hot Legs for CARE event. This event is a “fun, fun, fun” fundraising event and unique competition where individuals (brave men) compete and raise money to financially assist children and families of our community while they are in active treatment for their cancer, any type of cancer. These “brave men” will compete in different categories. There will be a total of 9 categories with 9 winners. Some of the category winners will be picked by three judges who are cancer survivors and some will be picked by the audience. The main winner “**Mucho Macho Hot Legs King**” is the “**BRAVE MAN**” that raises the most funds in the contest for the benefit of our local community.

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 funeral expense assistance if they die from cancer. 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 who are receiving treatment for any type of cancer. This is the most priceless gift of all.

Since July 31, 2013, CARE has provided almost \$300,000.00 of financial assistance to cancer patients in active treatment for their cancer, residing in Doña Ana County. CARE has also provided cancer awareness for the many different types of cancer at our different CARE and community events.

There were close to 500 in attendance in last year’s Hot Legs for CARE event. This year, we are expecting close to 1,000 in attendance. 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 one of our dedicated “brave” contestants of our 4th Annual Hot Legs for CARE event. CARE has a fiscal sponsor, Community Action Agency of Southern New Mexico (CAASNM). CARE’s fiscal sponsor CAASNM 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 “brave” contestant who contacted you or myself.

Respectfully,

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



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

3rd Annual Hot Legs for CARE

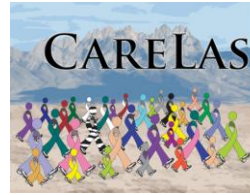


Sponsorship Levels

GLUTEUS MAXIMUS SPONSOR

\$1,000

Speaking opportunity at event
 VIP Table of 6 – Row 1 from Stage
 Live company recognition at event
 Sponsor Name/Logo tent at table
 Company Logo on all marketing/flyer
 Spotlight on Facebook
 Company banner at event
 Premier position on event banner



CARE LAS CRUCES.ORG
 CANCER AID RESOURCE
 AND EDUCATION, INC.

CALVES SPONSOR

\$250

VIP Table of 6 – Row 3 of Stage
 Sponsor Name/Logo tent at table
 Spotlight on Facebook



QUADS SPONSOR

\$500

VIP Table of 6 – Row 2 of Stage
 Live company recognition at event
 Sponsor Name/Logo tent at table
 Spotlight on Facebook
 Company banner at event
 Second position on event banner

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 April 28, 2017 (\$1,000 sponsors will be added to the flyer for any current distribution—please note, it is best to sponsor early for more visibility); **Facebook:** Present to May 29, 2017; **Event Banner** – May 19, 2017

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 Saturday, June 3, 2017 for the 4th Annual Hot Legs for CARE event at the Las Cruces Convention Center. For more information about sponsorships or our organization, please contact Yoli Diaz at 575-649-0598 or yolidiaz6@msn.com. In-kind sponsorship opportunities are also available.

SPONSOR REGISTRATION FORM: Send to Yoli Diaz at yolidiaz6@msn.com or mail to Cancer Aid Resource & Education, Inc., 125 North Main Street, Suite 114, Las Cruces, NM 88001.

Business Name _____

Mailing Address _____

Contact Name _____ Phone _____

E-mail _____ Fax _____

4TH Annual Hot Legs for CARE Sponsorship: Gluteus Maximus Sponsor Quads Sponsor Calves 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.

CARE is a local nonprofit organization, not affiliated with any national organizations, serving Las Cruces and Doña Ana County.