

3rd Annual 5K Run/Walk

Shops at Legacy

Plano, Texas



Heroes  
for Children™

September 15, 2007

# Heroes for Children Sponsorship Information

## Our Mission

**Heroes for Children** is a nonprofit organization providing financial and social assistance to families, within the state of Texas, with children (0-22 yrs of age) battling cancer.



Currently, an estimated 12,400 children, ages 0-20 years, are diagnosed with a form of cancer in the United States. Annually, more than one thousand children will be diagnosed with a form of childhood cancer in the state of Texas. With diagnosis comes the challenge to provide financially for the family. Often, a parent has to leave work to care for their child, which creates financial stress. **Heroes for Children** helps families pay the rent, utilities, medical bills, and more. There is no other organization that provides such versatility when it comes to financially assisting families. As one parent explained, "It is hard to ask for help, but when you receive it, there is such a burden lifted off your shoulders. You are then allowed to focus on more important things." The assistance **Heroes for Children** gives enables families to focus on the most important part of treatment...the child.



There are a number of organizations dedicated to cancer research. **Heroes for Children** differs in that the money raised goes directly to families in need. Heroes for Children works closely with social workers at Medical City Children's of Dallas, Children's Medical Center of Dallas, and Cook Children's of Fort Worth to fund families. Each social worker evaluates a family's finances and needs and then applies for assistance through Heroes for Children. Once an application is received, assistance is provided within seven days. One social worker referred to the organization as an "emergency relief fund." Since its inception in 2005, **Heroes for Children** has successfully donated more than \$308,000 to families in Texas. The average donation is \$750 per family, and to date, no request has ever been denied. With your help, **Heroes for Children** can continue to assist these families and make a difference in our community.

## Our History

**Heroes for Children** is a nonprofit organization founded in memory of Taylor Anne Brewton and Allison Leigh Scott.



Taylor Anne Brewton was diagnosed with Acute Myeloid Leukemia in December of 2000. After a courageous battle and two stem cell transplants, Taylor's fight against Leukemia ended on November 26, 2001 at the young age of four.

Allison Leigh Scott, better known as Allie to all that loved her, was diagnosed with the same disease as Taylor in May of 2004. She was just 4 months old at the time of her diagnosis. After three rounds of chemotherapy and a cord blood transplant, Allie passed away on September 13, 2004, at the tender age of 9 months.

The need for the organization became evident to Co-Founders Larissa Linton and Jenny Scott after witnessing the devastating effects of childhood cancer. During their daughters' treatments, they witnessed first hand the blessings of the community. However, they saw even more families struggling without the aid and care of others. Families were losing their homes, having their electricity shut off, and struggling to make everyday payments. The need for an organization such as **Heroes for Children** became more evident as treatment continued for each girl.

## Heroes for Children 5K Run/Walk



The 3<sup>rd</sup> Annual **Heroes for Children 5K Run/Walk** will be held on **Saturday, September 15, 2007** at The Shops at Legacy in Plano. The **Heroes for Children 5K Run/Walk** is a community event that offers fun for the entire family. The event kicks off with a 1K family fun run/walk, which is followed by the 5K Run/Walk. Children are kept entertained with the trackless train, bounce houses, face painting, and more. And many great prizes are raffled off to some

lucky winners!

### September is Childhood Cancer Awareness Month!

Participants in the **Heroes for Children 5K Run/Walk** will honor all children battling a form of childhood cancer. Families throughout the state need our help! Proceeds from the 5K allow **Heroes for Children** to continue in it's mission "to provide financial and social assistance to families, within the state of Texas, with children (ages 0-22) battling cancer."

## Sponsorship Opportunities

The 2007 **Heroes for Children 5K** offers everyone the opportunity to help Texas families. By joining us as a sponsor, you too can make a difference in your community. The sponsorships range from \$1000 to \$10,000. Your dollars will directly benefit families in your own community in amazing ways. **Heroes for Children** was able to serve 269 families in 2006. Recent examples include:

- Turned utilities back on for a family in South Texas for a child who is wheelchair bound due to her cancer treatment.
- Assisted with the cost of childcare expenses for a child left blind after both eyes were removed as a result of her cancer.
- Provided assistance with medical expenses for a nineteen year old year with cancer living without medical insurance.
- Covered the cost of travel for a young boy to meet with doctors at University of San Francisco after failing traditional treatments.



**Heroes for Children** is asking for your support in continuing this great service to our community. Make your commitment by **June 15, 2007** to maximize exposure for your company. In-kind donations are appreciated for goods and services that are necessary for the success of our event. Non-cash donations are valued at half the retail value.

## Sponsorship Levels

### Presenting Sponsor

- \$10,000 contribution
- Company logo prominently displayed as “Presenting Sponsor” on all event materials, including t-shirts, registration brochures, sponsor banner, & race posters
- Identification (with logo) as “Presenting Sponsor” on main stage banner
- Identification by MC as “Presenting Sponsor” on race day
- Ten complimentary race entries
- Unlimited promotional tables at event

### Gold Sponsor

- \$5,000 contribution
- Company logo displayed on all event materials, including t-shirts, registration brochures, sponsor banner, & race posters
- Identification by MC as “Gold Sponsor” on race day
- Six complimentary race entries
- One promotional table at event

### Silver Sponsor

- \$2,500 contribution
- Company logo displayed on all event materials, including t-shirts, registration brochures, sponsor banner, & race posters
- Identification by MC as a sponsor on race day
- Four complimentary race entries

### Bronze Sponsor

- \$1,000 contribution
- Company name displayed on all event materials, including t-shirts, registration brochures, sponsor banner, & race posters
- Two complimentary race entries



## Form a Team

Rally your company together and form a team to participate in the run. A team consists of 10 or more people and may include co-workers, friends, & family. There will be corporate recognition for the largest team and various team awards presented on race day as well. Team packets are available with additional details on team participation. **Request one today!**

# Heroes for Children 2007 5K Sponsor Contract

Date: \_\_\_\_\_

Company/Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name (as it should appear in print): \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES:

- Presenting Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,000

## DONATION ITEMS:

- I will donate the following item to be used as a raffle prize: \_\_\_\_\_

\_\_\_\_\_ Value: \$ \_\_\_\_\_

- I am giving an in-kind donation valued at \$ \_\_\_\_\_; I will provide the following goods or services:

\_\_\_\_\_

Please complete and return this form by **June 15, 2007**. Full payment is due by **September 3, 2007**  
Please make checks payable to **Heroes for Children**.

- Payment enclosed
- Partial payment enclosed (balance due by September 3<sup>rd</sup>)

Please email full-color and one-color versions of your logo in EPS format to [jscott@heroesforchildren.org](mailto:jscott@heroesforchildren.org).  
Thank you for your prompt attention to this matter.

Heroes for Children is a non-profit 501(c) 3 organization (EIN # 01-6185058), and is governed by a Board of Directors. We thank you for your generous support!

Heroes for Children  
3411 Preston Road  
Suite C-13-227  
Frisco, TX 75034  
Office and Fax (214) 256-5824

I have read the terms of this sponsorship contract and agree to them in full.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_