



CANCER SUPPORT
COMMUNITY.

SAN FRANCISCO BAY AREA

2021 HOPE WALK



MAY 9-15, 2021

WWW.HOPEWALKBAYAREA.NET

DECEMBER 2020

CO-PRESENTING SPONSORS:



CREATING HOPE

Bay Area cancer patients need help. Cancer Support Community has been bringing hope and healing to thousands of Bay Area cancer patients and their families for 30 years, through support groups, education, exercise, and wellness programs. We help people become healthier, live better, and live longer when faced with cancer.

Our annual Hope Walk, now in its 7th year, raises awareness and critical funding for our programs. Because our services are always free, we rely on donations and sponsorships from individuals and organizations like yours.

We are planning to hold this event virtually again, which means participants can walk from anywhere! In 2020, we had people walking in four different countries and across several states. However, we have a hold on Heather Farm Park in Walnut Creek on May 15, should we be able to meet in-person.

Please join us for our 2021 Hope Walk, the week of May 9 through May 15. As a sponsor, you'll be recognized in our walk materials, program, and events—reaching thousands of Bay Area households. In 2020, for our first virtual walk:

- More than 10,000 email addresses reached
- More than 620 registered participants; daily emails during the event with 48% open rate
- Social media mentions directly reached more than 2,800 followers across our channels

“ I love the varied offerings of programs. Changing into the virtual world added some challenges, but CSC soared through them and is continuing to give those in need great resources as we navigate this journey of fighting for our lives.
-CSC Member ”

JOIN THESE TOP SPONSORS OF PAST HOPE WALKS



PRESENTING

- Exclusive recognition as Presenting Sponsor
- 3-minute recorded video to be shared before and/or during the event
- Integrated marketing partnership with radio station KKDV 92.1 FM (valued at more than \$11,000)
- Verbal and on-screen recognition during the event
- Company name, logo, and link on CSC's Hope Walk event website, CSC website, and pushed to social media
- Company name, logo, and link included in event publications and event t-shirt
- A virtual team of 75 employees* including t-shirts
- Opportunity to serve on the Hope Walk organizing committee
- Opportunity to present about your organization to the committee
- Opportunity to include a branded item in swag bags

PLATINUM: \$15,000

- Recognition as Platinum Sponsor
- 2-minute recorded video to be shared before and/or during the event
- Verbal and on-screen recognition during the event
- Company name, logo, and link on CSC's Hope Walk event website, CSC website, and pushed to social media
- Company name, logo, and link included in event publications and event t-shirt
- A virtual team of 50 employees* including t-shirts
- Opportunity to serve on the Hope Walk organizing committee
- Opportunity to include a branded item in swag bags

GOLD: \$10,000

- Recognition as Gold Sponsor
- 2 minute recorded video to be shared before and/or during the event
- Verbal and on-screen recognition during the event
- Company name, logo, and link on CSC's Hope Walk event website, CSC website, and pushed to social media
- Company name, logo, and link included in event publications and event t-shirt
- A virtual team of 30 employees* including t-shirts
- Opportunity to serve on the Hope Walk organizing committee
- Opportunity to include a branded item in swag bags

**For virtual teams, you may include employees, family members, clients, and other guests*

SILVER: \$5,000

- Recognition as Silver Sponsor
- 1-minute recorded video to be shared before and/or during the event
- Verbal and on-screen recognition during the event
- Company name and logo on CSC's Hope Walk event website, CSC website, and pushed to social media
- Company name and logo included in event publications and event t-shirt
- A virtual team of 10 employees* including t-shirts
- Opportunity to serve on the Hope Walk organizing committee
- Opportunity to include a branded item in swag bags

BRONZE: \$2,500



- Recognition as Bronze Sponsor
- Verbal and on-screen recognition during the event
- Company name on CSC's Hope Walk event website, CSC website, and pushed to social media
- Company name included in event publications and event t-shirt
- A virtual team of 5 employees* including t-shirts
- Opportunity to serve on the Hope Walk organizing committee
- Opportunity to include a branded item in swag bags

COMMUNITY PARTNER: \$500

- Recognition as Community Partner
- Company name on CSC's Hope Walk event website, CSC website
- Company name included in event publications
- Opportunity to form a team
- Opportunity to serve on the Hope Walk organizing committee
- Opportunity to include a branded item in swag bags



Sponsorship Level Selected

- Co-Presenting Sponsors   Silver Sponsor \$5,000
- Platinum Sponsor \$15,000 Bronze Sponsor \$2,500
- Gold Sponsor \$10,000 Community Partner \$500
- In lieu of sponsorship level, please accept my contribution of \$_____

Payment Options

- Enclosed is my check made payable to Cancer Support Community
- Please send an invoice to my company at the address listed below
- Please bill my: VISA MasterCard American Express

Contact Information

Date: _____

Name: _____

Job Title: _____

Company: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Email: _____

Please send completed form to Cancer Support Community via:

Scan and email: clouisell@cancersupport.net

Mail: 3276 McNutt Avenue, Walnut Creek, CA 94597

For more information, please contact Carol Louisell at 925.953.1209
or by email at clouisell@cancersupport.net

Cancer Support Community is a 501(c)3 nonprofit organization
with tax ID# 68-0157858.

*Sponsorship benefits subject to change.
All proceeds benefit:*

