

# SPONSORSHIP PACKET



## COMMUNITY OF CHAMPIONS

**SUNDAY, JUNE 5, 2022**

**RACEFORTHEPLACE.ORG**

For more information and to secure your sponsorship commitment, contact:

Adam Ross, Chief Development Officer

216-455-1505 | [ross@touchedbycancer.org](mailto:ross@touchedbycancer.org)

# FACING CANCER. EMBRACING LIFE.

On National Cancer Survivors Day, the greater Cleveland community comes together to recognize and celebrate cancer survivors with The Gathering Place (TGP) at our Race for the Place.

After two years of holding Race for the Place virtually, we are excited to announce that on Sunday, June 5th, 2022 Race for the Place will be in person!



Race for the Place is our largest annual fundraising event, and your support is critical in keeping our programs and services **free** to our community.

As we lace up our shoes in preparation for race day we are excited to offer you the opportunity to participate as a 2022 sponsor of our 22nd Annual Race for the Place.

If you have any questions about our sponsorship opportunities, please don't hesitate to contact me.

We look forward to hearing from you.  
In gratitude,

Adam R. Ross  
Chief Development Officer

*The Gathering Place  
provides invaluable resources  
for families and children.  
They've had a huge, positive  
impact on my family.*

## OUR MISSION

The mission of The Gathering Place is to support, educate and empower individuals and families currently coping with the impact of cancer in their lives through programs and services provided free of charge.

## OUR HISTORY

Since 2000, The Gathering Place has provided a space where people feel safe, connected and find peace during a time of chaos. Over the past 21 years, we have generated more than \$42 million of philanthropic support from our generous donors, and have had the privilege to serve more than 50,000 individuals and families making their cancer journey.

## OUR FOCUS

The Gathering Place reaches individuals wherever they are on their cancer journey with services designed to complement traditional cancer care by addressing the mind, body and spirit.



INDIVIDUAL & GROUP  
SUPPORT SERVICES



NUTRITION & EXERCISE  
PROGRAMS



ART & MUSIC  
PROGRAMS



HEALING ARTS -  
MASSAGE, REFLEXOLOGY  
& REIKI



CHILDREN & FAMILY  
SUPPORT PROGRAMS



REGINA BRETT WIG SALON



MEDICAL LIBRARIAN &  
RESOURCE CENTER



SPECIAL PROGRAMS &  
LECTURES

# WHO WE ARE



## 2021-22 Board of Directors

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Cyndee Burke  
Doug England

### Life Members

Sandy Borrelli  
Cheryl Davis  
Cynthia Greenberg\*  
Nancy Harrington  
Ron Harrington

Emily Martin  
Margo Roth  
Ernie Siegler\*  
Margie Wheeler

*\*In loving memory*





## ABOUT RACE FOR THE PLACE

***We are back in-person and Race for the Place is on!***

Race for the Place in support of The Gathering Place, takes place the first Sunday in June on National Cancer Survivors Day. Race for the Place, a 5K and 1 Mile, is a wonderful celebration of cancer survivors and an opportunity to raise money to support the free programs and services provided at The Gathering Place to help children, teens, adults, individuals, families and friends cope while on the cancer journey.



## CANCER SURVIVOR CELEBRATION

This is the time when we **celebrate** those who have survived, **inspire** those who have been diagnosed, **support** our families and **connect** with our great community. Survivors take the stage to share their stories and we remind all participants of how important our programs and services are for individuals and families currently coping with a cancer diagnosis.

## WHY SPONSOR

- Join our Community of Champions recognized for their efforts within our community
- Support programs and services provided to individuals and their loved ones impacted by cancer
- Strong visibility in a Cleveland-focused annual race
- Build employee morale and company pride
- Align your name and brand with a highly recognized and respected charity in Northeast Ohio
- Face cancer while embracing life by supporting Race for the Place and our mission



## CONNECT WITH OUR CARING COMMUNITY

By partnering with The Gathering Place as a sponsor, you will join our caring community who supports, educates and empowers those impacted by cancer in their lives.



**18,500+**

SOCIAL MEDIA REACH



**40,000+**

WEBSITE VISITS ANNUALLY



**29,500+**

EMAIL SUBSCRIPTIONS



**80**

CORPORATE PARTNERS



**500**

VOLUNTEERS ANNUALLY



**80**

BOARD & LEADERSHIP  
MEMBERS

## **SPONSORSHIP** OPPORTUNITIES

### **PRESENTING SPONSOR \$50,000 / \$47,500 Deductible**

- 50 Team Members
  - Presenting sponsor recognition in TGP printed newsletter
  - Social media recognition minimum of five (5) posts recognizing presenting sponsor
  - Public relations recognition in Race for the Place press releases, media alerts and appearances
  - Homepage logo recognition with hyperlink on Race for the Place website
  - Sponsor page recognition with hyperlink on Race for the Place website
  - Logo inclusion in email blasts (weekly eNews, Family Connection, Program focused emails, etc.)
  - Logo inclusion on all advertising assets including digital, print, outdoor, radio and TV
  - Logo on all print promotional materials, event day signage and Race for the Place t-shirt
  - Speaking opportunity at cancer survivor ceremony
- 

### **CHAMPION SPONSOR \$25,000 / \$23,500 Deductible**

- 35 Team Members
  - Recognition in TGP printed newsletter
  - Social media recognition minimum of one (1) posts recognizing sponsor
  - Public relations recognition in Race for the Place press releases and media alerts
  - Sponsor page recognition with hyperlink on Race for the Place website
  - Logo inclusion in Race for the Place email blasts reaching 29,500+ subscribers
  - Logo on all print promotional materials, event day signage and Race for the Place t-shirt
- 

### **GOLD SPONSOR \$12,500 / \$11,000 Deductible**

- 25 Team Members
- Social media recognition minimum of one (1) post recognizing sponsor
- Sponsor page recognition with hyperlink on Race for the Place website
- Logo on all print promotional materials, event day signage and Race for the Place t-shirt

## **SPONSORSHIP** OPPORTUNITIES

### **SILVER SPONSOR \$7,500 / \$7,000 Deductible**

- 20 Team Members
  - Social media recognition minimum of one (1) post recognizing sponsor
  - Sponsor page recognition with hyperlink on Race for the Place website
  - Logo on all print promotional materials, event day signage and Race for the Place t-shirt
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### **BRONZE SPONSOR \$5,000 / \$4,500 Deductible**

- 15 Team Members
  - Social media recognition minimum of one (1) post recognizing sponsor
  - Sponsor page recognition with hyperlink on Race for the Place website
  - Logo on all print promotional materials, event day signage and Race for the Place t-shirt
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### **TEAM SPONSOR \$3,000 / \$2,500 Deductible**

- 10 Team Members
  - Sponsor page recognition with hyperlink on Race for the Place website
  - Logo on event day signage and Race for the Place t-shirt
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### **FRIEND SPONSOR \$1,000 / \$500 Deductible**

- Sponsor page recognition with hyperlink on Race for the Place website
- Name listing on Race for the Place t-shirt

## **BECOME AN EVENT SPONSOR**

Be a part of the 22nd Annual Race for the Place. For more information and to secure your sponsorship commitment, contact:

Adam Ross, Chief Development Officer  
216-455-1505 | [ross@touchedbycancer.org](mailto:ross@touchedbycancer.org)



## BE A PART OF RACE FOR THE PLACE

The people who Race for the Place are our Community of Champions. They participate in Race for the Place and raise funds to support the mission of our organization. The best way to participate in Race for the Place is to form a team. Whether small or large, teams help us raise more than \$200,000 each year. Visit [racefortheplace.org](http://racefortheplace.org) to start your team, join a team or make a donation today.

### RACE FOR THE PLACE FUNDRAISING TOOLKIT

To help you achieve your fundraising goal, our online toolkit will help make your fundraising and team-building a success. Check out our approved tools like logos, templates and graphics along with helpful tips at [racefortheplace.org](http://racefortheplace.org).

### ***Teams are the heart and soul of Race for the Place.***

Teams not only contribute to the event's spirit and sense of community, but also raise funds for our shared mission—Facing Cancer. Embracing Life.

#### *Why form a Race for the Place team?*

- Increases the organization's visibility and shows its commitment to the community
- Offers employees a chance to bond outside the office and develop team spirit and boost morale
- Unites you with other local companies who have committed to the The Gathering Place's mission



Team Page

Share

Team Debbie

\$4,009 Raised

\$5,000

In honor of Debbie Lee, we want to help The Gathering Place, which supports individuals and families coping with the impact of cancer in their lives through programs and services provided FREE of charge.

# THANK YOU!



## **The Gathering Place East**

Arnold & Sydel Miller Family Campus  
23300 Commerce Park  
Beachwood, OH 44122

## **The Gathering Place West**

The Sandy Borrelli Center  
25425 Center Ridge Road  
Westlake, OH 44145