

The Cooley's Anemia Foundation
Care Walk 2019

Become a Care Walk Sponsor

This upcoming May, supporters across the country will come together in cities across the United States to Care Walk in honor and support of all those living with the challenges of thalassemia.

The Care Walk is the Cooley's Anemia Foundation's largest annual fundraising event and opportunity to bring together the thalassemia community and its supporters around the country. Funds raised support thalassemia medical research, patient support services, and education initiatives to raise awareness of the genetic blood disorder.

We invite you to join our mission to improve the quality of life for individuals with thalassemia by becoming a sponsor for Care Walk 2019. In addition to your support as a sponsor, we invite you to participate as a company or community team. Thank you.

Visit bit.ly/carewalk2019 to learn more.

SPONSOR LEVELS

Platinum Sponsor
\$50,000

Golden Leader Sponsor
\$25,000

Silver Pacesetter Sponsor
\$15,000

Bronze Power Sponsor
\$7,500

CAF Champion
\$5,000

CAF Advocate
\$2,500

CAF Supporter
\$1,000

Friends of CAF
\$500

Care Walk 2019

Sponsor Benefits List

Care Walk 2019 sponsors will receive the following benefits, based upon the sponsorship package chosen:

- **T-Shirt**
Logo on official Care Walk 2019 t-shirt, worn by all participants
- **Website**
Logo included on CAF Care Walk website at bit.ly/carewalk2019.
- **Social Media**
Logo included in appropriate **social media posts** acknowledging sponsors of Care Walk 2019 (minimum of 4)
- **Emails**
Logo included in 4 - 8 mass Care Walk 2019 **emails** (target audience of 3,500)
- **Newsletter**
Mention of sponsorship in Foundation's print **newsletter**, Lifeline (audience of 16,000)
- **Brochure**
Sponsorships received **by January 18, 2019** will also be acknowledged in Care Walk brochure.

Sponsorship Packages

Platinum Level - \$50,000

Listed on front of t-shirt below the event name [Care Walk 2019, Presented by...], as well as recognition through brochure, website, social media, minimum of 8 mass emails, newsletter

Golden Leader Level - \$25,000

Receives recognition through brochure, back of t-shirt, website, social media, 8 mass emails, Lifeline

Silver Pacesetter Level - \$15,000

Receives recognition through brochure, back of t-shirt, website, social media, 5 mass emails, newsletter

Bronze Power Level - \$7,500

Receives recognition through brochure, back of t-shirt, website, social media, 3 mass emails, newsletter

CAF Champion Level - \$5,000

Receives recognition through brochure, back of t-shirt, website, social media, minimum of 2 mass emails

CAF Advocate Level - \$2,500

Receives recognition through brochure, back of t-shirt, website, social media

CAF Supporter Level - \$1,000

Receives recognition through brochure and website

Friends of CAF Level - \$500

Receives recognition through website