29th annual

LAUREN'S RUN & PICNIC

PRESENTED BY: AutoNation

Sunday, April 30, 2023 | Concourse Office Park | Atlanta, GA
5K, 2K, Family Picnic

cure
CHILDHOOD CANCER

LAUREN'S RUN & PICNIC

making a lasting impact

Each year, more than two thousand people gather to walk and run in support of CURE at **Lauren's Run & Picnic,** in memory of two special girls named Lauren. The event truly brings the community together, with families, individuals, schools, and companies forming teams to support the fight to cure childhood cancer. Beginning with a 5k and 2k run/walk, the race is followed by a family-friendly picnic, complete with food, a live DJ, inflatables, carnival games, arts and crafts, and so much more. The CURE Picnic is a reunion opportunity for our families and **a day of fun for all**!

The inaugural Lauren's Run was held on May 23, 1993, and supported the research of Dr. Michael Jensen, a leader in the field of immunotherapy treatment for children. Made possible by the early years of Lauren's Run fundraising, his CAR-t cell therapy research has now become a frontline treatment that is saving lives. Since that first event, Lauren's Run has raised more than **$5.1 million** in the fight against childhood cancer.

cure

CHILDHOOD CANCER

CURE is dedicated to conquering childhood cancer through funding targeted research while supporting patients and their families.

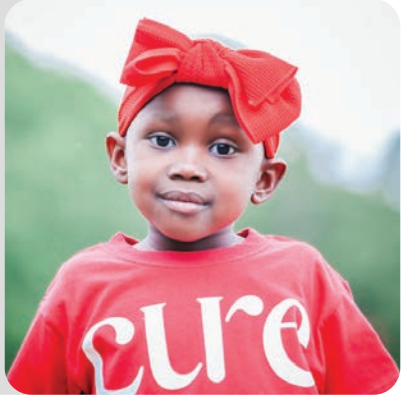
"If it weren't for the use of precision medicine, I am confident that my son would not be with us today. Precision medicine is the way of the future, and our family is thankful for CURE's investment in it."

- Edward's Father

Research is the key to unlocking breakthroughs that will save the lives of children diagnosed with cancer. In the past ten years, CURE has invested **$38 million** in innovative research. Our highest priority is our focus on precision medicine, treatment targeted at tumor-driving genes, which is already yielding significant results for children with recurrent and hard-to-treat cancers.

"CURE is an organization that has been with us from the very beginning. We have never felt that we were alone."

- Jeneva's Mother



CURE also supports families devastated by a childhood cancer diagnosis through programs designed to meet a family's emotional, practical, and financial needs. CURE's goal of being an ever-present help to families in crisis encompasses dozens of services created to lighten the load of the families and make sure they know they aren't alone.

Less than 4%
of federal cancer research funding is allocated to solving childhood cancers

More than 17,000
children in the U.S. and 400,000 children worldwide are diagnosed with cancer every year

Childhood Cancer
is the leading cause of death by disease for children in America

CURE's Impact Over the Last 12 Years

$38,000,000
invested in promising research studies that are saving lives

$2,379,415
provided in financial assistance to stabilize families, ensuring they maintain housing, utilities, transportation, and other essential needs during treatment

149,272
meals served to hospitalized children and parents, ensuring they maintain nutrition during the most stressful of times

Why become a sponsor?

Our commitment to a cure is steadfast. CURE believes we can cure childhood cancer in our lifetime. Our mission is urgent, and your support is critical.

Position yourself as a partner of CURE - Align your brand with an established and dynamic organization, with deep community ties and a trusted reputation.

Exposure to potential new clientele - Share your brand with event participants, as well as CURE's large social media following of more than 400,000, reinforcing your company's reputation and demonstrating your commitment to fighting childhood cancer.

Cancer is the number one cause of death by disease in children - CURE is leading the way with advancing research to improve outcomes for affected children. Through research funded, your sponsorship can save the lives of precious children, now and in the future.

JOIN OUR LARGE AND ENGAGED COMMUNITY OF SUPPORTERS

377,000+ Followers

14,000+ Followers

13,700+ Followers

55,000+ Emails

14,500+ Monthly Web Visitors

CHARITY NAVIGATOR ★★★★ Four Star Charity

For the thirteenth consecutive year, CURE has earned a four-star rating, the highest possible, from Charity Navigator, America's premier evaluator for sound fiscal management, accountability, and transparency. Fewer than 1% of all charities achieve this rating.

Sponsorship Opportunities

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We invite you to invest in CURE'S critical mission to conquer childhood cancer by becoming a 2023 sponsor. Join area business leaders and changemakers in the fight against childhood cancer.

2023 SPONSORSHIP LEVELS	PRESENTING $25,000	DIAMOND $15,000	PLATINUM $10,000	GOLD $5,000	SILVER $2,500	BRONZE $1,000	FRIEND OF RUN $500
"Presented By" Branding on all Event Material (Digital and Print)	Included						
Inclusion on Lauren's Run Billboard Ads (13+ Billboards)	Included						
CURE Facebook Cover Image with Company Logo for One Month Prior to Event (377,000+)	Included						
Tented VIP Area	Included						
Logo on Event Step and Repeat	Included	Included					
Recognition on CURE Website Homepage	Included	Included	Included				
Logo Inclusion on Confirmation Emails	Included	Included	Included				
Logo Inclusion on Registration Confirmation E-mail	Included	Included	Included				
DJ Recognition on Race Day	Included	Included	Included				
Inclusion on Race T-Shirts	Included	Included	Included	Included			
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Group	Group			
Race Registrations and T-Shirts	50	35	25	15	10	5	
Recognition on Event Website	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Inclusion on Event Signage	Logo	Logo	Logo	Logo	Listing	Listing	Listing

All recognition is subject to print/digital deadline of April 3, 2023.
Completed commitment form is required to ensure proper recognition in respective Lauren's Run & Picnic materials.

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Underwriting Opportunities

Underwriting opportunities are a unique way for a company or individual to support the important work of CURE Childhood Cancer, while providing a distinctive naming/recognition opportunity that is 100% tax deductible. These sponsors will receive recognition on the event website and applicable event signage. Because they are 100% tax deductible, Underwriting Opportunities do not include benefits such as race and picnic registration. Tax ID# 58-1244138.

Start and Finish Line SPONSOR

$7,500 | Exclusive

- *Exclusive name/logo recognition at the Start and Finish Line.*
- *Exclusive recognition as the Start and Finish Line Sponsor on event website.*

Race Bib SPONSOR

$5,000 | Exclusive

- *Exclusive name/logo recognition as Race Bib Sponsor on each race bib.*
- *Exclusive recognition as the Race Bib Sponsor on event website.*

Arts & Crafts SPONSOR

$3,500 | Exclusive

- *Exclusive name/logo recognition as Arts & Crafts Sponsor on all Arts & Crafts event signage.*
- *Exclusive recognition as Arts & Crafts Sponsor on event website.*

Tot-Trot SPONSOR

$2,500 | 2 available

- *Name/logo recognition as Tot-Trot Sponsor on table signage.*
- *Name/logo recognition as Tot-Trot Sponsor on event website.*

Water Station SPONSOR

$1,000 | 4 available

- *Name/logo recognition as Water Station Sponsor on dedicated route signage.*
- *Name/logo recognition as Water Station Sponsor on event website.*

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COMMITMENT FORM

Sunday, April 30, 2023
Concourse Office Park
Atlanta, GA

SPONSORSHIP LEVEL

- ☐ PRESENTING $25,000
- ☐ DIAMOND $15,000
- ☐ PLATINUM $10,000
- ☐ GOLD $5,000
- ☐ SILVER $2,500
- ☐ BRONZE $1,000
- ☐ FRIEND OF RUN $500

UNDERWRITING SPONSOR

- ☐ Start & Finish Line $7,500
- ☐ Race Bib $5,000
- ☐ Arts & Crafts $3,500
- ☐ Tot-Trot $2,500
- ☐ Water Station $1,000

Name : _____

As you wish to appear in print (ex: The Home Depot or Jane and John Doe).

Contact: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Will you be submitting a logo? ☐ YES ☐ NO

Please send approved logo to krudio@curechildhoodcancer.org in one of the following formats: .jpeg, .png, .pdf, .eps.

Website URL: _____

☐ YES, I/we would like to sponsor at the above level and will utilize the race registrations included.

☐ YES, I/we would like to sponsor at the above level but will not utilize the race registrations. Please use my full sponsorship as a donation.

☐ I/We cannot attend, but would like to make a 100% tax-deductible contribution of $ _____ CURE.

PAYMENT METHOD

☐ Register online at LaurensRun.org

☐ Check made payable to CURE Childhood Cancer enclosed

☐ Please Invoice

Please send your completed commitment form to:

Kristen Rudio, *Special Events Manager*
krudio@curechildhoodcancer.org

cure CHILDHOOD CANCER

Founded in 1975, the Atlanta, GA based CURE Childhood Cancer is a nonprofit organization dedicated to conquering childhood cancer through funding targeted research while supporting patients and their families.

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LaurensRun.org