



PINKYSWEAR
FOUNDATION

SPONSORSHIP GUIDE



OUR PROGRAMS



Orange Envelope

Encouragement and gift card when a child is newly diagnosed.



All-Star Fund

Helping keep meals on the table, rent paid and gas tanks full.



Pantry

Keeping families nourished during cancer treatment.



MISSION & VALUES

MISSION

Helping kids with cancer and their families with **financial** and **emotional** support.

VISION

To say **yes** to every family with a child battling cancer.

**All-Star
Barrett**



You can make a difference.

Thank you for considering becoming a sponsor of Pinky Swear Foundation! Your support enables us to continue our mission of helping children with cancer and their families. Below are the sponsorship levels and associated marketing assets for our various events and campaigns throughout the year.



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Event and Campaign Opportunities

Orange Envelope: A heartwarming campaign involving community members sending donations in symbolic orange envelopes to support children with cancer and their families.

Transportation Campaign: A campaign aimed at providing financial assistance to families by covering gas expenses for travel to medical appointments and treatments.

Food Campaign: A summer initiative providing essential support to families facing childhood cancer by alleviating the financial burden of groceries.



**All-Star
Aleina**



Event and Campaign Opportunities

Cancer is Messy: A multifaceted awareness and fundraising campaign shedding light on the challenges faced by children with cancer and their families.

Radiothon: A high-impact fundraising event featuring live broadcasts and compelling stories to raise funds for children with cancer.

Year-End Appeal: An end-of-year fundraising campaign focused on inspiring donors to make a difference in the lives of children battling cancer and their families.



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Event and Campaign Opportunities

Give to the Max Day: A targeted fundraising effort in Minnesota leveraging a statewide giving event to support children with cancer.

Giving Tuesday (Tuesday, December 3, 2024): A global day of giving following Thanksgiving, encouraging philanthropy and support for various charitable causes, including aiding children with cancer through Pinky Swear Foundation.



**All-Star
Adrian**



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Sponsorship Levels:

PLATINUM \$25,000

- Logo placement on all campaign materials, prominently displayed.
- Recognition as lead sponsor in press releases and media interviews.
- Customized social media campaign highlighting sponsorship.
- Exclusive feature in two campaign emails.
- Opportunity to provide branded items at select events or online promotions.
- Dedicated acknowledgment on the campaign landing page.

GOLD \$20,000

- Logo placement on campaign materials.
- Dedicated social media shout-out recognizing sponsorship.
- Exclusive feature in one campaign email
- Opportunity to provide branded items at select events or online promotions.
- Recognition in press releases and media coverage.

SILVER \$15,000

- Logo placement on all campaign materials, prominently displayed.
- Recognition as lead sponsor in press releases and media interviews.
- Customized social media campaign highlighting sponsorship.
- Exclusive feature in two campaign emails.
- Opportunity to provide branded items at select events or online promotions.
- Dedicated acknowledgment on the campaign landing page.

BRONZE \$10,000

- Logo placement on campaign materials.
- Dedicated social media shout-out recognizing sponsorship.
- Exclusive feature in one campaign email
- Opportunity to provide branded items at select events or online promotions.
- Recognition in press releases and media coverage.