



**THE CURE STARTS NOW®**  
www.thecurestartsnow.org

The Once in a Lifetime Gala is celebrating its 17<sup>th</sup> year on April 5 2025 at the Sharonville Convention Center Grand Ballroom and has already become one of Cincinnati's largest and most unique galas, raising more than \$681,000 in 2024 alone. It is estimated we will sell out again this year with over 900 guests at \$150-\$250 per ticket. The event hosts exclusive auction items and perks for our special guests. Following the extensive 400 item silent auction, guests are invited to a gourmet sit-down meal. The evening ends with an entertaining live auction of once in a lifetime experiences.

### WHO ARE OUR SPONSORS?

Most of our sponsors have been with us from the beginning of this event with many of them choosing to increase their financial donations each year. Companies who support the gala, and most importantly pediatric cancer research, become vital partners with The Cure Starts Now. They choose to not only support the event, but also become further involved through partnerships later in the year or by serving on our councils to help guide the direction of the charity. Our sponsors are distinctly aware that in addition to their need to support The Cure Starts Now for the charitable reasons, they receive enormous advertising benefits for their company.

### WHERE DOES THE MONEY GO?

Started in 2007 by Cincinnati residents, **The Cure Starts Now Foundation**, a 501(c)(3) non-profit, has revolutionized cancer research worldwide with its focus on a **“homerun cure”** for all cancers, starting first with pediatric brain cancer. In 2024 we reached over **\$34 million** in funding which has allowed us to provide funding of new experimental treatments and research at top pediatric oncology hospitals including over \$6 million to Cincinnati Children's Hospital alone. Today, our fundraising initiatives have taken many forms from the bestselling **Graeter's** Ice Cream Flavor of Elena's Blueberry Pie Ice Cream that sells nationwide, to community partnerships with each of our 40+ chapters nationwide. The Cure Starts Now has also been recognized by **The Today Show, Good Morning America, CNN, People Magazine, Inside Edition** and media worldwide for the inspiration it offers to all that fight cancer. Elena's inspiration has also touched millions worldwide, cited as a top search term on Yahoo.com and as the subject of the New York Time Bestseller **“Notes Left Behind”**, which benefits the charity.



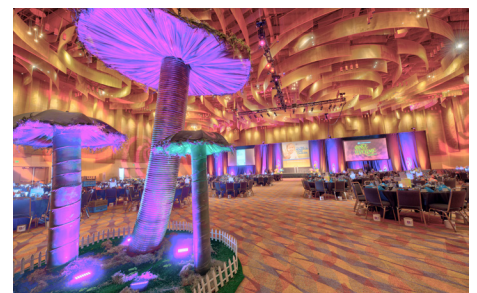
### TCSN IS LEAD BY CANCER PARENTS!

The Cure Starts Now was founded by cancer parents, Brooke and Keith Desserich. Nearly all of our chapters are also run by cancer families in honor of their children. What does this mean? We are passionate about funding research in the most effective and efficient way possible.



### GIVING KIDS A VOICE

The Cure Starts Now is vested in representing all cancer families in our efforts. We love to go above and beyond to make sure we give our children the attention they deserve. Just as we worked tirelessly with Lauren Hill to spread her message out around the world and amplify her efforts, we will continue to do this until a cure is found.



## WHY DOES THIS MAKE SENSE FOR YOUR COMPANY?

We pride ourselves in ensuring that your company receives optimal visibility and exposure for the contribution you have made. Last year logos were placed on over 40 signs, on numerous emails and print correspondence, as well as on our extensive social media outlets. Previous advertising featuring top sponsors reached over 100,000 households with over 550,000 unique impressions to the Greater Cincinnati audience through social media, email and print. We love to tell our donors about the incredible contributions made by our sponsoring companies. Our donors are very loyal to our sponsors. Knowing that a company is a partner with The Cure Starts Now is often the deciding point for our donors in deciding who to patronize.

Our past sponsors have all made exceptional commitments not only to The Cure Starts Now, but also to the children who are battling cancer. It is easy as a mother who has lost her daughter to urge businesses to join us in eradicating cancer, but these sponsors have become true partners in the fight without hesitation. They have made a difference in so many young lives by funding research and making a lifelong impact in their lives. We hope to have your company become a part of a tight knit community of businesses making a difference through The Cure Starts Now.

Thank you for your consideration. We would love to setup a meeting to discuss this opportunity further. If you do not see a level that is appropriate to your company, we are happy to work with you. It is more than a sponsorship, it is a partnership.

Thank you for your time and for supporting these children.



Brooke and her daughter Elena who lost her battle to cancer.



*"The organizational excellence and mission have proven to be a great match for the principals that we strive to be involved with in the communities we serve."*

– Mitch Nice, Stock Yards Bank



*"...this win-win style of partnership between charities and business is the wave of the future, and The Cure Starts Now is certainly on the cutting edge..."*

– Richard Graeter, Graeter's Ice Cream

## IMPORTANT NUMBERS

### 3% OVERHEAD

For the last 9 years, The Cure Starts Now has had less than 3% overhead thanks to events like these.

### 17 YEARS

Started in 2007, The Cure Starts Now has over 17 years of experience in funding DIPG research, encouraging researchers to collaborate, and helping families pay tribute to their kids with fundraisers.

### \$681,000+

In 2024, this event raised \$681,000+ toward our missions to fund research to help kids battling cancer.

### ONE CHILD

One child diagnosed with brain cancer is one too many. THIS is why we fight each and every day to fund pediatric brain tumor research. To give families options to treatment and hope.



*"Being a sponsor at The Cure Starts Now Gala has not only been a fulfilling commitment to a wonderful cause, but it has also been a pleasure working with the Gala committee on all the logistics in preparing and producing the event!"*

– Carla Eng, CEO of Abstract Displays



If you do not see a sponsorship level that is appropriate for your company, we are happy to work with you. After selecting the level, please sig and send the sponsorship commitment form. Unless payment is accompanied with this form, we will bill you. **Waiting for a fiscal year end?** We are happy to work with you to coordinate billing and payment to match your company's timeline. All payments must be received before the deadlines below to receive the full benefits unless prior arrangements have been made with The Cure Starts Now.

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City: \_\_\_\_\_ Billing State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company Contact Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Sponsorship levels are detailed on the following page. In-kind donations are counted as 50% of value.***

<input type="checkbox"/> Presenting - \$50,000	<input type="checkbox"/> Platinum - \$15,000	<input type="checkbox"/> Bronze - \$2,500
<input type="checkbox"/> Reception - \$25,000	<input type="checkbox"/> Gold - \$10,000	<input type="checkbox"/> Corporate Table - \$2,000
<input type="checkbox"/> Diamond - \$20,000	<input type="checkbox"/> Silver - \$5,000	<input type="checkbox"/> Warrior Sponsor - \$250 (Quantity: _____)
		Total Amount: \$ _____

Check Enclosed

Credit Card

Bill Me

In-Kind



	PRESENTING	RECEPTION	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	CORPORATE TABLE
<b>PRICE</b>	\$50,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$2,000
<b>AVAILABLE</b>	2	2	4	8	Unlimited	Unlimited	Unlimited	Unlimited
<b>INDUSTRY EXCLUSIVE</b>	Yes	Yes	Yes					
<b>EXTRA PERKS</b>	On-site Facebook Live Thank You	On-site Facebook Live Thank You	On-site Facebook Live Thank You	On-site Facebook Live Thank You				
<b>INVITATION*</b>	Logo Prominently Displayed	Logo	Logo	Logo	Logo			
<b>EMAIL BLASTS</b>	Prominently displayed logo	Logo	Logo	Logo	Logo	Name		
<b>AD IN PROGRAM**</b>	5" x 8" color inside cover	5" x 8" color	5" x 8" color	5" x 8" black & white	5" x 8" black & white	5" x 4" color	5" x 4" black & white	
<b>SIGNAGE</b>	Multiple Areas	Logo on reception sign, bars, & entrance	Logo on entrance & signage	Logo on entrance & signage	Logo on entrance & signage	Logo on entrance & signage	Small logo on signage	
<b>LOOPING SLIDES</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
<b>SOCIAL MEDIA</b>	Mention with link and included in press releases	Mention with link and included in press releases	Mention with link and included in press releases	Mention with link	Mention with link	Mention with link	Mention	
<b>EVENT WEBSITE PROGRAM</b>	Prominently Displayed	Logo & link on website	Logo & link on website	Logo & link on website	Logo & link on website	Small logo & link on website	Small logo on website	Name only as "Corporate Host"
<b>SEATS</b>	40 VIP	30 VIP	20 VIP	20 VIP	10 VIP	10 VIP	10 VIP	10 VIP

Payment deadline is **February 15, 2025** unless otherwise noted.

\* Deadline is **December 31, 2024**

\*\* Deadline is **March 1, 2025**

**ADD A CANCER WARRIOR SPONSORSHIP FOR \$250 EACH**

Your Warrior Sponsorship will allow a cancer family to attend the gala free of cost. We will include your name in the program and to the family acknowledging your gift. What a wonderful way to celebrate the incredible courage and bravery of these warriors!