



THE GREATEST SHOW GALA

★
★ TO BENEFIT THE TY LOUIS CAMPBELL FOUNDATION ★
★

SPONSORSHIP PACKAGES



2020



TLC
TY LOUIS CAMPBELL
FOUNDATION

ABOUT THE GREATEST SHOW GALA

HYATT REGENCY - GREENWICH, CT

SATURDAY, MARCH 7, 7:00 - MIDNIGHT

DINNER, DANCING, CASINO, OPEN BAR, AUCTION



On Saturday, March 7, the Ty Louis Campbell Foundation will host our seventh annual dinner party, casino night and auction. This year's Greatest Show theme brings together a community of over 250 friends, associates and partners from NYC, Nassau, Westchester, Fairfield, Dutchess and Putnam counties to raise funds for pediatric cancer research.

The Ty Louis Campbell Foundation was founded in September of 2012, and has already pledged \$1.4 million for childhood cancer research. We invite our friends to review the following sponsorship opportunities in support of our mission to cure childhood cancer. Our audience is a dedicated, family-oriented group that is very active in the community.

SOCIAL MEDIA

Sponsorship benefits include social media promotions on our websites and social media channels, including:

- 6,500,000 million hits in 7 years - TheTLCFoundation.org
- 21,000 likes on TLC Foundation's Facebook page
- 1,800 followers for @SuperTyCampbell on Twitter
- 1,700 followers for @TLCFoundation on Instagram





SPONSORSHIP OPPORTUNITIES



THE RING MASTER TITLE SPONSORSHIP - \$10,000

- 2 Tables with preferred dinner seating for 20 guests with reserved signage
- 2 Overnight room accommodations at the Hyatt Regency
- Dedicated logo and link prominently displayed on www.theTLCfoundation.org for 6 months
- Most prominent logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website
- Company mentioned in all event media releases as title sponsors
- Podium recognition
- Naming rights of your choice for a specialty cocktail
- 12 promos on social media channels pre- and post-event
- Prominent, individual visibility on-site at event
- Full page ad included in event program

THE LION TAMER - \$5,000

- Preferred dinner seating for 10 guests with reserved signage
- Overnight room accommodations (1 room included) at the Hyatt Regency
- Dedicated logo and link prominently displayed on www.theTLCfoundation.org for 6 months
- Most prominent logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website
- Podium recognition
- 12 promos on social media channels pre- and post-event
- Naming rights of your choice for a specialty cocktail
- Prominent, individual visibility on-site at event
- Full page ad included in event program

THE FLYING TRAPEZE - \$2,500

- Preferred dinner seating for 8 guests with reserved signage
- Overnight room accommodations (1 room included) at the Hyatt Regency
- Dedicated logo that links back to website prominently displayed on www.theTLCfoundation.org for one month
- Logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website
- Podium recognition
- 8 promos on social media channels pre- and post-event
- Prominent, individual visibility on-site at event
- Full page ad included in event program

THE MAGICIAN - \$1,000

- Preferred dinner seating for 4 guests with reserved signage
- Logo that links back to website displayed on www.theTLCfoundation.org for 2 weeks
- Logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website
- 4 promos on social media channels pre- and post-event
- Half page ad included in event program

★ ★ ★ ADDITIONAL VISIBILITY OPPORTUNITIES ★ ★ ★



THE GRANDSTAND \$500

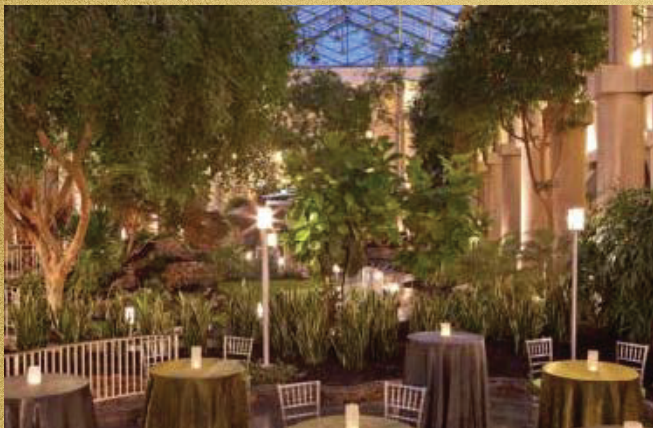
- Admission for 2 guests
- Half page ad in event program

AUCTION ITEM DONOR

- Company name included in donation description listed in event program
- Prominent logo visibility on-site at event in two locations: one (1) large “thank you” board at registration in the foyer/grand entrance, and one (1) table top board (8.5x11) next to the item donated – option to include business cards for distribution

ADVERTISE IN OUR PROGRAM (FULL COLOR, BOUND)

- \$300 Full page ad
- \$200 Half page ad
- \$100 Quarter page ad



ABOUT THE HYATT REGENCY, OLD GREENWICH

The Hyatt Regency in Greenwich is a AAA Four Diamond Hotel. Recently voted “Top 10 Hotels in Connecticut,” the Hyatt is an elegant suburban hotel featuring an English manor-style, fine dining and a soaring atrium retreat filled with plants and trees, scenic paths, bridges and streams.

The Ty Louis Campbell (TLC) Foundation has reserved a block of rooms at the Hyatt Regency for Saturday, March 7. Rooms are available for a discounted rate of \$119 per night. Email us at mterrazas@superty.org for more information on how to book.



ABOUT TLC



OUR MISSION:

The Ty Louis Campbell Foundation is a nonprofit organization (EIN: 45-1858390) that funds innovative research and clinical trials specifically geared toward the treatment of the most aggressive childhood cancers. Our mission is to help fund the intelligence and technology that will improve long-term survival rates and minimize side-effects for children diagnosed with the deadliest cancers, while helping to care for families when their child is in treatment by providing financial assistance and uplifting experiences.

OUR REASON:

Pediatric cancer is the number one cause of death by disease among children. It doesn't discriminate. It happens at random sparing no ethnic group, socio-economic class or geographic region. There is no known cause or prevention for most childhood cancers. Pediatric cancer patients are robbed of their childhood while fighting this disease, and the majority of those who survive treatment (65%) suffer from serious long-term and chronic side effects. Outcomes for children need to improve, and we aim to make this a priority among researchers and pharmaceuticals.

OUR INSPIRATION:

We call him SuperTy because he was our little hero. Ty Louis Campbell graced this earth for five beautiful years, and before he left he made it a better place to live. He made an astounding impact on all who heard his story. He inspired a community to make the most of their lives and to rally against childhood cancer by raising awareness. For Ty, we will uncover better treatment options for children that work without robbing children of their childhood.

OUR RESEARCH IMPACT:

With your help, TLC funds projects that hold the promise of transforming the standard of care for the most aggressive cancers that are unique to children, with a strong (but not limited) focus on brain and spinal cord malignancies. Everyone at TLC feels a tremendous responsibility toward making sure our efforts positively impact children who are in treatment today. In addition to a dedicated team of researchers and medical advisors who advise us on investments, we have partnered with powerful institutions who are making tremendous strides toward better treatment options for childhood cancer.

7 YEARS

1.4 MILLION DOLLARS PLEDGED FOR RESEARCH

12 PROJECTS FUNDED

61 FAMILIES GIVEN GRANTS THROUGH "TLC FOR FAMILIES"

8,125 UNIQUE DONORS SINCE INCEPTION



★ SPONSORSHIP AGREEMENT ★

COMPANY OR INDIVIDUAL NAME _____

PREFERRED CONTACT NAME _____

EMAIL/PHONE _____

SPONSORSHIP LEVELS

- \$10,000 THE RINGMASTER TITLE SPONSORSHIP
- \$5,000 THE LION TAMER
- \$2,500 THE FLYING TRAPEZE
- \$1,000 THE MAGICIAN
- \$500 THE GRANDSTAND
- \$300 FULL PAGE AD
- \$200 HALF PAGE AD
- \$100 QUARTER PAGE AD
- AUCTION ITEM
- INDIVIDUAL TICKETS
 - \$150 per person
 - \$125 discounted price before February 1

ATTENDEES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

*Number of attendees should reflect sponsorship level or number of tickets purchased.

AUCTION ITEM DESCRIPTION

ESTIMATED VALUE \$ _____

Send company logo to mjones@superty.org by February 14.

EMAIL FORM WITH PAYMENT/ITEM TO:

The TLC Foundation, 1787 Route 6, Carmel, NY 10512

Contact us at info@theTLCFoundation.org or call 845.200.7486

If you prefer you can fill this out online here.