



YOU CAN BE A
2024 BACK-TO-SCHOOL BASH
CORPORATE PARTNER

OVERVIEW



Nellie's Champions for Kids (NC4K) is a nonprofit organization based in Columbus, Ohio that supports kids and teens fighting cancer and their families. Guided by our core values—Family, Community, and Small Moments Matter—NC4K provides financial support, emotional support, and events for play to over 800 families living or being treated in the state of Ohio.



Events for play are just that— a time to play! These are spaces for families to spend time together having fun outside the walls of a hospital room. Surrounded by a community of childhood cancer families who know exactly what they're going through, our Heroes have the chance to just be kids.

The **Back-to-School Bash** is one of our annual events for play, taking place at Lower.com Field, home of the Columbus Crew. With 150 families in attendance, every Hero and sibling receives a new backpack, school supplies, clothes, and shoes for the start of the school year, as well as a gift card to help offset additional school expenses. These items are intended to **ease the financial burdens often experienced during a childhood cancer journey.**

The Back-to-School Bash also provides snacks like pizza and cotton candy, activities like face painting and balloon animals, and entertainment such as the live band that performed in 2023. This comes from an understanding that in addition to financial support, many students need **emotional support and encouragement from their community** to return to school excited and ready for a successful year.

PARTNERSHIP BENEFITS



In addition to making a difference in the lives of **150 NC4K Families**, your partnership will:

- **Build brand loyalty** within our community of over 10,000 supporters. They love to shop brands that recognize the importance of supporting pediatric cancer families.
- **Associate your brand** with an organization making a difference in the lives of pediatric cancer families in your community.
- **Create opportunities for your employees** to get involved in supporting pediatric cancer families. Volunteering is a great way to bond as a team!
- **Place your products or services** in the hands of engaged consumers.
- **Experience firsthand the extraordinary impact** your generosity has on our families, through tangible goods and services as well as the intangible memories they make.



PARTNERSHIP LEVELS



Presenting Partner (Exclusive) - \$10,000

- Logo included on field marquee (large size) and by backpacks
- Logo included in promotional emails to families as presenting sponsor
- Social media posts with recognition before, during, and after the event
- Opportunity for up to 20 employees to volunteer the day of the event and see firsthand the impact of your partnership
- Opportunity to provide promotional item to families

Honor Roll Partner - \$5,000

- Logo included on field marquee (large size) and by supply shops
- Logo included in promotional emails to families
- Social media posts with recognition before, during, and after the event
- Opportunity for up to 15 employees to volunteer the day of the event and see firsthand the impact of your partnership
- Opportunity to provide promotional item to families

Field Day Partner - \$3,500

- Logo included on field marquee (large size) and by games and activities
- Logo included in promotional emails to families
- Social media post with recognition after the event
- Opportunity for up to 10 employees to volunteer the day of the event and see firsthand the impact of your partnership
- Opportunity to provide promotional item to families

Lunch Tray Partner - \$2,500

- Logo included on field marquee and by food
- Logo included in promotional emails to families
- Social media post with recognition after the event
- Opportunity for up to 5 employees to volunteer the day of the event and see firsthand the impact of your partnership
- Opportunity to provide promotional item to families

Bus Stop Partner - \$1,000

- Logo included on field marquee and at trolley bus stop
- Social media post with recognition after the event
- Opportunity to provide promotional item to families

THANK YOU FOR CONSIDERING A
2024 BACK-TO-SCHOOL BASH
CORPORATE PARTNERSHIP WITH NC4K

