



YOU ARE INVITED TO SUPPORT THE 2021

Claire's Army Gala

Saturday, August 7th, 2021 at 6:30pm

Charlotte Marriott City Center | 100 W. Trade St., Charlotte, NC 28202

(Valet parking available)

ABOUT THE EVENT

2021 will mark the fifth annual Claire's Army Gala, the signature fundraiser for Claire's Army. While we appreciated the unique experience and success of our virtual gala in 2020, we are elated for the opportunity to safely celebrate, in person this year. There will be joy, celebration, and, most importantly, a deep connection to the patient families we serve.

WHAT IS CLAIRE'S ARMY?

Claire's Army strives to act as God's hands and feet for families fighting childhood cancer by supporting their daily responsibilities, allowing them to put time and focus on their child.

CLAIRE'S ARMY IN ACTION 2020

- **487 custom-ordered restaurant dinners** were delivered to inpatient families at Hemby Children's Hospital and Levine Children's.
- **98 patient families** received \$147,416 in financial relief in the form of mortgage, rent, and utilities payments through our Emergency Assistance Program.
- **84 Claire Packages** (including \$200 in gasoline and grocery gift cards) were given to patient families upon receiving a childhood cancer diagnosis at Hemby Children's Hospital and/or Levine Children's.
- **45 patient families** received grocery gift cards to purchase food, prescriptions, and household needs
- **38 patient families** received assistance with travel and transportation costs to receive treatment



"My husband and I have entered the world we never dreamed of - parents of a child with cancer. I wanted to tell you what an incredible impact you have already made on our family. There are no words. We received the most well-thought-out gift tote (Claire Package) filled with so many things we needed. I ate for the FIRST time since Sunday following a meal delivery from Midwood Smokehouse. Thank you for all you're doing."

-- Brittany Goforth, mother to Palmer



CLAIRESARMY.ORG

SERVE FAMILIES. LOVE KIDS.
FIGHT CANCER.

Gala Sponsorship Packages

Presenting - \$20,000

Your company will be featured as the presenting sponsor of the 2021 Claire's Army Gala and will appear in all event print and digital correspondence.

This gift provides:

1 month of mortgage/rent and utilities payments for **11 patient families** facing crisis due to treatment schedules and/or job loss

Event Benefits:

- Company Logo featured exclusively as the Presenting Sponsor in all print & digital materials including:
 - Digital Save the Date email
 - Event/Auction preview email
 - All event day signage & mentions
 - Event Program
 - Auction software site
 - Social media mentions pre-event, during and post-event
 - Claire's Army event website
- 12 event tickets
- Opportunity to have representative speak at the Gala
- Opportunity to go on-air with Bo Thompson on The Bo Thompson Morning Show
- Logo inclusion in all media outreach
- One full page ad in event program
- Onsite company volunteer opportunity
- Personalized "thank you" video to share with company





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Gala Sponsorship Packages

Exclusive Event Day Sponsor - \$15,000

Your company will be featured as an Exclusive Event Day sponsor of the 2021 Claire's Army Gala and will appear in all promotional materials regarding chosen event experience.

This gift provides:

Dinner delivered to 375 inpatient families at Hemby Children's Hospital and/or Levine Children's through our meal program.

Options for Event Day Sponsor (choose one):

Live and Silent Auction Software – Exclusive sponsor logo placement throughout silent and live auction on all bid displays, live auction bid paddles, virtual auction bidding, event website and text messages to all registered bidders throughout event week and more.

Claire Package Impact Area – Exclusive sponsor of all 2022 Claire Packages cobranded with Claire's Army. Includes Claire Package impact area signage and activity onsite at Gala.

Event Benefits:

- Logo featured in Event Program
- Logo featured in event/auction preview email
- Logo featured on event day signage & mentions
- Logo featured on Claire's Army event website
- 10 event tickets
- Exclusivity on event day experience
- Social media mentions pre-event, during and post-event
- One full page ad in event program
- Onsite company volunteer opportunity
- Personalized "thank you" video to share with company





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Gala Sponsorship Packages

Bring the Party Sponsor - \$10,000

Your company will be featured as a Bring the Party sponsor of the 2021 Claire's Army Gala and will appear in all promotional materials regarding chosen party experience.

This gift provides:

Claire Packages, including \$200 in gasoline and grocery gift cards, for 26 patient families who have just received a childhood cancer diagnosis at Levine Children's or Hemby Children's Hospital.

Options for Bring the Party Sponsor (choose one):

Check-in & Registration Area/ Entertainment/ Signature Drink/ Photo Booth

Event Benefits:

- Logo featured in Event Program
- Name featured in event/auction preview email
- Logo featured on event day signage & mentions
- Logo featured on Claire's Army event website
- 8 event tickets
- Exclusivity on a Bring the Party experience
- Social media mentions pre-event, during and post-event
- One half page ad in event program
- Onsite company volunteer opportunity
- Personalized "thank you" video to share with company





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Gala Sponsorship Packages

Hope Sponsor - \$5,000

Your company will be featured as a Hope sponsor of the 2021 Claire's Army Gala and will receive exposure throughout the event.

This gift provides:

Immediate assistance with hotel/temporary housing and transportation costs for **4 patient families** traveling to/from outside Charlotte-Mecklenburg for treatment. Covers the cost of funeral arrangements for a local child's parents when the unimaginable and unexpected happens as a result of childhood cancer.

Event Benefits:

- Logo featured in Event Program
- Name featured in event/auction preview email
- Logo featured on event day signage & mentions
- Logo featured on Claire's Army event website
- 6 event tickets
- Social media mentions pre-event, during and post-event
- One quarter page ad in event program

Care Sponsor - \$2,500

Your company will be featured as a Care sponsor of the 2021 Claire's Army Gala and will receive exposure throughout the event.

This gift provides:

Grocery gift cards to **25 patient families**.

Event Benefits:

- Logo featured in Event Program
- Logo featured on event day signage & mentions
- Logo featured on Claire's Army event website
- 4 event tickets
- Social media mentions pre-event and post-event
- One quarter page ad in event program





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Sponsorship Confirmation

Saturday, August 7th, 2021 | 6:30pm | Charlotte Marriott City Center

Contact Information

Name of Company or Individual: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Phone: _____ Email: _____

Sponsorship Selection:

- ☐ Presenting Sponsor (\$20,000)
- ☐ Exclusive Event Day Sponsor (\$15,000)
- ☐ Bring the Party Sponsor (\$10,000)
- ☐ Hope Sponsor (\$5,000)
- ☐ Care Sponsor (\$2,500)
- ☐ In-kind Sponsorship

Recognition:

Please write sponsor/company name exactly as it is to be listed in the program and marketing materials:

Please email a high-resolution jpg or pdf of your current logo to lauren@clairesarmy.org or list the contact name/email of the person to provide this _____

Please provide the name, phone number and email address of the person to contact for attendee names: _____

Payment: Please email an invoice to: _____

Return this form to:

Attn: Emily Ratliff

Claire's Army

P.O. Box 78571 Charlotte, NC 28271

emily@clairesarmy.org

For Questions call Emily at 704-604-4892.