



Dear Friend:

In the U.S., more children die of childhood cancer than any other disease — more than AIDS, asthma, cystic fibrosis, congenital anomalies, and diabetes combined. And yet, all types of childhood cancers combined receive only 4% of the U.S. federal funding for cancer research. Our community has felt the direct impact of childhood cancer. We have lost several local children in recent years to this dreaded disease; not to mention the countless local kids currently in the battle for their lives.

The need is so great, we were inspired to help.

To that end, we started Compete for a Cause. It began with just one high school soccer game in 2012 and has grown exponentially each and every year. At our 2019 event, attendance exceeded 2,000 people and we raised over \$38,000! Cumulatively, we'd raised over \$250,000 of which \$90,000 has been donated to St. Baldrick's (the largest provider of grants to fund childhood cancer research). The remaining balance of the funds has supported the MSU Pediatric Oncology Clinic as well as direct assistance to local families whose children are being treated at the MSU Clinic, C.S. Mott Children's Hospital, and the Helen DeVos Children's Hospital.

Then came COVID.

In 2019, we made a direct donation of \$20,000 to the St. Baldrick's Foundation, were able to purchase \$11,945 of materials and equipment for the MSU Pediatric Clinic, and gave \$9,080 as direct payments to families. In total, \$40,121.65 was donated in 2019 to help the collective fight against childhood cancer. Our 2020 help was \$7,461, our 2021 \$3,911, and our 2022 help was only \$5,549. Last year was our first year back from COVID, and we raised over \$10,000, bringing back personalized game jerseys, Compete for a Cause t-shirts, game-day activities, and new awareness events.

We want to keep growing! This year, the game will be held on April 23rd, 2024 (still being finalized), and we hope to raise even more than last year.

If you are inspired to join us in our mission to raise funds and awareness supporting the research and treatment of childhood cancer, please:

- Consider being a sponsor for our 2024 event! - Sponsorships start as low as \$250. More information about the specifics is on the next page.
- Visit our website! - www.competeforacause.org. There you will find information about past events, how to donate directly to our cause, a list of our community partners, the story of CFAC, and much more. You can also e-mail us at competeforacause@gmail.com.
- Attend the games on April 23rd and show your support for our cause!

Thank you for your consideration and support!



SPONSORSHIP INFORMATION

In order for our mission to succeed, **we need your help** to raise the necessary funds and help those in need. Although COVID briefly disrupted this fundraiser, we are ready to come back, stronger than ever. However, the battle against pediatric cancer cannot be won by any single person; we must come together to face it. Your part could be as simple as **becoming a sponsor**. Our sponsors have the power to change a child's life, support a family, and make our community a better place.

Sponsor benefits could include complimentary T-shirts, lanyards, admissions to the game, organization name and logo on T-shirts, organization sign on the field, and verbal acknowledgment during the game on April 23rd. (See below for more information.)

All proceeds benefit Childhood Cancer treatment through donations to the MSU Pediatric Oncology Clinic, the St. Baldrick's Foundation, or Lansing area families battling cancer. We hope you take the time to consider becoming a sponsor.

Green Sponsor: \$250-\$500

- a thank you in the game program
- website/social media recognition
- 1 free admission/T-shirt
- 1 free lanyard

White Sponsor: \$500-\$1,000

- a thank you in the game program
- website/social media recognition
- 2 free admissions/T-shirts
- 2 free lanyards
- a sign with your name/logo on the field
- organization's name on T-shirt

Gold Sponsor: \$1,000-\$2500

- a thank you in program website/social media recognition
- 4 free admissions/T-shirts
- 4 free lanyards
- a sign with your name/logo on the field
- announcements throughout the game
- logo on T-shirts (bigger than names)

Title Sponsor: \$2,500+

- Recognition as title sponsor for CFAC
- Contact us to build your title sponsorship package!

If you are interested in sponsoring the 2024 Compete for a Cause fundraiser, please scan the QR code or visit the link below and fill out the attached **Google Form** as soon as possible. If you have any questions, please email competeforacause@gmail.com or contact **Kevin Gunns** at **517.230.9983**. Thank you in advance!

<https://forms.gle/mPYMD92wWCEfkyvs5>

