



Splash For a Cure 5K 2022 Sponsorship Opportunities



Dear dedicated supporter,

We are so excited to announce this year's Splash for a Cure 5K will be in person and at a new location. Our goal is to come back bigger and better, just like our little warriors do, but we need your help. By becoming a sponsor, you will be not only be helping to put on a wonderful community event that shows are fighting families that they have a community standing behind them, but also provide direct financial and emotional support to our families with your sponsorship.

We have seen the needs of our families change and grow over the past few years. Families have become even more isolated, to keep their immunocompromised fighter safe. This impacts the siblings activities and daily life too. As prices for everyday things have gone up and everyday people are feeling the financial stress, it's even 10x's worse for these families who were already financially struggling.

The increased isolation and fear has had major impacts on these families. Many events and services that allowed fighting families to gather or enjoy fun experiences were halted in 2020. So they no longer had access to resources they had before to help reduce mental health impacts. We have seen more requests for comfort packages and help with things to bring joy into their lives.

In the first 3 months of 2022, we received about 15 new families, which is the most we have received in that period of time. We have already provided \$10,000 in financial support and delivered 40 comfort packages. We were even able to deliver a comfort package in person for the first time in 2 years. It was amazing to see the impact of that personal connection for the parents and the child.

It is impossible to meet the many needs of our fighting families without the help of businesses like yours that have a heart for our community and giving back to help others. We hope you will join this year and support this year's Splash For A Cure Virtual 5K, Our fighting families are counting on you!

Sincerely,

Ashley Cherrix

Ashley Cherrix
Ishan Gala Foundation
Operations Director & Program Manager

About IGF

The Ishan Gala Foundation has been helping families fighting children's cancer through their treatment journey and after for 17 years. Family is at the core of our foundation and we strive to support all members of the family because we know it's not just the child diagnosed and the parents who are impacted, but siblings too. We lift our families up when they need it through comfort packages and emotional support. We comfort our families by being there and sending reminders that we are here for them during the extremely hard times. We provide financial assistance to our families so they do not have to feel the burden of bills at home, costs associated with travel for treatment, living essential expenses, so they can focus on spending the most time with their family and caring for the child.

Impact

\$112K in research grants

\$124K in financial assistance

500+ comfort packages delivered

250 Christmas entire wish lists fulfilled since 2017



About Splash For A Cure 5K

Splash For A Cure 5K is IGF's signature fundraiser event that has been growing and evolving for the past 13 years. What began as pool party full of food, music, raffles, games and swimming at ACAC adventure Central transitioned into a family friendly 5K and after party in 2015. The event brings out over 150 people out each year. Last year, like many, we had to adapt and did a virtual 5K. This year we will be hosting virtual as well, but we have been able to add in some new sponsor perks to offer more ways to reach customers. We did not see a decrease in our numbers last year and new ways to bring in even more runners this year.

When: Saturday August 27th 8am-1pm

Where: Charlottesville High School

What's in it for you?
































- ⇒ Opportunity to engage your employees in an activity together
- ⇒ Offer discounts to participants to encourage them to checkout your product or services
- ⇒ Associate your brand with community giving
- ⇒ Brand visibility through social media, E-newsletters, runner shirts, etc.



Giving back will grow your business!

- ⇒ 85% of consumers have a more POSITIVE IMAGE of a company when it supports a charity they care about
- ⇒ 83% of Americas wish more of the products and services they use would support charities
- ⇒ 80% of Americans are likely to switch brands to ones that support a charity

Sponsorship level details

Sponsorship levels	Presenting \$5,000	Super Star \$2,500	Star \$1,500	Gold \$500	Silver \$250
Logo on Run Sign-up page and IGF Homepage					
Listed and tagged as sponsor in FB event					
Logo/name on runner shirt	Large Logo	Large Logo	Small Logo	Company name	
Special offer from your business for participants on run sign-up page (Offers will be promoted via emails and social media providing additional marketing opportunities)					
Item in race packet/bag					
Logo in IGF Bi-weekly E-newsletter (Through August)					
Logo on race bibs and top finisher certificates					
Logo on large Splash for a Cure 5K banner (hung at start/finish line and placed prominently during event)					
Booth at event					
Social media spotlight/ad (Facebook & Instagram)	FB ad highlighting sponsorship and event (June-August)	Sponsor spotlight post twice a month (June-August)	Sponsor spotlight post once a month (June-August)	One sponsor spotlight post	One sponsor spotlight post
Race registrations or shirts	8	5	3	2	2 shirts only

2022 SFAC Virtual 5K Sponsorship Application

Company Name: _____

Contact Name: _____

Title/position: _____

Phone number: _____

Email address: _____

Please select sponsorship level:

- ☐ Presenting- \$5,000
- ☐ Super Star- \$2,500
- ☐ Star- \$1,500
- ☐ Gold- \$500
- ☐ Silver- \$250

Please send the following to
ashley@ishangala.org:

- High resolution image of logo
- Images or graphics you for social media promotion
- Content for sponsor spotlight post
Suggestions: What you want potential customers to know about your business, upcoming sales or promotions, why this cause is important to you or your company?

**Please mail check for
payment to:**

**Ishan Gala Foundation
P.O. Box 7692
Charlottesville, VA 22906**

Thank you for making the investment to support this event and the many fighting families in our community.

If you have questions please contact Ashley Cherrix at 434-234-4644 or ashley@ishangala.org.