

the  
**ISHANGALA**  
FOUNDATION

[www.ishangala.org](http://www.ishangala.org)



Splash For a Cure Virtual 5K  
2021 Sponsorship Opportunities



Dear dedicated supporter,

While the past year has been a difficult one for all, Ishan Gala Foundation's programs and ability to support fighting families has not wavered. This is because of people like you, who never stopped believing in our mission and saw the importance of supporting fighting families through the storm we all had to weather. We continued to send our families craft kits and comfort packages full of goodies to put a smile on their faces. We helped put gas in cars for appointments, provided food delivery gift cards, grocery gift cards and even meals to keep families nourished, kept the lights on and homes comfortable and so much more. We even helped one sibling who had outgrown her bed, get a new one including frame, mattress, sheets and pillows. We fulfilled the wish lists of 63 children through the holiday cheer program and since we couldn't host our party, we sent families home with treats, crafts, and gingerbread cookie kits.

This year we even saw growth! We added on a new birthday program to help each fighter and their siblings to feel special and loved on their Birthday by sending them 24 FUN mini cupcakes from Baked By Melissa. We also opened up our financial assistance program to all fighting families in the United States. As we continue to grow, we hope to help more families and provide more services that will improve the quality of life for all families fighting children's cancer. And we can't do that without your help!

This year's Splash For A Cure 5K will be virtual, but we have added in some new creative ways to engage more participants and give more marketing touchpoints for our sponsors. Sponsoring our Splash For A Cure 5K is a great way to show the world the HEART of your company and all the compassion you have for helping families through their darkest hour. It's also a great way to engage your employees and bring them together for a collective cause.

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

\$123K in financial assistance

400+ comfort packages delivered

200 kids Christmas 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 250 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.

### What's in it for you?

- ⇒ Get your brand out to over 2,000 donors and supporters
- ⇒ 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.






**Lacas Coffee**

Our generous sponsor Lacas Coffee is providing free hot and iced coffee to all runners, as well as a free bag of coffee to all finishers!

[View Sponsor Website](#)

---

**Lacas Coupon!**



**THANKS FOR REGISTERING!**

YOUR 5% OFF CODE IS:

**SC5PERC**
























**CLICK [HERE](#) TO GO BACK TO THE LACAS STORE**

This coupon will expire on the day of the race.

Use this coupon to get 5% off of any of the delicious Lacas Coffees - from our Original City Roast to our Fair Trade Organic coffee from Nicaragua.

[View Sponsor Offer](#)

## 2021 SFAC5K Sponsorship levels

Sponsorship levels	Presenting	Super Star	Star	Gold	Silver
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)					
Logo in IGF weekly E-newsletter (Through August)					
Logo on digital race bibs					
Logo on finisher certificates					
Featured Sponsor spotlight article in IGF e-newsletter and emailed to all participants (after event to reach maximum number of participants)					
Social media spotlight/ad (Facebook & Instagram)	Ad highlighting sponsor (June-August)	Sponsor spotlight post once 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



# 2021 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 mail check for  
payment to:**

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

**Please send the following to  
[ashley@ishangala.org](mailto:ashley@ishangala.org):**

- High resolution image of logo
- Any other images you would like used in sponsor spotlight post/article
- Content for sponsor spotlight post/article  
Suggestions: What you want potential customers to know about your business, upcoming sales or promotions (specify dates so we can post accordingly), why this cause is important to you or your company? If you would like each post to be different then please specify which content for each month

**Please select if you would like to receive  
race registration or shirts only:**

- Shirts only
- Race registration codes

**Other Options:**

- Opt out of the FB ad (presenting only)

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](mailto:ashley@ishangala.org).