



EVENT SPONSORSHIP

KID'S CANCER BUZZ-OFF SPONSORSHIP PACKAGES

One Mission is enormously grateful for the support of our sponsors. They are critical to making the Kid's Cancer Buzz-Off a success. We implement a multi-faceted promotional campaign to build awareness for our event and sponsors, typically generating over 80 million impressions over a 5 month period. The following are the sponsorship levels available to those who would like to make a monetary donation or an in-kind donation of a product, service or advertising vehicle with the following values:

PRESENTING SPONSOR: \$150,000*

Benefits:

- Corporate Name and logo throughout the "Shave Area" including the pre-shave line, shaving area and post shave cheering section
 - Meet & Greet and personal photo opportunity with football's finest, Rob Gronkowski
 - Premier placement on the One Mission step & repeat banner and event day signage
 - Website presence:
 - One Mission website throughout the year
 - Kid's Cancer Buzz-Off website throughout the year (home page presence and sponsor page)
 - Kid's Cancer Buzz-Off fundraising site utilized by all event participants & their sponsors, including individual fundraising pages and home page.
 - Corporate name and logo on all emails including email to Buzzees and their donors
 - Corporate name announced/recognized during the Kid's Cancer Buzz-Off
 - Corporate name/logo placed on sponsor video played at event
 - Corporate logo on Kid's Cancer Buzz-Off t-shirt and mutually agreed upon merchandise
 - Exhibit table available to promote corporation during the Kid's Cancer Buzz-Off
- *Co-Presenting Sponsorship opportunities at \$75,000 each; benefits shared accordingly.*

GIVING LIFE CO-SPONSOR: \$50,000

Co-Sponsor: Post Shave Bash, (2) Available

Benefits:

- Corporate Name and logo as the sponsor of the "Post Shave Bash"
- Meet & Greet and personal photo opportunity with football's finest, Rob Gronkowski
- Logo placement on the One Mission step & repeat banner and event day signage
- Promotion on the One Mission website throughout the year
- Website presence:
 - One Mission website throughout the year
 - Kid's Cancer Buzz-Off website throughout the year (premier presence homepage)
 - Individual fundraising pages of event seen by participants and sponsors.
- Corporate name announced/recognized during the Kid's Cancer Buzz-Off
- Corporate name/logo placed on sponsor video played at event
- Corporate logo on Kid's Cancer Buzz-Off t-shirt
- Exhibit table available to promote corporation during the Post Shave Bash

THE KID'S CANCER BUZZ-OFF



SUNDAY JUNE 8, 2014 • GILLETTE STADIUM

GIVING HOPE CO-SPONSOR: \$25,000

Co-Sponsor: MVP Breakfast, (2) Available

Benefits:

- Corporate name and logo as the sponsor of the MVP Breakfast including:
 - Event day signage
 - Pre-Event correspondence to MVPs
- Promotion on the One Mission website throughout the year (sponsor page)
- Promotion on the Kid's Cancer Buzz-Off website throughout the year (sponsor page)
- Promotion on the Kid's Cancer Buzz-Off fundraising site utilized by all event participants & their sponsors
- Corporate name announced/recognized during the Kid's Cancer Buzz-Off
- Corporate name/logo placed on sponsor video played at event
- Corporate logo on Kid's Cancer Buzz-Off t-shirt
- Exhibit table available to promote corporation during the MVP Breakfast

GIVING HELP: \$15,000

Co-Sponsor: Hero Mirror, (2) Available

Benefits:

- Corporate Name and logo as the sponsor for the "Hero Mirror"
- Logo on actual mirror
- Promotion on the Kid's Cancer Buzz-Off website throughout the year (sponsor page)
- Corporate name announced/recognized during the Kid's Cancer Buzz-Off
- Corporate name/logo placed on sponsor video played at event
- Corporate logo on Kid's Cancer Buzz-Off t-shirt

GIVING SUPPORT: \$10,000

Co-Sponsor: Pre-Shave Entertainment Area, (4) Available

Benefits:

- Corporate Name and logo placed in the Pre-Shave "Fun Zone" – Poster Making and Photo Booth including:
 - Logos on posters (2) available
 - Logo on photos (2) available photo booths
 - Merchandise distribution options
- Promotion on the Kid's Cancer Buzz-Off website throughout the year (sponsor page)
- Corporate name announced/recognized during the Kid's Cancer Buzz-Off
- Corporate name/logo placed on sponsor video played at event
- Corporate logo on Kid's Cancer Buzz-Off t-shirt

GIVING SUPPORT: \$5,000

Benefits:

- Promotion on the Kid's Cancer Buzz-Off website throughout the year (sponsor page)
- Corporate name/logo placed on sponsor video played at event

GIVING SUPPORT: \$2,500

Benefits:

- Corporate name/logo placed on sponsor video played at event

OTHER THINGS TO CONSIDER:

- All sponsors have the opportunity to volunteer at the event
- Sponsors at \$10K and above have the opportunity to do product sampling with approval from Gillette
- For media packet only: Corporate Name and logo on all Kid's Cancer Buzz Off promotional materials including radio and TV advertising



Giving Hope.
Giving Help.
Giving Life.®



SUNDAY JUNE 8, 2014 • GILLETTE STADIUM

SPONSORSHIP REGISTRATION

CONTACT INFORMATION

Contact Name

Company (if applicable)

Street Address

City, State, Zip

Phone/Fax

Email

SPONSORSHIP OPPORTUNITIES (PLEASE CHECK YOUR SELECTION)

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor \$150,000 | <input type="checkbox"/> Giving Support \$10,000 (4 available) |
| <input type="checkbox"/> Giving Life Co-Sponsor \$50,000 (2 available) | <input type="checkbox"/> Giving Support \$5,000 |
| <input type="checkbox"/> Giving Hope Co-Sponsor \$25,000 (2 available) | <input type="checkbox"/> Giving Support \$2,500 |
| <input type="checkbox"/> Giving Help \$15,000 (2 available) | |

See previous pages for details on sponsorship benefits.

Please indicate how you would like your donation to be recognized in printed materials:

*Please email an EPS or JPEG file with your logo to ashley.haseotes@one-mission.org

PAYMENT INFORMATION

- Enclosed is a check for \$ _____ made payable to One Mission*
- Please invoice me at the address above

Please return a completed copy of this form with your payment to:

One Mission, Inc. • 1881 Worcester Road • Framingham, MA 01701

For questions, please contact:

Ashley Haseotes at (508) 272-6677 or ashley@buzzforkids.org.

One Mission is a 501 (c) (3) public charity. Federal ID number is 26-3741880.

Your donation is tax deductible to the extent allowed by law.

One Mission | 1881 Worcester Road | Framingham, MA 01701 | (508) 628-9090 | buzzforkids.org



Giving Hope.
Giving Help.
Giving Life.®