



"The Rally for Kids with Cancer has put the FUN into FUN-draising"

Eva Longoria, Honorary Chair and spokesperson since 2009

Eva Longoria

Join our FIGHT against Cancer!



Childhood cancers are the #1 disease killer of children— more than asthma, cystic fibrosis, diabetes and pediatric AIDS combined.



One day there will be a cure for cancer!

- The Rally for Kids with Cancer Foundation strongly believes in this statement. But the journey for a cure will not be possible without **YOUR** support
- Our philosophy is driven by the belief that by making a difference in the lives of children, we are making an invaluable investment in our future, community and our world





About the Rally for Kids with Cancer

- Since its inception in 2008, our events have raised over \$7.5 million for several world-renowned charitable foundations who specialize in research, healing and hope
- This is a testament to what can be done when philanthropic individuals come together with one united vision, the health and well-being of our children!
- In 2010 – the Rally for Kids with Cancer Foundation was formed as a formal 501(c)3 organization



“Every gift in support of children’s health makes a difference...Community support from events like Rally for Kids with Cancer helps patients and their families who rely on SickKids to continue to have access to the best resources and treatment. Through your leadership and innovative concept, the 2010 Rally has raised over \$2,500,000 in support of cancer research”

**- Ted Garrard, President and CEO, SickKids Foundation,
One of the top 4 children’s hospital in the world**

About the Rally for Kids with Cancer, cont'd

Through the events we have executed we've gained the support from some tremendous Celebrities championing our cause and supporting our goal of FIGHTING children's cancer

Past & Present Rally Champions!



Adam Rodriguez



Eva Longoria



Eric Roberts



Goldie Hawn

Past & Present Rally Champions, cont'd

This is just a portion of the incredible support we have received...



Gene Simmons &
Shannon Tweed



Hayden Christensen



Vanessa Rousso &
Chad Brown



Zachary Levi



The cause of most childhood cancers are unknown and at present, can not be prevented. Research is Vital!

Support Our Cause



- In addition to executing several events across North America, the Rally for Kids with Cancer Foundation focuses on providing kids and their families with support and offering experiences of a lifetime
- We are inviting corporations to take part in an amazing opportunity
- In conjunction with IKF Wonderfund in Miami, Florida we are planning on taking some children either recovering from cancer treatment or currently in remission to...

Disney World in Florida on October 1, 2011!

- Please help us make this trip of a lifetime become a reality!

Why Disney?



- Imagine having to deal with a sick child
- Imagine having to see that child face life and death situations on a daily basis
- If you have an opportunity to bring a smile to that child even if only for a moment ...
- You suddenly realize how vitally important making that moment of joy become a reality for that child!
- Disney provides children of all ages the chance to lose themselves in a wonderful place of magic and wonder!

Opportunity of a Life Time

- A trip to Disney is truly the opportunity of a lifetime for many of these children
- This opportunity will provide these IKF kids with an opportunity to experience a fun-filled day of magic in a safe and joyous environment
- A childhood cancer diagnosis has a profound impact on the emotional well-being of kids, as well as, their family members – taking time for fun no longer is a focus, access to the best treatment, care and the fight for life is...



Opportunity of a Life Time

- An initiative of this scope will require the support of generous individuals and sponsors in order to make it happen
- We will need assistance with covering costs such as transportation air & ground, park passes, meals, Disney Parks memorabilia etc., for approx 4-6 children and their parents
- **Help us make this a reality and become a sponsor – your support is needed**





Benefits of Sponsorship

Celebrity Outreach

- Rally for Kids with Cancer will reach out to our entire list of celebrity supporters to help drive awareness of our Destination Disney initiative
- Michael Yo of E!News and Chelsea Lately has offered to provide awareness and generate support of our incredible Disney initiative





Celebrity support generates incredible media exposure...

Generating Awareness

- By utilizing the generous support of celebrities it allows us to spread awareness of children's cancer issues to a wide and receptive audience
- The Rally for Kids – Destination Disney opportunity will provide sponsors with a heart warming storey as well as offer a unique social responsibility platform

***Join our FIGHT a become a voice to thousands
who are currently battling cancer!***

Past & Present Media Support



Marketing Outreach

Good News Travels Fast

- As a Destination Disney sponsor you will be provided with a unique and creative social media campaign that encompasses a strong cause related marketing and corporate social responsibility platform, specially developed
- This initiative will provide incredible exposure that will extend far beyond the sponsorship benefits



Sponsorship Options

We recognize the importance of acknowledging our sponsors - we want to provide your organization with the highest return on investment. In order to achieve this goal, we have the following Destination Disney Sponsorship levels available

We will tailor benefits to suit your requirements:

Higher* sponsorship levels include exposure on our celebrity supporters social marketing network program – Twitter, facebook, youtube
Logo exposure on collateral materials and website with link to company site
Logo on media release
additional benefits will also be provided