

# 30TH ANNUAL DAWN OF A DREAM SPONSORSHIP OPPORTUNITIES

THE DEPOT MINNEAPOLIS  
NOVEMBER 6, 2010

## Children's Cancer Research Fund®

On Saturday, November 6, 2010, nearly 1,000 people will come together at The Depot Minneapolis to celebrate 30 years of research and progress by Children's Cancer Research Fund, an organization which was brought into being with the first Dawn of a Dream gala in 1981. Dawn of a Dream is Children's Cancer Research Fund's signature event and includes a hosted cocktail hour, wine pull, dinner and interactive program, live auction, directed giving appeal and live entertainment. It is a highly emotional and educational evening that invokes excitement for work being done at the University of Minnesota and inspires attendees to be even greater advocates of our mission to eradicate childhood cancer. We hope you will join us at this important celebration!



SYDNEY, CANCER SURVIVOR



RYAN, CANCER SURVIVOR

## REASONS TO SUPPORT DAWN OF A DREAM AS A TABLE SPONSOR


- Community visibility through investing in Children's Cancer Research Fund and the work done at University of Minnesota Masonic Cancer Center.
- Recognition via print, web and media exposure throughout the year.
- Interaction with people committed to Children's Cancer Research Fund's mission of eradicating childhood cancer.
- Alignment with one of the Twin Cities most cutting-edge research institutions.

30TH DAWN OF A DREAM  
**TABLE SPONSOR BENEFITS**

PRINT DEADLINES:

SAVE THE DATE – 4/23/10; INVITATION – 6/25/10, EVENING PROGRAM – 8/31/10

For more information on Sponsorship Opportunities,  
 Please contact Jim Leighton at 952-224-8484 or [jleighton@childrenscancer.org](mailto:jleighton@childrenscancer.org).

|  | PRESENTING<br>\$35,000<br><i>All mentions will include<br/>"Presented By" language</i><br><br>INDUSTRY<br>EXCLUSIVITY | PLATINUM<br>\$25,000 | GOLD<br>\$10,000 | SILVER<br>\$6,000 |
|---|---|----------------------|------------------|-------------------|
| <b>WEB</b>  |   |                      |                  |                   |
| Gala Emails (4-5 qty. w/<br>up to 5,000<br>impressions each)                      | Logo  | Logo                 |                  |                   |
| Website<br>( <a href="http://www.dawnofadream.org">www.dawnofadream.org</a> )     | Logo & link   | Logo & link          | Logo             | Name              |
| Social Network<br>Recognition via<br>Facebook & Twitter                           | Name & link   | Name & link          |                  |                   |
| Post-Gala Recap   | Logo  | Logo                 | Logo             | Name              |
| <b>EVENT</b>  |   |                      |                  |                   |
| Gala Signage  | Logo  | Logo                 | Logo             | Name              |
| Corporate Support<br>Speech Opportunity<br>(by CEO or similar)                    | X   |                      |                  |                   |
| Recognition in Live<br>Event Program  | Logo  | Logo                 | Logo             | Logo              |
| Guest Table(s) of Ten   | 3   | 2                    | 1                | 1                 |
| <b>PRINT</b>  |   |                      |                  |                   |
| Save the Date (5,000 qty.)  | Logo  |                      |                  |                   |
| Invitation (5,000 qty.)   | Logo  | Logo                 | Logo             |                   |
| Evening Program (1,000<br>qty.)   | Logo  | Logo                 | Logo             | Name              |
| Children's Cancer<br>Research Fund<br>Butterfly Newsletter                        | Logo  | Logo                 | Logo             |                   |
| Children's Cancer<br>Research Fund<br>Annual Report                               | Name  | Name                 | Name             | Name              |