

MERCEDES-BENZ OF TAMPA
PRESENTS



wine women & shoes®

BENEFITING THE
CHILDREN'S CANCER CENTER

Brought to you by Watt Plastic Surgery

SPONSORSHIP OPPORTUNITIES



PHOTOS FROM PREVIOUS YEARS



About the Children's Cancer Center

The Children's Cancer Center is a non-profit organization dedicated to serving children and their families who are battling pediatric cancer or chronic blood disorders with emotional, financial, and educational support needed to cope with life-threatening illnesses.



NEARLY

5,000

CHILDREN AND FAMILY
MEMBERS SERVED ANNUALLY



CHILDREN'S
CANCER CENTER
helping children & families cope

92%

ANNUAL DONATIONS
SPENT ON FAMILY
PROGRAMS

30

PROGRAMS AND SERVICES

for all members of the family,
through every step of their
cancer journey

98%

OF CHILDREN DIAGNOSED
with pediatric cancer in the
Tampa Bay area yearly benefit
from our programs and services



CHARITY NAVIGATOR

The Children's Cancer Center has
received the highest rating from
Charity Navigator

About Wine Women & Shoes

Created for those who enjoy fine wine, great style, and supporting a noble cause, Wine Women & Shoes is one of the fastest-growing charity events in the country. Featuring wine tastings, a live and silent auction, high end fashion show, and walk-around boutique marketplace, WWS is a highly successful national fundraising event.

October 5th, 2023

ARMATURE WORKS

\$2.6 Million+

**RAISED IN THE PAST 9 WINE WOMEN & SHOES FOR TAMPA
BAY CHILDREN AND FAMILIES BATTLING PEDIATRIC
CANCER**

550+

**AFFLUENT WOMEN &
MEN IN ATTENDANCE**

10th

**ANNIVERSARY OF
TAMPA'S WINE WOMEN
& SHOES**

80%

**OF ATTENDEES ARE
AGED 30 - 60**

MEDIA STRATEGY

SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print collateral and social media platforms.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Children's Cancer Center information, paid advertisements, Sole Man information, and live and silent auction item descriptions.

E-BLASTS

At least 5 e-blasts will be sent to over 550+ attendees, as well as the Children's Cancer Center's database of nearly 14,000 individuals. Pre-event e-blasts will preview all the fun and excitement, as well as include must-read information to help everyone make the most of the event. Post-event e-blasts will recap winners, express gratitude, and prime the pump for next year's Wine Women & Shoes!

WEBPAGE

Sponsorship information will be available on both Children's Cancer Center's and Wine Women & Shoes' websites. Sponsor information will include links to appropriate sponsor pages.

SOCIAL MEDIA

With an audience of over 5,000 spread across a variety of social media outlets, Wine Women & Shoes will link guests/followers to our mission, our sponsors, and messaging through dynamic, engaging, and fabulous content.



SPONSORSHIP OPPORTUNITIES

Sponsor Level	Cost	Details
Presenting Sponsor (Mercedes-Benz of Tampa)	\$35,000	Wine, Women & Shoes will be promoted as “ <i>Your Company Name Presents Wine, Women & Shoes</i> benefitting the Children’s Cancer Center” This is a visual branding opportunity to be included in the event logo and represented on all marketing materials throughout the event, which includes the marketplace, fashion show and after party. This is the highest level of recognition and brand exposure before, during and post-event.
Title Sponsor (Watt Plastic Surgery)	\$30,000	Wine, Women & Shoes will be promoted as “ <i>Presenting Sponsor presents Wine, Women & Shoes</i> benefitting the Children’s Cancer Center brought to you by <i>your company name</i> ”. This is a visual branding opportunity to be included in the event logo and represented on all marketing materials throughout the event, which includes the marketplace, fashion show and after party. This is the second highest level of recognition and brand exposure before, during and post-event.
Fashion Runway Sponsor (Still Hunting)	\$25,000	This season's latest styles will be showcased during the fashion show, along with many other on stage experiences as guests are seated in a runway style setting. This is a visual branding opportunity where your company's logo is prominently displayed on the two walls of the runway where all eyes are looking. Every aspect of the seated portion of the evening captivates the entire audience and your logo will not be missed.
Entertainment Sponsor (Wiregrass Ranch Foundation)	\$20,000	From the professional entertainers, to the live auction and the announcement of the shoe winners, there is never a dull moment on stage. This is a visual branding opportunity to have your company's logo rotating on the two screens throughout the entire seated portion of the event. Guests will be captivated by these unforgettable on-stage experiences and your company’s logo will compliment every moment of excitement.
Step and Repeat Sponsor (SOLD to Goodwin Mortgage Group & The Nursey Foundation)	\$15,000	As guests enjoy the evening they will find a photo opportunity in a high traffic area of the marketplace to capture each group of attendees. This visual branding opportunity is open for two companies logo to be featured prominently on a vibrant backdrop painted with the Wine, Women and Shoes and Children’s Cancer Center’s logos. These photos are shared by guests on their social media platforms, driving a substantial amount of impressions to your logos well after the event.

SPONSORSHIP OPPORTUNITIES

Sponsor Level	Cost	Details
Sole Men T-Shirt Sponsor (Meat Market)	\$10,000	<p>Sole Men are the infamous volunteers of Wine, Women & Shoes. This group of 60+ men spend their evening manning the bars, promoting all fundraising initiatives, and creating a wonderful atmosphere for guests. Most importantly, they ensure wine glasses are filled at all times! This is a visual branding opportunity for your logo to be placed prominently on the 60+ t-shirts worn by the sole men. Sole Men interact with all 550 guests and stand out in the marketplace, during the fashion show, and all the way into the afterparty.</p>
Key to the Closet Sponsor (Lyrics for Life)	\$10,000	<p>The closet, located in the marketplace, is filled with high end items from partners in our community such as boutique gift bags, home decor, and much more totaling a value of \$20,000+. This is a visual branding opportunity around the closet and on stage when the winner is announced. All 550+ attendees have the opportunity to purchase multiple chances to win all of the items featured in the coveted closet.</p>
Bar Sponsor (Dwell Home Market)	\$10,000	<p>There would be no <i>wine</i> in Wine, Women & Shoes without the well stocked bars that are placed all throughout the venue. This is a visual branding opportunity for your logo to be prominently displayed at all bars in the Marketplace. Every time guests come to and from the bar to refresh their drink, they will see your logo. The bars are one of the highest visited areas among our 550+ guests.</p>
Best In Shoe Sponsor (Soler Cosmetics)	\$10,000	<p>All 550+ attendees have the opportunity to participate in the Best in Shoe competition as they dress to the nines with emphasis on their shoes, competing to walk the runway. This is a visual branding opportunity in the marketplace where your logo is displayed on a platform for all our well healed guests to get their photo taken and show off their style to the judges. The Best in Shoe Sponsor will also have their logo displayed on the screens of the stage as the winners are announced during the show.</p>
Swag Bag Sponsor (Westshore Diamond)	\$7,500	<p>Among the many highlights of the night, the coveted swag bags are filled with items that guests waste no time sifting through. This is a visual branding opportunity on the front of the swag bag to make an impression on our 550+ guests by enriching their experience as the Swag Bag Sponsor. Swag bags are placed in every lounge and each seat giving your company great recognition during and after Wine, Women & Shoes, as they sport these useful bags around town.</p>

SPONSORSHIP OPPORTUNITIES

Sponsor Level

Cost

Details

Live Auction Sponsor

(Flowbird)

\$5,000

During the live auction, guests are provided the opportunity to bid on trips, paintings, and other unique experiences. This is a visual branding opportunity to be featured on the screens for the entirety of the live auction as guests participate in some healthy competition to outbid each other and win these coveted offerings. Among the many captivating moments, the live auction is one of the most anticipated portions of the evening.

Silent Auction Sponsor

(Greco Real Estate)

\$5,000

Bidding wars like no other take place as guests peruse this oasis of opportunities that feature donated items from our community partners ranging from lavish weekend getaways, to chef experiences, designer items and more! This is a visual branding opportunity for your logo to be featured alongside these desirable silent auction items both at the event and online. The Children's Cancer Center database of over 23,000 individuals will receive the silent auction link that features your logo prior to the event.

Bourbon Lounge Sponsor

(Instrumental Wealth)

\$5,000

This corner was created for those with bolder tastes! Located in its own section of the marketplace, this lounge offers a signature bourbon cocktail for guests to sip on. This is a visual branding opportunity where your company logo will be featured in the distinguished bourbon lounge. Many guests stop by this area as they sip and shop through the Marketplace and sample one of the select spirits of the night.

Video Booth Sponsor

(Driven Fit)

\$5,000

Guests of Wine, Women & Shoes are dressed in the latest fashions and eager to capture their fits with their friends and this 360 video booth is the perfect one of a kind opportunity. This dedicated section is a visual branding opportunity to associate your logo with eye-catching backdrops and accessories that only enhance the video. As stories are posted, videos are shared and memories are made, this sponsorship will leave an impression on those looking to relive the night.

Water Bottle Sponsor

(Perfectly Bare)

\$5,000

Wine, Women & Shoes is a marathon, not a sprint, and the water is just as important as the wine. Water bottles will be conveniently placed throughout the marketplace and in each of the swag bags. This is a visual branding opportunity for your company's logo to be featured on the water bottles as guests will be thirsty for some refreshing water as they sip on wonderful wines, shop with exclusive retailers, and bid on auction items.

SPONSORSHIP OPPORTUNITIES

Sponsor Level

Cost

Details

Portable Charger Sponsor

(AT&T)

\$5,000

Phone batteries die quickly when you are capturing every moment of this infamous evening. This is a visual branding opportunity to feature your company on the portable chargers that are placed in the swap bags and given to all 550+ attendees. Become the ultimate compliment of the night as guests will need a recharge from their photo sharing and mobile bidding.

Wine Opener Sponsor

(Rabble Wines)

\$5,000

What is a wine bottle without an opener? This is a visual branding opportunity to feature your company's logo on the wine openers that are used at the bars, in the hands of the sole men, and placed in the swap bags that are given to all 550+ attendees. Bottles go quickly throughout the course of the evening and the wine openers provide the pop that everyone loves to hear!

Wine Stopper Sponsor

(The Lewkowicz Team)

\$5,000

The wine doesn't stop after Wine, Women & Shoes, and every wine lover needs a stopper. This is a visual branding opportunity to feature your company's logo on the wine stoppers that are placed in the swap bags and given to all 550+ attendees. Guests will continue to use their wine stoppers to keep their wine fresh well after the event!

Wine Glass Tag Sponsor

(Impact Holdings)

\$5,000

There's no better accessory for a glass of wine than a wine glass tag. This is a visual branding opportunity for your logo to be placed on each wine glass throughout the evening. These tags will be viewed time and time again as guests sip their way through different vintners, and as their glasses are refreshed during the fashion show.

After Party Flip-Flop Sponsor

(Penelope T)

\$5,000

It's time to keep the dance party going and there's no better way to do that than in comfy flip flops. This is a visual branding opportunity to have your logo featured on the flip flops and the signage that directs guests to this luxury. Make your mark on the after party and provide guests some much needed relief.

SPONSORSHIP OPPORTUNITIES

Sponsor Level	Cost	Details
Pocket Mirror Sponsor 	\$5,000	<p>Pocket Mirrors give guests a glimpse of any touch ups that might be needed throughout the night. This is a visual branding opportunity to feature your company logo on the pocket mirror that is placed in the swag bags and given to all 550+ attendees. All the women that take home their swag bags keep these pocket mirrors in their purses, travel and cosmetic bags and will identify your company with one of the most convenient takeaways of the night.</p>
Champagne Bar Sponsor (Anton Garcia Law)	\$3,000	<p>As guests arrive, they are greeted with a refreshing glass of champagne pulled from this aesthetic collection of glasses. This is a visual branding opportunity for your logo to be featured throughout the Champagne Bar. This dedicated bar for bubbles is always a hit among guests, inevitably ending up a great spot to snap cute photos.</p>
Marketplace Sponsor (Sims Crane & Equipment)	\$3,000	<p>Guests spend the first half of the evening sipping and shopping their way through the marketplace. This is a visual branding opportunity to feature your company's logo on the signage that welcomes guests to the Marketplace. As the event kicks off, guests are eager to take photos and your company will be identified with the start of a truly great night.</p>
Transportation Sponsor (Power Design Inc.)	\$3,000	<p>Before the festivities begin, each attendee receives a what-to-expect email that includes a discount code for guests to use for their transportation to and from the event. This is a visual branding opportunity where your company's logo will be displayed and mentioned alongside the code provided to all guests. During a night full of pleasantries this is another convenient gesture...safety first!</p>
Mirror Positivity Sponsor (The Larson Family)	\$2,500	<p>While ladies freshen up their lipstick and shop the marketplace, they'll look towards the mirrors throughout the marketplace that offer positive, inspiring sentiments to guests. This is a visual branding opportunity to have your logo featured on all the mirrors that captivate guests at every glance. Sole Men will be nearby serving compliments to all the attendees taking trips to the mirrors.</p>

SPONSORSHIP OPPORTUNITIES

Sponsor Level

Cost

Details

Relaxation Station Sponsor

(Dr. Glass MD)

\$2,500

After a long night of mingling, guests look forward to sitting back and relaxing in this area of the after party. This is a visual branding opportunity to have your logo featured at the after party's Relaxation Station as guests get off their feet. Guests look forward to *unwineing* after a long night of sipping, shopping, and enjoying the latest fashions.

Valet Sponsor

(Alex Metallo)

\$2,500

A great way to start Wine, Women & Shoes is to not have to worry about parking. This is a visual branding opportunity to have your logo featured on valet signage at the main entrance of the event. After guests valet their car, our infamous sole men will greet them and escort guests to the main event

Napkin Sponsor

(Vanity Beauty Lounge)

\$2,000

Napkins are the final decorative touch when serving a drink, and a perfect resource to stay freshened up. This is a visual branding opportunity for your logo featured on beverage napkins displayed at every bar throughout the marketplace and in the VIP private lounges complimenting each drink throughout the evening.

Sober Up Station Sponsor

(Replenish IV)

\$2,000

After a night of wine tasting and endless dancing, this dedicated section provides guests some much needed hydration and refreshments. Located at the entry of the after party, this is a visual branding opportunity to have your logo alongside the Sober Up Station. Before guests leave this year's Wine Women & Shoes they will be sure to be supplemented with the necessary supplies to sober up!

Koozie Sponsor

(Heads & Tails)

\$2,000

Guests look forward to building their koozie collection each year to keep their drinks fresh year round! This is a visual branding opportunity to have your logo featured on custom Koozies placed in the swag bags and given to all 550+ attendees. It is safe to say you can never have too many koozies!

SPONSORSHIP OPPORTUNITIES

Sponsor Level

Cost

Details

Make Your Bid Sponsor

(Forever Young Aesthetics)

\$2,500

All guests receive a program upon arrival that includes event details and their bidder number which is used during the live auction and mission moment. This is a visual branding opportunity for your logo to be featured across the back of every program. These programs are raised in the air as guests bid on items and donate to the Children's Cancer Center, associating your logo with an essential component of the event.

After Party Sponsor

(Vanity Beauty Lounge)

\$2,500

Following the show, guests head to the after party to cap off the night with dancing and refreshments. This is a visual branding opportunity to have your logo featured prominently on all signage as guests arrive for this infamous after party. Beyond dancing, guests have the chance to get off their feet and enjoy the final compliments of the evening.

Hand Fan Sponsor

(360 Realty)

\$2,500

Our well dressed guests will need a few moments to cool off throughout the evening and the hand fan sponsorship is a custom opportunity to do just that. This is a visual branding opportunity to have your company's logo printed on the fans that are provided in the swag bags and given to all 550+ attendees. Become a fan favorite!

Breath Mints Sponsor

(Amalie Oil)

\$2,500

There is always space in your purse or pockets for a pack of breath mints. This is a visual branding opportunity to feature your company in the container of breath mints that are placed in the swag bags and given to all 550+ attendees. Staying fresh doesn't end with fashion!

Tissue Sponsor

(Mike & Michelle Team)

\$2,500

Whether guests need tissues the night of or save them for another time, tissues are always right there when you need them! This is a visual branding opportunity to have your logo featured on custom tissue bags provided in the swag bags and given to all 550+ attendees. Simple pleasantries will never get old, this one is sure to go a long way.

SPONSORSHIP OPPORTUNITIES

Sponsor Level

Cost

Details

Hand Sanitizer Sponsor

(Davis Island Apartments)

\$2,000

As guests are grabbing glasses and browsing items, they will need to stay sanitized throughout the evening. This is a visual branding opportunity to have your logo featured on the hand sanitizer bottles placed in the swag bags and given to all 550+ attendees. This swag bag item is a guest favorite to use during and after the event leaving your logo with a lasting impression.

Lip Balm Sponsor

(Magnolia Plastic Surgery)

\$2,000

Every purse is filled with tiny treasures. This is a visual branding opportunity to have your logo featured on the custom lip balm placed in the swag bags and given to all 550+ attendees. As the winter season approaches, guests won't waste a minute transferring the lip balm into their personal purses and bags.

Notebook Sponsor

(The Vein and Vascular
Institute of Tampa Bay)

\$2,000

Whether conducting business or organizing thoughts, a notebook is always a convenient tool to have. This is a visual branding opportunity to have your logo featured on the custom Notebook placed in the swag bags and given to all 550+ attendees. This event is filled with business men and women from all industries who can never have enough notebooks at their fingertips.

Emery Board Sponsor

(The Vein and Vascular
Institute of Tampa Bay)

\$2,000

One of the staple items in the coveted swag bags are custom emery boards. This is a visual branding opportunity to have your logo featured on custom Emery Boards placed in the swag bags and given to all 550+ attendees. Do your part to ensure all the guests are well manicured for months to come!

Lint Roller Sponsor

\$1,500

It is important for guests to keep their wardrobe fresh and lint free at all times! This is a visual branding opportunity to have your logo featured on custom Lint Rollers placed in the swag bags and given to all 550+ attendees. Use it the night of to stay clean or in days to come to maintain the same style.

SPONSORSHIP OPPORTUNITIES

Sponsor Level

Cost

Details

Coaster Sponsor

(Bush Ross Attorneys at Law)

\$1,500

Every great drink needs a coaster to hold its place! This is an opportunity to have your logo featured on a set of coasters included in the swag bags and given to all 550+ attendees. Feature your logo on this popular collectible that's appreciated by many.

Back of Phone Wallet Sponsor

(Papa's Pilar Rum)

\$1,500

Phone wallets are a great way for guests to conveniently carry their ID's and credit cards. This is a visual branding opportunity to have your logo featured on the phone wallets in the swag bags and given to all 550+ attendees. What better way to hold it all together than starting with your most important belongings.

Heel Guard Sponsor

\$1,500

The excitement of the night will have you on your toes and your feet will need some extra support! This is a visual branding opportunity to have your logo featured on the packs of heel guards placed in the swag bags and given to all 550+ attendees. This item is essential in providing guests comfort and ease throughout the evening.

Stain Removal Pen Sponsor

(Haven Title)

\$1,500

Stains are bound to happen, whether it's an accident or not! This is a visual branding opportunity to have your logo featured on custom stain removal pens placed in the swag bags and given to all 550+ attendees. These pens will make sure that amazing moments are the only thing that's permanent about the night.

Lasting Impression Sponsor

(Halo Salt Spa)

\$1,500







Leave a lasting impression on the event attendees by sending the guests home with an item of your choice. This a visual branding opportunity to have your logo featured on the special take away gift at the end of the night. Each year guests are excited to see what the final surprise of the night will be.

Custom Sponsor

























TBD

DIDN'T SEE ANYTHING THAT FITS YOUR COMPANY?
Contact our Assistant Director of Development and Community Engagement, Gracie Goltermann, to discuss how we can create a unique sponsorship opportunity which will meet your company's specific needs! 813-367-5437 ext 8
ggoltermann@childrenscancercenter.org

SPONSORSHIP BENEFITS

	Price	Inclusivity Across All Branding	Industry Exclusivity	Company Shoutout During Show	Featured on Event Signage	Logo on Website	Social Media Exposure	Program Ad	Tickets Included
Presenting Sponsor	\$35,000						Custom Reel	Full Page	Lounge of 8
Title Sponsor	\$30,000						Custom Reel	Full Page	Lounge of 8
Runway Sponsor	\$25,000						Custom Reel	Full Page	8 Front Row
Entertainment Sponsor	\$20,000						Custom Reel	Full Page	6 Front Row
Step and Repeat Sponsor	\$15,000						Custom Reel	Full Page	4 Front Row
Sole Men T-Shirt Sponsor	\$10,000						Custom Reel	Half Page	4 Front Row
Key to the Closet Sponsor	\$10,000						Custom Reel	Half Page	4 Front Row
Bar Sponsor	\$10,000						Custom Reel	Half Page	4 Front Row
Best in Shoe Sponsor	\$10,000						Custom Reel	Half Page	4 Front Row
Swag Bag Sponsor	\$7,500						Custom Reel	Half Page	3 Front Row
Live Auction Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Silent Auction Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Bourbon Lounge Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Video Booth Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Water Bottle Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Portable Charger Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Wine Opener Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Wine Stopper Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Wine Glass Tag Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
After Party Flip Flops Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row
Pocket Mirror Sponsor	\$5,000						In-Feed Post	Half Page	2 Front Row

SPONSORSHIP BENEFITS

	Price	Inclusivity Across All Branding	Industry Exclusivity	Company Shoutout During Show	Featured on Event Signage	Logo on Website	Social Media Exposure	Program Ad	Tickets Included
Champagne Bar Sponsor	\$3,000						In-Feed Post	Quarter Page	2 GA
Marketplace Sponsor	\$3,000						In-Feed Post	Quarter Page	2 GA
Transportation Sponsor	\$3,000						In-Feed Post	Quarter Page	2 GA
Mirror Positivity Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Make Your Bid Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
After Party Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Hand Fan Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Breath Mints Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Tissue Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Relaxation Station Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Valet Sponsor	\$2,500						IG & FB Story	Quarter Page	2 GA
Napkin Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Sober Up Station Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Koozie Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Hand Sanitizer Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Lip Balm Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Notebook Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Emery Board Sponsor	\$2,000						IG & FB Story	Company Listed	1 GA
Lint Roller Sponsor	\$1,500						-	Company Listed	0
Coaster Sponsor	\$1,500						-	Company Listed	0
Back of Phone Wallet Sponsor	\$1,500						-	Company Listed	0
Heel Guard Sponsor	\$1,500						-	Company Listed	0
Stain Removal Pen Sponsor	\$1,500						-	Company Listed	0
Lasting Impression Sponsor	\$1,500						-	Company Listed	0

**THANK YOU
FOR SUPPORTING THE
CHILDREN'S CANCER CENTER!**



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