

GILDA'S CLUB MADISON

SPONSORSHIP OPPORTUNITIES

SUPPORT GILDA'S CLUB MADISON | 2022 EVENT SEASON



**GILDA'S CLUB
MADISON**

An Affiliate of the
CANCER SUPPORT COMMUNITY



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OUR MISSION

To ensure that all people impacted by
cancer are empowered by knowledge,
strengthened by action, and sustained
by community.

WHAT IS GILDA'S CLUB?

Gilda's Club Madison creates a community of free emotional support, cancer education, and hope for children and adults facing any kind of cancer and those who care for them. All programs provided by Gilda's Club are available at no cost thanks to the generosity of individuals and community partners like you. Your support allows us to help our friends, families and neighbors cope with the impact of a cancer diagnosis.



WHY CHOOSE GILDA'S CLUB?

- More than 180,000 cancer survivors live in Wisconsin today and there will be more than 36,000 new diagnoses in 2022 (American Cancer Society)
- In 2020 our programs moved to a virtual platform, allowing us to expand our reach throughout the state.
- Cancer patients are at increased risk of mental health issues including depression (14% more common) and anxiety (29% more common). (Mitchell et al, 2013) Depression is associated with shorter cancer survival. (J Clin Oncol 2010)
- All programs through Gilda's Club, including professionally-facilitated support groups, patient advocacy, and individual /family counseling, are offered free of cost
- Our programs are designed for the whole family, not just the person living with cancer
- We serve thousands of adults and children impacted by any kind of cancer
- Dollars raised here stay local



YOUR COMPANY'S ENGAGEMENT STARTS HERE

Corporate Philanthropy

Community giving, corporate matching gifts, and paid volunteer hours all have a significant effect on how employees feel about their employer. So many lives are touched by cancer, Gilda's Club is a logical choice.

Volunteer Opportunities

When it's safe for us to return to the clubhouse, Gilda's Club seeks to actively engage your employees through volunteering. Volunteer activities allow employees to do work they are excited about and create a tangible community impact while representing your business or organization. Gilda's Club Madison offers a variety of one-time and recurring partnership and volunteer opportunities, including Jeans Days, clubhouse clean-up, event committee members, hosting social events for Gilda's Club members. Volunteers can also share professional skills such as proofreading, graphic design, photography, videography, and medical expertise.

For more information please contact: [Jolene Rudisill](#),
Administrative and Volunteer Coordinator, jolene@gildasclubmadison.org

Red Door Society

Individual donors can help Gilda's Club increase sustainability by joining the Red Door Society—a three-year giving club that makes program expansions possible. Donors commit to a minimum annual gift of \$250. At the \$1,000, \$5,000, and \$10,000 levels, donors receive a memorial/honorarium opportunity in the clubhouse. Red Door Society members help ensure the continuity of programs for many years to come.

For more information please contact: [Lindsey Dalton](#), Development Director,
lindsey@gildasclubmadison.org.

AVIELA'S STORY

Aviela is the winner of the 2021 CUREative Arts visual art contest.

Hi, my name is Aviella and I am 13 years old. I live with my mom who has metastatic breast cancer, dad, two younger brothers and little sister. We have a dog, two cats and a bunch of chickens. I love to draw and especially like Zen tangle.

My art piece is a Zen tangle and it has lots of shapes and patterns. I especially like Zen tangles because I like to play around with different styles, and you don't really need to make a specific shape, you can use any shape that you like.

When I make a tangle I normally do it in pencil first and go over it in pen and sharpie marker. Then I erase the pencil lines and add shading or highlights.

In this tangle I added a girl walking down a path. I colored the girl in with watercolor pencils to make her stand out.

The girl is sad because her mom has cancer. The path she is on is uphill and has many twists and turns. The path represents her life and she doesn't know where it leads, but she keeps going because she wants to get to the end.

I titled it "Time and Prayer," because it takes time for cancer to go away and sometimes it doesn't, but you can always trust God to do what's best and hope that God's will is what you want as well.



CUREATIVE ARTS AND ART SHOW SPONSORSHIPS

Sponsors can now be a part of the magic of CUREative arts programming for children and adults impacted by cancer. Your support will help people express their joys, fears, frustrations, and more through visual arts and other art forms.

About the CUREative Art & Writing Contest for Teens

Open to any teen with a cancer connection, age 13-19, who lives in the state of Wisconsin.

The teen may be a cancer survivor, have a loved one with cancer, have experienced a death to cancer, or has been touched in some way in their life by cancer. Art will be exhibited as part of the Gilda's Club Community Art Show (see below), including a virtual exhibit. There will also be an awards reception where sponsors will be announced.

About the Gilda's Club Community Art Show

Showcasing the creative artwork of those impacted by cancer who are involved in Gilda's Club Madison's cancer support programs, as well as entries from the statewide teen CUREative Art & Writing Contest. Art will be on display for 1 week in a public location. Artwork will also be viewable online.

PRESENTING (limited to 2) \$3,000+

- Opportunity to share brief remarks during CUREative Art & Writing Contest awards reception (may be virtual in 2022)
- Personalized social media post recognizing partnership
- Logo and thank you in 1 monthly GildaGram email newsletter to over 4,500 members and supporters
- Logo and thank you in 1 weekly "What's Happening" email newsletter to members
- Prominently displayed logo during the week-long, public art show
- Logo prominently displayed in virtual exhibit booklet
- Logo on event webpages

CUREator \$2,000+

- Verbal mention during CUREative Art & Writing Contest virtual awards reception (may be virtual in 2022)
- Logo on social media marketing promotion
- Logo displayed in window during the week-long, public art show
- Logo prominently displayed in virtual exhibit booklet
- Logo on event webpages

MUSE \$1,000+

- Name displayed in window during the week-long, public art show
- Acknowledgement in virtual exhibit booklet
- Name on event webpages

Additional Sponsorship Opportunities Available (including in-kind, prizes & giveaways, media, etc)

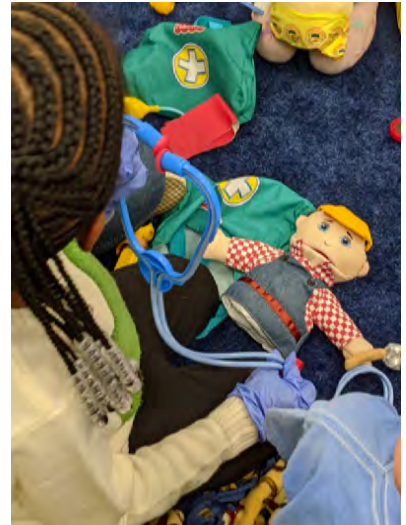
PROGRAM SPONSORSHIPS

Throughout the year, we offer hundreds of programs for men, women, children and teens impacted by cancer. You can directly sponsor programs to reduce overhead costs and have a significant impact on the members we serve.

GOLD DIRECT PROGRAM SPONSORSHIP \$7,500

Direct program sponsorship at this level has a significant impact on the ability of Gilda's Club to offer free, professionally-supported, weekly support groups, patient advocacy, and one-to-one short-term counseling. Recognition at this level would include:

- Logo on the Gilda's Club website
- Acknowledgement on web-based calendar items, TBD
- Logo on postcard mailing to members three times per year
- Logo (or photo) and thank you twice per year in member e-blast "What's Happening"
- Annual social media post, with content input from sponsoring organization



SILVER DIRECT PROGRAM SPONSORSHIP \$5,000

Direct program sponsorship at this level has a significant impact on the ability of Gilda's Club to grow and enhance programming as needed to meet the ever-changing needs of our members. Recognition at this level would include:

- Logo on the Gilda's Club website
- Acknowledgement on web-based calendar items, TBD
- Logo on postcard mailing to members twice per year
- Logo and thank you once per year in member e-blast "What's Happening"

BRONZE DIRECT PROGRAM SPONSORSHIP \$2,500

Direct program sponsorship at this level has a significant impact on the ability of Gilda's Club to introduce new one-time workshops, children's programming, and educational lectures. Recognition at this level would include:

- Logo on the Gilda's Club website
- Acknowledgement on web-based calendar items, TBD
- Logo on postcard mailing to members once per year

TECHNOLOGY SPONSOR: \$5,000 (or two co-sponsors at the \$2,500 level)

Sponsor name will be listed on the web-based calendar for all programs that are offered virtually. Recognition on printed promotional pieces for programs offered virtually.

ONE YEAR OF A MONTHLY SUPPORT GROUP: \$2,500

Monthly support groups are provided by mental health professionals. Partners may sponsor Breast Cancer, Gynecological Cancer, Prostate Cancer, Blood Cancer, or our Young Survivor support groups. Sponsor name will be listed on the web-based calendar and logo will be included on all printed promotion of the sponsored groups.

"I still don't know what we would do without Gilda's Club. I feel the impact that it's had on my family and others...it's unbelievable. There aren't a lot of unbelievable things left in the world, but Gilda's is one of them."

-Myriah,
Gilda's Club Member



COMMUNITY GIVES DAY - GILDA RADNER'S BIRTHDAY

June 28th is the birthday of the inspiration of our movement, Gilda Radner. In 2022, we are marking this moment by joining our national network in nearly 50 communities in the U.S. and Canada for Community Gives Day. We invite you to join us in paying tribute to Gilda's legacy on this special day by supporting all people impacted by cancer.

In 2022, our goal is to raise \$7,500 for Everyday Adventures programs. These could include equine therapy, group hikes, canoeing, nature watercolors, forest bathing, and more. All are aimed at providing therapeutic alternatives to talk therapy.

Your sponsorship will be used as a match challenge and inspire others to give.



\$2,500 LEVEL

- Acknowledgment and logo in e-blasts and social media posts related to Community Gives Day, with over 23,000 emails and impressions
- Logo on Community Gives web page
- Logo and thank you once per year in member e-blast "What's Happening"

\$1,000 LEVEL

- Acknowledgment in e-blasts and social media posts related to Community Gives Day, with over 23,000 emails and impressions.
- Logo and thank you once per year in member e-blast "What's Happening"

COMMUNITY GIVES DAY SPONSORSHIP

SIGNATURE EVENT SPONSORSHIP

Your best opportunity for year-long exposure. Signature Event Sponsorship is an annual investment of \$5,000 in support of our families, neighbors, and co-workers dealing with a cancer diagnosis—so that no one faces cancer alone. This sponsorship level includes recognition at all four of our signature fundraising events in the following ways:

GILDA'S BACKYARD BBQ

June 16, 2022—Gilda's Club backyard

- Recognition on event website
- Logo on event signage
- Live recognition at event
- 4 tickets to the event

OVER THE EDGE FOR CANCER SUPPORT

July 24, 2022—Hilton Madison Monona Terrace

- Recognition on event website
- Recognition on event signage
- Live recognition at event
- Recognition on participant t-shirt
- 1 Rappel

RED DOORS GOLF OUTING

September 12, 2022—Nakoma Golf Club

- Recognition on event website
- Recognition on event signage
- Live recognition at event
- First rights to purchase a foursome by March 1, 2022
- 4 tickets to reception/program and auction event

GILDA'S RUN/WALK

October 16, 2022—Starts and ends at Mead & Hunt
Virtual option also available.

- Recognition on event website
- Logo on event signage
- Live recognition at event
- Logo included on all printed event materials
- Recognition on participant t-shirts
- 10 registrations to the Run/Walk



This casual and fun event draws an audience of Gilda's Club's donors and friends. The Backyard BBQ is held in the backyard of the clubhouse with live music, live auction, and silent auction. It focuses on raising funds for Gilda's Club family programming. Enjoy the company of good friends, good food and a relaxed atmosphere at this socially-distanced event. Tickets are limited!

Date: June 16, 2022

Location: Gilda's Club Madison

Estimated attendance: 250

PRESENTING: \$5,000 (2 Available)

- 8 complimentary tickets to the Backyard BBQ
- Reserved table at the event
- Prominent logo on invitation (sent to more than 1,000 households) and all promotional materials
- Podium presence at the event
- Company banner at the event (provided by sponsor)
- Logo on event website



BARBEQUE MASTER: \$2,500

- 6 complimentary tickets to the Backyard BBQ
- Reserved table at the event
- Live recognition at the event
- Logo on printed materials at the event
- Logo on event website

CHARCOAL 'N' MATCH: \$1,000

- 4 complimentary tickets to the Backyard BBQ
- Reserved table at the event (Special in 2022!)
- Logo on printed materials at the event
- Live recognition at the event
- Logo on event website



MARINADE: \$500

- 2 complimentary tickets to the Backyard BBQ
- Recognition on printed materials at the event
- Recognition on event website

MEDIA

- Media sponsorship opportunities are available



GILDA'S BACKYARD BBQ

OVER THE EDGE

This unique fundraiser is just what it sounds like! Participants go Over the Edge for cancer support. Exciting sponsorship opportunities and team building experiences are available to your organization. During the festivities, join the fans to cheer on our participants as they rappel down from the top of a building!

Date: July 24, 2022 at Hilton Madison Monona Terrace
Estimated rappellers: 75

SUMMIT: (Presenting Sponsors): \$10,000 (5 Total Rappellers)

- Five rappeller participant slots with no fundraising required
- Logo featured on all promotional materials and recognition in media press releases
- Logo on event t-shirt and helmet used by rappellers during the event
- Prominent logo on event signage and website
- Recognition in social media as well as volunteer and member newsletters
- Live recognition at the event with significant podium presence

TOSS THE BOSS: \$5,000 (3 Total Rappellers)

- Nominate a willing 'Boss' to rappel and rally other employees to raise \$1,000 (beyond \$5,000 sponsorship). If your boss doesn't want to rappel, they must raise the \$1,000 and nominate another willing employee to rappel in their place
- Two (2) additional rappeller participant slots with no fundraising required
- Logo on event t-shirt, signage, and website
- Social media promotion prior to the event and photo of boss and/or team at event
- Live recognition at the event

ASCEND: \$4,000 (2 Total Rappellers)

- Two (2) rappeller participant slots with no fundraising required
- Logo on event t-shirt, signage, and website
- Live recognition at the event

BASE CAMP: \$2,500 (1 Rappeller)

- One (1) rappeller participant slot with no fundraising required
- Recognition on event signage and website
- Logo on event t-shirt
- Live recognition at the event

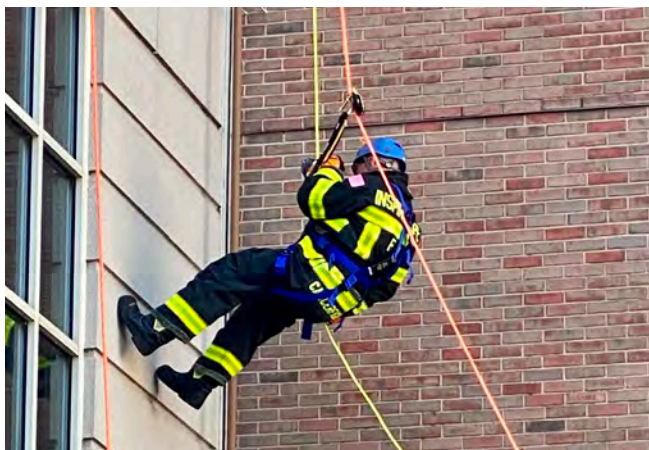
ROPES: \$1,000

- Recognition on event t-shirt, signage, and website
- Volunteer opportunities the day of the event.
- Live recognition at the event

MEDIA

- Media sponsorship opportunities are available

NOTE: If you or your staff are interested in fundraising and participating as rappellers, each person is asked to raise \$1,000. It is a phenomenal team building experience. While only two people rappel at a time, groups of 4-6 travel to the roof together. In some cases, businesses with employees that are fundraising and rappelling have matched funds raised by employees instead of sponsoring at the above levels.



RED DOORS GOLF OUTING



The “Best Tasting Round of Golf” features sips and samples throughout the course. Spend the day with us and enjoy delicious food and beverages from amazing area restaurants and vendors. Red Doors Golf traditionally sells out. Secure your sponsorship by February 1st to ensure you have a foursome.

Date: September 12, 2022
Location: Nakoma Golf Club
Estimated Attendance: A full field of 144 golfers

PRESENTING: \$15,000 (2 Available)

- 1 Foursome (includes 4 reception tickets)
- 6 additional reception tickets
- Prominent logo on all promotional materials as “Co-Presenter of Red Doors Golf”
- Letter crafted and sent to your affiliated businesses to announce sponsor relationship
- Logo featured on event materials, signage, and media
- Significant podium presence at the evening reception
- Company banner at event (provided by sponsor)
- Logo on event website

TITLE: \$10,000

- 1 Foursome (includes 4 reception tickets)
- 4 additional reception tickets
- Logo on event materials and signage
- Podium presence during the reception
- Logo on event website

PLATINUM: \$5,000

- 1 Foursome (includes 4 reception tickets)
- 2 additional reception tickets
- Logo on event materials and signage
- Verbal recognition during reception
- Recognition on event website

GOLD: \$2,500

- 1 Foursome (includes 4 reception tickets)
- Recognition on event signage
- Verbal recognition during reception
- Recognition on event website

FOURSOME + HOLE SPONSOR: \$1,850

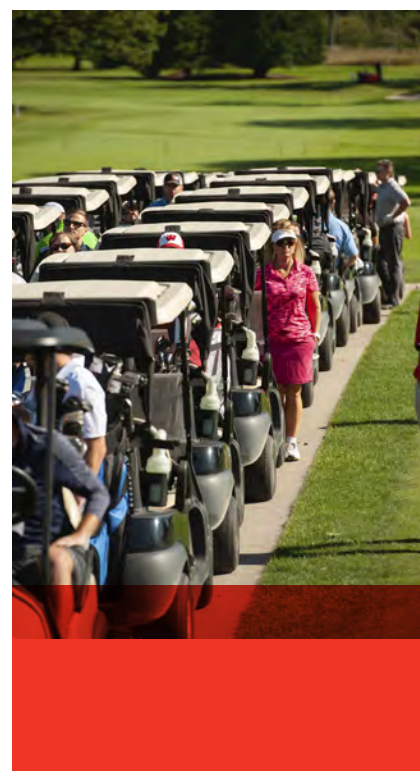
- 1 Foursome (includes 4 reception tickets)
- Signage on course

HOLE: \$850

- 4 tickets to reception
- Signage on course

MEDIA

- Media sponsorship opportunities are available



GILDA'S RUN/WALK

Gilda's Run/Walk is a great family-friendly, corporate team building and community fundraiser for all ages. Join us for our annual Run/Walk including a virtual option. Participants run a 5K or walk two miles before enjoying a Ruth's Chris burger. Thank you gifts are awarded to top fundraisers. Sponsors are encouraged to actively involve their employees and community partners in this event.

Date: October 16, 2022

The virtual option allows participants to run or walk any time between October 13 and 22.

Location: Starts/ends at Mead & Hunt, 2440 Deming Way, Middleton

Estimated attendance: 1,000

PRESENTING: \$5,000 (2 Available)

- Prominent logo featured on printed event materials, and signage, press and media
- Podium presence at event
- 25 complimentary registrations for Run/Walk
- Logo prominently printed on participant t-shirts
- Company banner at event (provided by sponsor)
- Logo prominently recognized on event website
- Logo prominently displayed on event day

GOLD: \$2,500

- 15 complimentary registrations for Run/Walk
- Logo displayed on participant t-shirts
- Company banner at event (provided by sponsor)
- Logo on event website
- Logo prominently displayed on event day

SILVER: \$1,000

- 10 complimentary registrations for Run/Walk
- Recognition on participant t-shirts
- Recognition on event website
- Logo displayed on event day

BRONZE: \$500

- 5 complimentary registrations for Run/Walk
- Recognition on participant t-shirts
- Recognition on event day

MEDIA

- Media sponsorship opportunities are available



THANK YOU

Thank you for considering including Gilda's Club Madison in your giving! Next year, more than 36,000 of our friends, family and neighbors around Wisconsin will hear the words, "You have cancer."

These words can be devastating. But with Gilda's Club by their side, we can make this journey together. Your gift will help ensure that we are here for decades to come! Every gift counts and your support makes a BIG difference.



Yes! I want to support Gilda's Club Madison in 2022!

Organization Name _____

Contact Person _____ Title _____

Work Phone _____ Mobile Phone _____

Business Street Address _____

City _____ State _____ Zip _____

Email Address _____

Payment Types: Send Invoice/Check Enclosed/Credit Card (enter detail below)

Credit Card # _____ Exp. ____/____/____ Security Code _____

This represents a 2022 commitment to Gilda's Club Madison in the amount indicated.

Sponsorship Level (e.g. Presenting) _____ Event _____

Program Sponsorship _____

I/We give permission to Gilda's Club Madison to use our/my name and logo as a sponsor for the event(s) chosen above for all event materials.

Signature _____ Date _____

Please send completed form and preferred logo to:

Gilda's Club Madison 7907 UW Health Ct. Middleton WI, 53562

Or email: Lannia@gildasclubmadison.org

Questions? Call 608.828.8880