



**GILDA'S CLUB
MADISON**
An Affiliate of the
CANCER SUPPORT COMMUNITY

GILDA'S CLUB MADISON

PARTNERSHIP OPPORTUNITIES

OUR LOCAL CANCER SUPPORT COMMUNITY | 2023



OUR MISSION

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

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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?

- Nearly 300,000 cancer survivors live in Wisconsin today and there will be more than 39,000 new diagnoses in 2023 (Wisconsin Cancer Collaborative)
- We expanded our programs to a virtual platform, allowing us to serve individuals and families across Wisconsin as well as in our local community
- Cancer patients are at increased risk of mental health issues including depression, anxiety, and sleep disturbance. In addition, 73% of cancer patients with depression do not receive treatment for mental health. (Niedziedz 2019) 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
- Dollars raised here stay local

EMPLOYEE ENGAGEMENT

Employee engagement is trending downward nationally (Gallup 2022). Did you know that volunteerism and philanthropic activities can help employees feel more connected with and proud of their employer? With Gilda's Club your team can create a tangible community impact while representing your business. There are a variety of one-time and recurring partnership and volunteer opportunities, including clubhouse clean-up, mini fundraisers, event committees, and hosting social events for Gilda's Club members. Volunteers can also share professional skills such as proofreading, design, photography, videography, and medical expertise.

JAYME'S STORY

Jayme's eyes filled with tears as he took in his doctor's words: "I'd be surprised if you were dead in three months, but I'd be equally surprised if you were alive in three years." His thoughts immediately went to his three-year-old daughter, Veronica.

How would he and his wife share this news with Veronica? How could his little girl handle a life without a father? How could he face this pancreatic cancer diagnosis, especially at his young age?

Fortunately, Jayme knew immediately that he had someplace to turn to: Gilda's Club. In fact, Jayme's family already had a long history with Gilda's Club.

His sister received a brain cancer diagnosis and was the first to become involved with Gilda's Club. After Jayme's diagnosis, his dad received his own diagnosis. "We've had a lot of family need for it. The beauty is that we always know where to go," Jayme explains.

Because Jayme was already familiar with Gilda's Club, he was able to become involved right away, shortly after starting treatment.

He recalls his first time walking into Gilda's Club. "There's no hint of hospital. I was really taken aback by how comfortable it makes you feel right away."

For Jayme, the piece that meant the most to him was that his daughter Veronica was being supported during his cancer treatment and beyond, no matter what the outcome may be. "That's the biggest thing that Gilda's gave me...that she'd be in good hands even if I died. That she'd get that support and help."

More recently, Jayme was able to take advantage of our Patient Advocate. When his insurance told Jayme that he owed them \$10,000 in overpayments for his cancer treatment, Jayme worked with Gilda's Patient Advocate, Debby. They brainstormed how to approach it, and ultimately they were able to successfully fight it.

Jayme, his wife, and daughter got through that terrifying time, and he grins as he shares their happy ending: "She's nine, and I'm still here."

He and his extended family continue to advocate for Gilda's Club to ensure that no one faces cancer alone. You'll see them among our top fundraising teams at Gilda's Run/Walk year after year.



"She's nine, and I'm still here."

DIRECT PROGRAM SPONSORS

Program Sponsorship is the most direct sponsorship opportunity, immediately impacting families facing cancer. Your gift will help Gilda’s Club reduce overhead costs and have an impact on the members we serve.

GOLD DIRECT PROGRAM SPONSORSHIP \$7,500

We are relaunching our children, teen, and family programs in February. Would you like to be a featured month-long sponsor of Family Night programming? 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 honoring your support



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”

ONE YEAR OF A MONTHLY SUPPORT GROUP: \$2,500-\$3,000

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.

ONE-TIME WORKSHOP OR SOCIAL SPONSOR: \$1,000

At Gilda’s Club Madison we come together to share experiences, learn about the latest treatments, incorporate healthy eating and recipes into our lives, and have a little fun just to leave cancer in the dust for a little while. Your support of a one-time program will include your logo on printed promotional materials, business name and link on the calendar promotion, and name/link in our weekly member e-blast to more than 3,000 people.

THERAPEUTIC ART PROGRAMMING AND SHOW SPONSORS

Sponsors can now be a part of the magic of therapeutic 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 Therapeutic Arts

Therapeutic arts have been used as a positive stress reliever for years. Its benefits are becoming more and more well known, making art a common choice as an alternative way to help deal with stress and anxiety. Art plays a different role in every person’s life in an intricate way, allowing many people to process emotions and reduce stress as they create.

About the Gilda’s Club Community Art Show

This community event showcases the creative artwork of those impacted by cancer who are involved in Gilda’s Club Madison’s cancer support programs, as well as the broader Gilda’s community. Art will be on display for public viewing as well as viewable online.

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

- Business/organization name listed as a sponsor on therapeutic arts programming on the Gilda’s Club calendar
- Verbal recognition at art reception
- Personalized social media post recognizing partnership
- Logo and thank you in 1 monthly GildaGram email newsletter to over 4,500 members and supporters
- Logo or photo and thank you in 1 weekly “What’s Happening” email newsletter to members
- Prominently displayed logo during the week-long, public art show
- Logo on art show website and prominently displayed in virtual exhibit booklet

CUREator \$1,500+

- Verbal recognition at art reception
- Logo on social media marketing promotion
- Logo displayed during the week-long, public art show
- Logo prominently displayed in virtual exhibit booklet
- Logo on event webpages

MUSE \$500+

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

WANT TO PURCHASE ART SUPPLIES DIRECTLY? VISIT OUR AMAZON WISHLISTS

<https://www.amazon.com/hz/wishlist/ls/2PIBKHYQKX8XV>
<https://www.amazon.com/hz/wishlist/ls/LPC1TFHA5NE1>

SIGNATURE EVENT SPONSORS

Signature Event Sponsorship is your best opportunity for year-long exposure. This annual investment of \$5,000 includes recognition through (and optional involvement in) all signature fundraising events:

GILDA'S BACKYARD BBQ

June 15, 2023—Gilda's Club backyard

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

RED DOORS GOLF OUTING

September 11, 2023—Nakoma Golf Club

- Recognition on event website
- Recognition on event signage
- Live recognition at event
- First rights to purchase a foursome by March 1, 2023
- 4 tickets to reception/program and auction event

**GILDA'S RUN/WALK**

October 1, 2023—Starts/ends at Gilda's Club

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

AND PICK ONE

- Direct Program Sponsorship and recognition on the Program Calendar, website, and printed promotion materials. (Program TBD)
- OR**
- Red Doors Golf Foursome (\$1,400 value for \$1,250 when chosen as part of the Signature Sponsorship.)

"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

BACKYARD BBQ SPONSORS

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, auction, and adult beverage tastings on a laid-back summer evening. It focuses on raising funds for Gilda's Club family programming. Enjoy the company of good friends, good food and a relaxed atmosphere.

Date: June 15, 2023

Location: Gilda's Club Madison

Estimated attendance: 300

PRESENTING: \$5,000 (2 Available)

- 8 complimentary tickets to the BBQ
- Large 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 BBQ
- Large 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 BBQ
- Small reserved (or shared) table at the event
- Logo on printed materials at the event
- Live recognition at the event
- Logo on event website

**MARINADE: \$500**

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

**MEDIA**

- Media sponsorship opportunities are available

RED DOORS GOLF OUTING SPONSORS



RED DOORS GOLF OUTING SPONSORS

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 11, 2023
 Location: Nakoma Golf Club
 Estimated Attendance: A full field of 144 golfers

PRESENTING: \$15,000 (2 Available)

- 2 Foursomes (includes 8 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

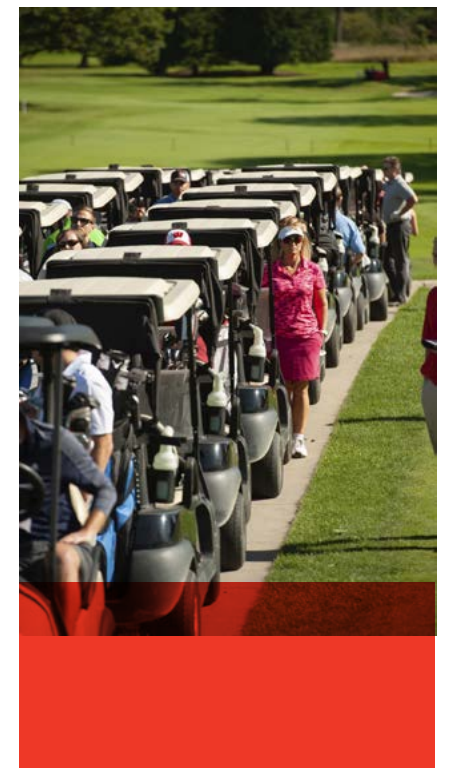
- 1 Foursome (includes 4 reception tickets)
- Signage on course

HOLE: \$850

- 4 tickets to reception
- Signage on course

MEDIA

- Media sponsorship opportunities are available



Foursome: \$1,400

GILDA'S RUN/WALK SPONSORS

Gilda's Run/Walk is a great family-friendly, corporate team building and community fundraiser for all ages. Participants run a 5K , walk two miles, or participate virtually. In-person participants get to enjoy a delicious 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 as participants and/or volunteers.

Date: October 1, 2023
 Location: Starts/ends at Gilda's Club Madison, 7907 UW Health Ct. Middleton The virtual option allows participants to run or walk any time in October. 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 39,000 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 2023!

Organization Name _____

Contact Person _____ Title _____

Work Phone _____ Mobile Phone _____

Contact for Run Team or Golf Foursome (if different than above) _____

Business Street Address _____

City _____ State _____ Zip _____

Email Address _____

Payment Types: Send Invoice Check Enclosed Process Credit Card (enter details below or call)

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

This represents a 2023 commitment to Gilda's Club Madison in the amount indicated.

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

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