



## 5K RUN & FUN WALK

[www.ConquerRun.org](http://www.ConquerRun.org)

**SATURDAY,  
SEPT. 23, 2017  
HERSHEYPARK**

**Presented by:**



A member of the MassMutual Financial Group

# SPONSOR OPPORTUNITIES

## EVENT NAMING SPONSOR — \$10,000

### *Exclusive Sponsorship - Reserved*

- Your executive can assist with the event kick-off and awards ceremony
- Sponsor recognition at kick-off and awards ceremony
- Sponsor name/logo prominently listed on all promotional materials, which include event brochures, posters and social media promotion.
- Prominent placement of name/logo on event t-shirt
- Sponsor tent and table at event
- Exclusive Sponsor recognition at Finish Line
- Sponsor name/logo on 48" x 24" sign at event
- Sponsor name/logo with link on [www.ConquerRun.org](http://www.ConquerRun.org)
- Complimentary registration for your corporate team of ten (10) people
- Event t-shirts for your corporate walk/run team of ten (10)
- Tour of the Penn State Children's Hospital and lunch for ten (10) representatives
- Option to brand the mile markers on the event course

## CHRISTOPHER MILLARD SPONSOR — \$5,000

### *4 Sponsorships Available*

- Sponsor recognition at kick-off and awards ceremony
- Sponsor name/logo listed on all promotional materials, which include event brochures, posters and social media promotion. Commitment must be made by July 28, 2017.
- Sponsor name/logo on 36" x 24" sign at event
- Sponsor name/logo with link on [www.ConquerRun.org](http://www.ConquerRun.org)
- Sponsor logo on event t-shirt
- Sponsor tent and table at event. Option to sponsor a special area for the participants at event
- Complimentary registration for your corporate team of six (6) people
- Event t-shirts for your corporate walk/run team of six (6)
- Tour of the Penn State Children's Hospital and lunch for six (6) representatives

*(continued on back)*



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**Donovan Bertram**  
HONORARY HERO

# SPONSOR OPPORTUNITIES

## DIAMOND SPONSOR — \$2,500

- Sponsor name/logo on 24" x 16" sign at event
- Sponsor name on event t-shirt
- Sponsor logo on [www.ConquerRun.org](http://www.ConquerRun.org)
- Complimentary registration for your corporate team of four (4) people
- Event t-shirts for your corporate walk/run team of four (4)
- Tour of the Penn State Children's Hospital and lunch for four (4) representatives



## PEDIATRIC CANCER SPONSOR — \$1,000

- Sponsor name on [www.ConquerRun.org](http://www.ConquerRun.org)
- Complimentary registration for your corporate team of two (2) people
- Event t-shirts for your corporate walk/run team of two (2)
- Tour of the Penn State Children's Hospital and lunch for two (2) representatives



**FOUR  DIAMONDS**  
— Conquering Childhood Cancer —

 **PennState Health**  
Children's Hospital

# SPONSOR COMMITMENT FORM

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**SPONSOR NAME**

(Please PRINT or TYPE the sponsor name as it should appear on event materials.)

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**ADDRESS**

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**CITY****STATE****ZIP**

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**CONTACT NAME**

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**PHONE****EMAIL****SPONSORSHIP LEVEL****AMOUNT ENCLOSED** Event Naming Sponsor — \$10,000 Christopher Millard Sponsor — \$5,000 Diamond Sponsor — \$2,500 Pediatric Cancer Sponsor — \$1,000 I/We will forward the digital copy of our business logo to Kelly Walker at [kwalker4@pennstatehealth.psu.edu](mailto:kwalker4@pennstatehealth.psu.edu) by July 28, 2017.  
(Preferred digital format is EPS. Please note, the earlier we receive your logo the faster we can include it in our online promotional materials.)**PAYMENT OPTIONS** Check (payable to Four Diamonds) Credit Card:  VISA  MASTERCARD  AMEX  DISCOVER

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**CREDIT CARD NUMBER****CVV**

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**EXP. DATE****AMOUNT TO CHARGE**

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**SIGNATURE**

(717) 531-6086  
[www.FourDiamonds.org](http://www.FourDiamonds.org)

**ATTN: CONQUER RUN**

Four Diamonds  
1249 Cocoa Avenue, Suite 115 (MC HS20)  
P.O. Box 852  
Hershey PA 17033

# SPONSORSHIP LEVELS

For more information on sponsorships, please contact: Suzanne Graney at 717-531-1316 or sgraney@pennstatehealth.psu.edu

THANK YOU FOR YOUR SUPPORT!

## 2017 SPONSORSHIP LEVELS

	EVENT NAMING SPONSOR	CHRISTOPHER MILLARD SPONSOR	DIAMOND SPONSOR	PEDIATRIC CANCER SPONSOR
Company representative assists in kick-off and awards ceremony	✓			
Recognition at kick-off and awards ceremony	✓	✓		
Sponsor name/logo on promotional materials	Prominent listing	✓		
Tent or table at event	✓	✓		
Signage at event	48" x 24"	36" x 24"	24" x 16"	
Company recognition on t-shirt	Prominent logo placement	Logo	Name only	
Tour of Penn State Children's Hospital and lunch for company representatives	For 10 company representatives	For 6 company representatives	For 4 company representatives	For 2 company representatives
Recognition on website	Logo with link	Logo with link	Logo only	Name only
Run or walk registrations	10 with complimentary t-shirts	6 with complimentary t-shirts	4 with complimentary t-shirts	2 with complimentary t-shirts

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

The Four Diamonds team would be happy to work with you to develop a customized sponsorship package to meet your company needs. Please contact Suzanne Graney at sgraney@pennstatehealth.psu.edu or 717-531-1316 for details.

Sponsorship levels included above are for cash donations. Category exclusivity is offered at the top two levels on a first response basis.



# WALK, RUN AND CONQUER.

## 5K RUN & FUN WALK

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### ABOUT FOUR DIAMONDS

- Four Diamonds was founded in 1972 by Charles and Irma Millard in memory of their son Christopher who lost his battle with childhood cancer.
- Since then, Four Diamonds has served nearly 4,000 families receiving pediatric cancer care at Penn State Children's Hospital.
- The mission of Four Diamonds is to conquer childhood cancer, and we do that in the following ways:

**Superior Care** – Four Diamonds supports a world-class medical care team that includes pediatric oncologists, nurse specialists, social workers, music therapists, child life specialists, a clinical nutritionist, a genetic counselor, a clinical psychologist, a pharmacist, a neuropsychologist and a chaplain.

**Comprehensive Support** – Four Diamonds covers all expenses for the care and treatment of childhood cancer patients not covered by insurance. Four Diamonds also assists families with emergency expenses that have the potential to disrupt the welfare of their child's health.

**Innovative Research** – Research is the only hope we have for a cure, which is why Four Diamonds continues to invest in life-saving research at Penn State Children's Hospital and Penn State College of Medicine. Four Diamonds supports more than 80 pediatric cancer research professionals who are learning more about cancer and how treatments can be more effective while minimizing long-term side effects to help save the lives of children everywhere.

### WHY SUPPORT FOUR DIAMONDS?

- More children die from cancer than any other disease — more than asthma, cystic fibrosis, diabetes and pediatric AIDS combined.
- One in 330 U.S. children will develop cancer by the age of 19. An estimated 16,000 children will be diagnosed with cancer this year.

Sources: [www.acco.org](http://www.acco.org) and [www.cancer.org](http://www.cancer.org)



- Because of research and major treatment advances, more than 80 percent of children with cancer now survive 5 years or more. However, some forms of childhood cancer have proven so resistant to treatment that a cure is still elusive. Childhood cancers that continue to have a very poor prognosis include: brain stem tumors, metastatic sarcomas, relapsed acute lymphoblastic leukemia and relapsed non-Hodgkin's lymphoma.



### ABOUT THE CONQUER RUN

- The event is a 5k run and fun walk. Since 2014, the event has been held at Hersheypark in Hershey, Pa.
- Since 2008 the event has raised nearly \$800,000 for Four Diamonds.
- Participants include community members, competitive runners, and children and families that have received direct support from Four Diamonds.
- The number of participants has grown steadily since the event started and includes all ages and fitness levels.
- All net proceeds from the event go directly to Four Diamonds to support programs and services for children treated for pediatric cancer at Penn State Children's Hospital and to the Four Diamonds Pediatric Cancer Research Institute.