



Summer/Fall 2019

Dear Friend and Supporter,

Cancer has been Florida's number one cause of death for the last eight years. An overwhelming amount of families have suffered an unspeakable loss, as cancer doesn't just affect one person but the entire family. It has a ripple effect that can be felt for years, as it takes an emotional and financial toll on every person involved.

The HEADstrong Foundation a 501c(3) non-profit organization created by the late Nicholas "HEAD" Colleluori is helping families navigate the emotional, financial, logistical and residential storm of cancer. Whatever it may be, HEADstrong is there every step of the way as they know first hand how difficult this journey with cancer can be.

Nick Colleluori was a sophomore at Hofstra when he found out he had terminal non-Hodgkins Lymphoma. From that moment on his focus shifted from winning lacrosse games to battling cancer. HEADstrong knows the difficult road that so many Floridians are facing every day, which is why Cheryl Colleluori knew the perfect place to expand the Running aHEAD of Cancer 5k was to take the mission to South Florida.

"The expansion of our 5k series to Florida means so much as it allows the expansion of our mission. We are thrilled for this inaugural event to get off the ground and believe it will be a catalyst for other areas to follow. From the bottom of our hearts, thank you for keeping our founder, my son Nicholas' legacy alive." stated Cheryl Colleluori President of HEADstrong foundation and Nick's Mom.

On Sunday September 22, 2019 HEADstrong in collaboration with Victory Sports Management will be hosting Running aHEAD of Cancer, a 5k Race and 1 Mile Fun Run/Walk at TY Park in Hollywood, Florida.

The expansion series is intended to engage supporters throughout the country by providing an outlet aligning with their athletic interests. HEADstrong and Victory's vision is to scale a series of 5K's throughout the country which will take place on the week of September 21, commemorating the anniversary of HEADstrong founder Nicholas Colleluori's terminal diagnosis of non-Hodgkin's Lymphoma.

"Victory Sports is excited for the opportunity to partner with the HEADstrong Foundation and the Running aHEAD of Cancer 5K and 1 Mile Fun Run/Walk," remarked Danny Howard, President and CEO of Victory Sports Management. "The opportunity to present the HEADstrong Foundation and their excellent mission to the South Florida community was a driving force behind the partnership. Their passion and drive for their cause are second to none, and we look forward to growing with HEADstrong for many years to come."

On behalf of those we humbly serve we strongly ask for your endorsement and support. Please review a full listing of event sponsorship opportunities (Attached). We would be truly honored to have you stand with us in support of this extremely important cause that affects so many South Florida residents. Thank you for your consideration and generosity.

For more information on Running aHEAD of Cancer 5k Race and 1 Mile Walk, please contact Jeff Baxter at [Jeff@headstrong.org](mailto:Jeff@headstrong.org) or 610-461-5987 x307.

Join us in getting aHEAD of Cancer. Help us cross the finish line!

For Nick,

Cheryl Colleluori  
HEADstrong President

Running aHEAD of Cancer 5k • Ft. Lauderdale

# SPONSORSHIP OPPORTUNITY



1

Amazing Local Event

1

Great Price

1

Great Cause

Running aHEAD of Cancer 5k - September 22, 2019 - Ft. Lauderdale, FL  
TY Park • 3301 North Park Road, Hollywood, FL 33021



## Presenting Sponsor • \$5,000 Investment

- Naming rights for Running aHEAD Of Cancer 5K.
- Company representative to officially start the race and outing with a shotgun start.
- Company logo prominently displayed on HF website and event materials.
- Company logo displayed on participation gift.
- Company name featured in event press announcements
- Company logo prominently displayed on all sponsorship hole and mile signage.
- Company logo featured in event specific promotional social media content.
- (10) Race Bibs for Running aHEAD of Cancer 5K
- Company banner displayed at check-in area at both events.
- Opportunity for company literature and promotional items to be included in swag bag.
- On-site promotional space - 10"x10" vending space.
- (2) Linked social media posts.
- Volunteer opportunities for your employees.

## Victory Sponsor • \$1,500 Investment

- Company logo displayed on event pages.
- Company logo displayed on participation gift.
- (4) Race Bibs for Running aHEAD of Cancer 5K
- Opportunity for company literature and promotional items to be included in swag bag.
- Volunteer opportunities for your employees.

## Relentless Sponsor • \$3,000 Investment

- Company logo prominently displayed on organization website and event materials.
- Company logo displayed on participation gift.
- Company logo displayed on organization website and event materials.
- (6) Race Bibs for Running aHEAD of Cancer 5K
- Opportunity for company literature and promotional items to be included in swag bag.
- On-site promotional space - 10"x10" vending space.
- (2) Linked social media posts.
- Volunteer opportunities for your employees.

## Remission Sponsor • \$750 Investment

- Company listing displayed on event pages and
- Company logo displayed on participation gift.
- (4) Race Bibs for Running aHEAD of Cancer 5K
- Company signage provided by sponsor to be displayed on golf and race course
- Opportunity for company literature and promotional items to be included in swag bag.
- Volunteer opportunities for your employees.

## Supplemental Sponsor Opportunities

- Hydration Station - \$500 - Company logo displayed prominently
- Prominent signage sponsor (Awareness / In Memoriam) \$250/per race course

## Empower Sponsor • \$500 Investment

- Company listing displayed on event pages.
- Company logo displayed on participation gift.
- (2) Race Bibs for Running aHEAD of Cancer 5K
- Opportunity for company literature and promotional items to be included in swag bag.



Running  
aHEAD  
of CANCER



SUNDAY 9.22.2019 FT. LAUDERDALE . FL

## SPONSORSHIP FORM

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Sponsorship Level:  Presenting Sponsor  Relentless Sponsor  Victory Sponsor  
 Remission Sponsor  Empower Sponsor

Supplemental Sponsor:  Hydration Station  Prominent Signage Sponsor

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Payment Type:  Online Payment  Credit Card  Check (Make Payable to HEADstrong Foundation)

Cardholder's name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Signature: \_\_\_\_\_

*\* All logos for displays must be digitally provided to us by 8/23/19*

**Thanks  
You for  
Your  
Support!**

For more information and online payments, please visit [www.HEADstrong.org](http://www.HEADstrong.org)  
or contact Jeff Baxter • [jeff@headstrong.org](mailto:jeff@headstrong.org) • 610-461-5987 x307

Please return form and payment information to:

HEADstrong Foundation  
Attn: Sponsorship Opportunity  
232 Green Avenue • Holmes, PA 19043