



Summer/Fall 2019

Dear Friend and Supporter,

Cancer does not have a face until it's someone you know or love.

For 79,890 families in Pennsylvania this year their lives will be drastically altered by the earth shattering news of a cancer diagnosis.

More than 3,000 patients and their families travel to Philadelphia to seek lifesaving treatment at some of the best hospitals in the country and they do so at all costs. Cancer tugs at the heart strings and on your wallet, seeking life saving care can be costly. Now put yourself in their shoes, what would you do?

Located in Delaware County, HEADstrong is right in Philadelphia's backyard which is home to some of the nations best Hospitals for cancer care. The HEADstrong Foundation a 501c(3) non-profit organization created by the late Nicholas "HEAD" Colleluori that 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.

"It's been an honor to host families giving them accessibility to the best possible treatment options. We are so grateful to the entire Swarthmore community for embracing us and being such wonderful neighbors." exclaims Cheryl Colleluori, President of HEADstrong Foundation and Nick's Mom.

On Sunday September 22, 2019, HEADstrong will be hosting Running aHEAD of Cancer 5k Run and 1 Mile Walk at Swarthmore College Stadium, in Swarthmore, PA. All proceeds will support HEADstrong's mission and help local families in need.

"We are delighted to welcome supporters of the HEADstrong Foundation to Swarthmore for the Running aHEAD of Cancer 5K Run and Walk," said Swarthmore Mayor Martin Spiegel. "As the mayor of Swarthmore Borough, I'd like to express the pride we have as a community for this amazing cause and we welcome the event to our town with open arms."

Nick's House is proud to call Swarthmore home. It has been a home away from home for many patients and their families coming to the tri-state area for cancer treatment. The 5k will take runners through a scenic route of the town, and as an added bonus you can even bring your dog!

Running aHEAD of Cancer 5k Run and 1 Mile Walk is more than just a race, it's a way for people to come together in support of HEADstrong's mission supporting local families affected by cancer. They need your support now more than ever.

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 the amazing local families and an extremely important cause. 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 or 610-461-5987 x307. We hope you join us in getting aHEAD of Cancer. Help us cross the finish line! Thank you!

For Nick,


Marty Spiegel
Swarthmore Mayor & Chairman


Cheryl Colleluori
HEADstrong President

Running aHEAD of Cancer 5k • Swarthmore

SPONSORSHIP OPPORTUNITY



1 Amazing Local Event

1 Great Price

1 Great Cause

Running aHEAD of Cancer 5k - September 22, 2019 - Swarthmore, PA
Swarthmore College Stadium - Field House Lane, Swarthmore, PA



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 SWARTHMORE . PA

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
or contact Jeff Baxter • 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