



Winter 2023

Dear Friend and Supporter,

Please join us as we host the inaugural Pack It Philly in support of the HEADstrong Foundation on Friday, May 19, 2023. This exclusive corporate event at Live! Casino in Philadelphia will provide employees with the opportunity to step out of the office and help those affected by cancer while also encouraging team bonding.

Our founder, Nicholas "HEAD" Colleluori, had a vision from his hospital bed 16 years ago to start a nonprofit organization that provides direct service to patients and families through emotional, financial, and residential support, which continues in his memory. As we strive to increase our programs in the local community and across the country, comfort kits are one of the ways that the HEADstrong Foundation assists patients that are currently undergoing treatment. Filled with items designed to help support those currently undergoing treatment and sent out on a weekly basis, HEADstrong provides approximately 5,000 comfort kits yearly to patients across the country via direct mailings and to local hospitals. Deliveries are made quarterly to hospitals in the greater Philadelphia area including but not limited to Penn Medicine, Children's Hospital of Philadelphia, Inspira, MD Anderson and Main Line Health.

Today, we ask you to consider supporting Pack It Philly through sponsorship and participation. Attached are details for your review. Your colleagues can help us achieve our goal of 5,000 comfort kits to provide hope, comfort and healing to those fighting. To learn more about Pack It Philly, how you can become involved and the comfort kits HEADstrong provides to patients visit [headstrong.org/packit](http://headstrong.org/packit).

We thank you for considering the HEADstrong Foundation and look forward to partnering with your organization to make Pack it Philly a success for years to come!

For Nick,

Cheryl Colleluori  
HEADstrong President

Chelsea Pohl  
HEADstrong Community Engagement Manager

# SPONSORSHIP OPPORTUNITIES

Friday, May 19, 2023



**Pack It  
PHILLY**

	27 Club - \$2700	Teammate - \$5000	HEADline - \$7500	Elite - \$10,000	Mission - \$15,000	Relentless - \$25,000	Victory - \$50,000	MVP - \$75,000	Presenting - \$100,000
Number of Employees	4	10	15	20	25	35	45	55	75
Company Logo Included On Event Website	✂	✂	✂	✂	✂	✂	✂	✂	✂
HEADstrong Wristband For Each Employee	✂	✂	✂	✂	✂	✂	✂	✂	✂
Team Photo Opportunity	✂	✂	✂	✂	✂	✂	✂	✂	✂
Company Logo Listed On Event Day Signage	✂	✂	✂	✂	✂	✂	✂	✂	✂
Social Post Of Companies Commitment (Welcome)		✂	✂	✂	✂	✂	✂	✂	✂
Logo Displayed On Rotating Screens Event Day		✂	✂	✂	✂	✂	✂	✂	✂
Company Logo Included On Insert Card by May 1, 2023		✂	✂	✂	✂	✂	✂	✂	✂
Company Listed In Press Release			✂	✂	✂	✂	✂	✂	✂
Oppportunity To Provide Sponsor Branded Item (approved by HEADstrong and provided by sponsor)				✂	✂	✂	✂	✂	✂
Company Logo On HEADstrong Branded Item (Relentless - Journal, Victory - Headbuff, MVP/Presenting - Blanket)						✂	✂	✂	✂
Company Logo Listed On Digital Marketing w/ commitment by March 1, 2023 - 850K+ impressions							✂	✂	✂
Inclusion In Post Event Thank You Ad in Philadelphia Business Journal							✂	✂	✂
Post Event Billboard Acknowledgment							✂	✂	✂
Inclusion In Pre Event Ad in Philadelphia Business Journal w/ commitment by March 1, 2023								✂	✂
Speaking Opportunity At The Event									✂
Listed As Presenting Sponsor On All Collateral Material									✂

\* All logos for displays must be digitally provided to us by 5/5/23

**Thank  
You for  
Your  
Support!**

For more information and to sign up please visit [www.HEADstrong.org](http://www.HEADstrong.org)  
or contact Chelsea Pohl • [cpohl@headstrong.org](mailto:cpohl@headstrong.org)

Please return form and payment information to:

HEADstrong Foundation  
Attn: Pack It Philly  
1330 MacDade Blvd, Unit 2 • Woodlyn, PA 19094