



560 Sylvan Avenue, Suite 1225
Englewood Cliffs, New Jersey 07632
Phone (201) 569 5595 | Fax (201) 569 5597
www.MaxCure.org

On May 21 & 22 of 2016, The Max Cure Foundation and Casa Grande Union High School will hold the “Cactus Classic” Championship Football Tournament at Union High School. The event will feature the top junior league football teams throughout Arizona in four different age divisions fighting for the right to be titled **Cactus Champions**. The proceeds will benefit The Max Cure Foundation (MCF), a national 501(c)(3) childhood cancer foundation, and Casa Grande Union High School’s athletic program.

MCF was founded in 2008 with a mission to fund research, financially support families in need and military families who have a child with cancer; and through vigorous advocacy efforts to pursue legislative and regulatory changes seeking to benefit children with cancer and at the same time, raise awareness to the needs of those fighting pediatric cancers.

MCF was founded after a 4-year-old boy named Max was diagnosed with a rare form of childhood cancer. Max’s family quickly learned about the lack of research funding and the severe financial strain families go through when their child is diagnosed. MCF currently provides monthly support to 31 families in 13 states, including four Arizona families whose child is in active treatment at Phoenix Children’s Hospital. The RBB AZ program includes a family of 7 who lives in Casa Grande, and whose 3-year-old son was recently diagnosed with cancer.

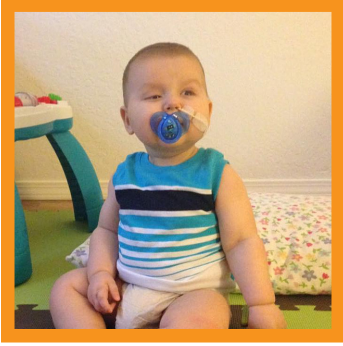
Our local families and the Union High School athletic department **need your support!** MCF is offering additional exposure to businesses interested in one of the many sponsorship levels as well as in-kind donation contributions for our weekend long Chance Drawing. Your contribution is tax-deductible and we will provide a donation receipt for tax purposes (please refer to your tax professional). Every sponsorship donation helps provide much needed support to these families who often have to leave their jobs in order to provide full-time care to their child.

Donors and sponsors enjoy wonderful visibility in Casa Grande Arizona and beyond, demonstrating their charitable commitment to thousands of attendees and local social media supporters. Sponsors will receive recognition on both our print and email invitations, media announcements, website event and registration pages, event programs and banners and more! Drawing donors will receive recognition in our event program and in the item’s physical display, on our website event and registration pages. Finally, all donors may provide marketing materials that will be displayed during the event for participant’s to review and/or take home.

We would be honored to add your company’s name to our list of prominent sponsors for this year’s event. Attached is the sponsorship deck and action donation form for you to take advantage of this opportunity. Please visit www.MaxCureFoundation.org to learn more about us.

Thank you for your support of local families whose children are fighting for their lives and supporting the boys who play hard for those who can’t.

THEY DEPEND ON US. WE DEPEND ON YOU.



Finn, age 1, Flagstaff, Arizona

Finn was diagnosed with a very rare form of brain cancer at the young age of 9 weeks old. Finn has underwent two open brain surgeries, five months of chemotherapy protocols, three bone marrow transplants and serious post surgical complications including blood clots, seizures and a small stroke. He experiences long-term side effects due to his treatments. Finn is currently in active treatment and is cared for by his Mother, Father and older Sister.



Buddy, age 7, Phoenix, Arizona

Buddy was diagnosed with a rare form of brain cancer known as DIPG. Only 1% of children with this diagnosis are long-term survivors. Buddy has lived through tumors covering his spine, two major brain surgeries, and multiple rounds of intense chemotherapy and radiation. Buddy lives with his Mother and older sister in a one bedroom apartment and they take the bus to the hospital because they cannot afford a car.



Faith, age 10, Show Low, Arizona

Faith was diagnosed at age 9 with Medulloblastoma. She finished her last round of chemotherapy in July of 2015. She has weekly physical and occupational therapy due to the damage caused by both the cancer and the treatments and an MRI and spinal tap every three months. Faith lives with her Mother, Father and five siblings on a single family income as her Mother has to provide constant care for her while she recovers.



Zaiden, age 3, Casa Grande, Arizona

In December of 2015, Zaiden was diagnosed with a 15 cm Wilms' Tumor on his right kidney at the young age of two. The medical team had to remove the tumor along with the kidney. If they didn't find the tumor when they did, it would have spread to his liver. Zaiden has been through radiation treatment and has 25 weeks of chemotherapy treatment. He lives with his Mother, Father and five siblings ranging from 17 years to 4 months old.



THERE ARE MANY MORE
STORIES JUST LIKE THESE
PLEASE HELP US HELP THEM



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Title Sponsorship - \$10,000

- Designation as title sponsor of the event on all event collateral, advertising, and promotions, including email blasts and social media (approx. 1.5 million impressions);
- Five honorable mentions on MCF social media accounts (approx. 250,000 impressions);
- Press release submitted to local media outlets announcing participation as presenting sponsor;
- Prominent logo placement in at least three (3) Casa Grande Dispatch and TriValley Central advertisements including print and display ads;
- Naming rights for 2016 Roar Beyond Barriers Arizona program with logo on webpage;
- Logo on all drawstring bags handed out to every player;
- Logo prominently included in all event signage and in "step and repeat" photo backdrop;
- An individual Sponsor Banner featuring your name and logo hung at the playing fields during the weekend;
- Full-page recognition in event program;
- Special recognition at event by emcee multiple times during the weekend;
- Option to speak and present prize trophies to the winning teams;
- Name listed in at least three email blasts to local MCF followers and event attendees (approx. 5000 impressions), and at least one email blast to national MCF followers (approx. 25,000 impressions);
- Category Exclusivity;
- First right of refusal for 2017 event;
- Business logo on MCF website as 2016 Platinum Sponsor;
- Business name and logo on event page;
- Prominent logo on all marketing materials including invitations;
- Prominent logo on Max Cure Facebook Event Page;
- Logo on all event specific Facebook Ads;
- Commemorative plaque naming you or your business as Title Sponsor of the event;
- Option to include coupon, product or flyer in player goodie bag;
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Sponsorship will include a scholarship for one (1) team to play in the tournament.

Official Media Partner





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Trophy Sponsorship - \$5,000

- Press release submitted to local media outlets announcing participation as platinum sponsor
- Logo included in all event signage;
- Logo included on Sponsor Banner hung at the playing fields during the weekend;
- Half-page recognition in event program;
- Prominent logo placement in at least three (3) Casa Grande Dispatch and TriValley Central advertisements including print and display ads.
- Company name listed on rubber wristbands along with Max Cure Foundation's #RoarForACure which will be handed out to all players during registered during the tournament.
- Special recognition at event by emcee multiple times during the weekend;
- Name listed in at least three email blasts to local MCF followers and event attendees (approx. 5000 impressions), and at least one email blast to national MCF followers (approx. 25,000 impressions);
- Business logo on MCF website as 2016 Gold Sponsor;
- Business name and logo on event page with link back to business website;
- Business name and logo on Roar Beyond Barriers Arizona page as official supporter;
- Logo on all marketing materials including invitations;
- Logo on Max Cure Facebook Event Page;
- Logo on all event specific Facebook Ads;
- Three honorable mentions on MCF social media pages (approx.. 150,000 impressions);
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Opportunity to put a coupon, product or flyer in player goodie bag;
- Sponsorship will include a scholarship for one (1) team to play in the tournament.

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Touch Down Sponsor \$2,500

- Logo included in all event signage;
- Logo included on Sponsor Banner hung at the playing fields during the weekend;
- Quarter-page recognition in event program;
- Prominent logo placement in at least three (3) Casa Grande Dispatch and TriValley Central advertisements including print and display ads.
- Special recognition at event by emcee at least three times during the weekend;
- Name listed in at least three email blasts to local MCF followers and event attendees (approx. 5000 impressions), and at least one email blast to national MCF followers (approx. 25,000 impressions);
- Business logo on MCF website as 2016 Silver Sponsor;
- Business name and logo on event page with link back to business website;
- Business name and logo on Roar Beyond Barriers Arizona page as official supporter;
- Logo on all marketing materials including invitations;
- Logo on Max Cure Facebook Event Page;
- Honorable mention on MCF social media pages (approx.. 50,000 impressions);
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Opportunity to put a coupon, product or flyer in player goodie bag;
- Sponsorship will include a scholarship for one (1) team to play in the tournament.

First Down Sponsor \$1,000

- Logo included on Sponsor Banner hung at the playing fields during the weekend;
- Logo placement in event program;
- Special recognition at event by emcee on Sunday;
- Name listed in at least three email blasts to local MCF followers and event attendees (approx. 5000 impressions), and at least one email blast to national MCF followers (approx. 25,000 impressions);
- Business logo on MCF website as 2016 Bronze Sponsor;
- Business name and logo on event page with link back to business website;
- Logo on Roar Beyond Barriers Arizona page as official supporter;
- Logo on all marketing materials including invitations;
- Logo on Max Cure Facebook Event Page;
- Honorable mention on MCF social media pages (approx.. 50,000 impressions);
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Opportunity to put a coupon, product or flyer in player goodie bag;



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Individual Team Sponsor \$750

Many young athletes are unable to participate in tournament play due to financial constraints. By becoming a Team Sponsor, you are giving the gift of play to young athletes and providing one (1) team a full scholarship so they may participate in the tournament.

Your donation will cover the registration of an entire team, up to 30 players and will include the following:

- Logo included on Team Sponsor Banner hung at the playing fields during the weekend;
- Logo placement in event program;
- Special recognition at event by emcee on Sunday;
- Business name and logo on event page with link back to business website;
- Logo on Roar Beyond Barriers Arizona page as official supporter;
- Logo on all marketing materials including invitations;
- Logo on Max Cure Facebook Event Page;
- Honorable mention on MCF social media pages (approx.. 50,000 impressions);
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Picture plaque of your sponsored team at the tournament.
- Opportunity to put a coupon, product or flyer in player goodie bag;

Grid Iron Sponsor \$500

- Logo included on Sponsor Banner hung at the playing fields during the weekend;
- Logo placement in event program;
- Name listed in at least three email blasts to local MCF followers and event attendees (approx. 5000 impressions), and at least one email blast to national MCF followers (approx. 25,000 impressions);
- Business name and logo on event page with link back to business website;
- Logo on Roar Beyond Barriers Arizona page as official supporter;
- Logo on Max Cure Facebook Event Page;
- Honorable mention on MCF social media pages (approx.. 50,000 impressions);
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Opportunity to put coupon, product or flyer in player goodie bag;

Community Sponsor \$250

- Logo included on Sponsor Banner hung at the playing fields during the weekend;
- Logo placement in event program;
- Business name and logo on event page;
- Logo on Roar Beyond Barriers Arizona page as official supporter;
- Logo on Max Cure Facebook Event Page;
- Opportunity to have a display table with marketing materials and/or vehicle at the event.
- Opportunity to put coupon, product or flyer in player goodie bag;



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Sponsor Information

IRS 501(c)(3) EIN: 26-3862577

Payment

Return forms and payment to:

The Max Cure Foundation, Inc.
c/o Erica Bailey
1290 S. Crossbow Place
Chandler, Az 85286

Make checks payable to:

The Max Cure Foundation

OR:

Make a payment online at:

MaxCure.org/FootballSponsor

Email PDF of form to:

Erica@MaxCure.org

Questions?

Contact Erica Bailey at
(480) 273-6398 or
Erica@MaxCure.org

Deadline for Sponsorship:

April 15, 2016

All proceeds will benefit The Max Cure Foundation's Roar Beyond Barriers Arizona Program. The Max Cure Foundation is an IRS recognized 501(c)(3) non-profit organization. All donations are tax deductible in accordance with IRS regulations. Please consult with a tax professional for further information.

Thank You For Your Support!

Cactus Classic Charity Football Tournament 2016 Sponsorship Commitment Form

HELP MAKE A DIFFERENCE AND BECOME A SPONSOR TODAY!

Company or Individual Name _____

Address _____

City _____ State _____ Zip Code _____

Contact Name _____ Phone _____

Contact Email _____

Company Website _____

Sponsorship Level:

- | | |
|---|---|
| <input type="checkbox"/> Title Sponsor \$10,000 | <input type="checkbox"/> First Down Sponsor \$1,000 |
| <input type="checkbox"/> Trophy Sponsor \$5,000 | <input type="checkbox"/> Grid Iron Sponsor \$500 |
| <input type="checkbox"/> Touch Down Sponsor \$2,500 | <input type="checkbox"/> Community Sponsor \$250 |
| <input type="checkbox"/> Community Sponsor \$250 | |
| <input type="checkbox"/> Other Donation Amount: _____ | |

Form of Payment:

- ☐ CHECK ENCLOSED (Make Payable to: The Max Cure Foundation)
- ☐ PAID ONLINE
- ☐ IN-KIND DONATION
- ☐ CREDIT CARD: _____

Number

Exp. Date

CSV Code

- ☐ BILLING ADDRESS IS SAME AS LISTED ABOVE

Printed Name (Same as Card)

Signature

OGDEN UT 84201-0029

In reply refer to: 4077591934
Feb. 09, 2016 LTR 4168C 0
26-3862577 000000 00

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BODC: TE

MAX CURE FOUNDATION INC
% RICHARD L PLOTKIN
560 SYLVAN AVE STE 1225
ENGLEWD CLFS NJ 07632-3171



028824

Employer ID Number: 26-3862577
Form 990 required: YES

Dear Taxpayer:

This is in response to your request dated Jan. 21, 2016, regarding your tax-exempt status.

We issued you a determination letter in FEBRUARY 2009, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).