



2021 Corporate Sponsorship Package

triumph!

uncorked●



triumphfound.org





Dear Prospective Partner:

Thank you for the opportunity to submit this application for sponsorship of our Foundation's annual Triumph Uncorked fundraiser. Funds raised will be used to assist cancer survivors in our community. The past year has been challenging for all of us due to the pandemic. No one has been left untouched, but some have been impacted more than others. Small nonprofits, like ours, have had a more difficult path in securing funding to provide services, while being faced with unanticipated additional costs due to reformatting all programming, as well as purchasing exercise equipment to provide to each of our participants. The survivors that we serve have also received a double blow of a cancer diagnosis which has, in turn, made them more vulnerable to the risk of contracting COVID-19 due to being immune-compromised. Despite all of this, Triumph Cancer Foundation has navigated through the obstacle course and continues to proudly provide vital services to our cancer community.

A cancer diagnosis and subsequent treatment can have significant ramifications on a survivor's overall quality of life. The impact of treatment on a survivor's physical fitness can be profound and may include loss of muscle mass, extreme fatigue, and reduced stamina. Published medical research indicates that survivors who exercise report less exhaustion, as well as an overall increase in their health, wellness and quality of life. Exercise is also a key component in reducing a cancer survivor's chance of recurrence. And in the era of COVID-19, exercise is proven to boost the immune system – a critical component needed for survivors with compromised immune systems due to treatment. As many of us know through personal experience or that of a loved one, forging ahead as a cancer survivor is oftentimes daunting or lonely. Reengaging in exercise, or beginning for the first time, can be difficult for a survivor who doesn't "recognize" their new body, fears injuring themselves, and has low self-esteem. Very few programs exist to support the physical recovery process. Triumph Fitness was created to fill this critical gap and help survivors in recapturing their lives.

On October 16, 2021, Triumph Cancer Foundation, a Sacramento-based nonprofit and 501(c) (3), will host the 11th annual Triumph Uncorked event, proudly presented by Delta Dental. Our Foundation is watching the guidelines of both the State and the CDC to determine which format our event will take, virtual or in-person at Helwig Winery. We will be contacting all sponsors as decisions are made to coordinate on sponsor benefits based upon Triumph Uncorked's format. While we truly hope to be celebrating together at Helwig Winery, we also know that last year's virtual event was successful, engaging, and showcased all our sponsors well.

Triumph Uncorked supports the unique programs offered by Triumph Cancer Foundation to local cancer survivors in the Sacramento region. Triumph Fitness is our signature 12-week program – a program designed specifically to assist adult survivors in their recovery process. Survivors are taught by Triumph Instructors, all certified cancer exercise specialists, who educate participants on proper form and technique while slowly rebuilding strength, stamina and confidence lost during cancer treatment. Triumph Fitness is offered at no cost to the survivor and is currently taught in a safe and effective virtual format.



We hope you will join Triumph Cancer Foundation as a sponsor for the 11th Annual Triumph Uncorked. We are grateful to have been sponsored by companies such as Wells Fargo, Delta Dental, Western Health Advantage, Blue Shield of California, Ten2Eleven, UC Davis Cancer Center, Sutter Health, Dignity Health, Molina Healthcare, Carrington College, and Kaiser Permanente. As in previous years, net proceeds raised from the event will support local cancer survivors giving them the opportunity to enroll in Triumph Fitness at no cost.

Thank you for considering a partnership for this important cause and special event. We truly hope you will join us to help support local cancer survivors on their paths to recovery. Together, we TRIUMPH!

Thank you,

Pam Whitehead

Pam Whitehead, Executive Director
pwhitehead@triumphfound.org

Lisa Troshinsky-Fox

Lisa Troshinsky-Fox, Strategic Partner & Development Director
lisa@triumphfound.org

Board Members

Pam Whitehead	Alicia Lowe	Jamie Baker		
Michael Gutterman	Steve Childs	John Winn	Alan Anderson	Paula Plesha

A Few of our Triumph Fitness Graduations – Survivors who have benefited thanks to our Sponsors



TRIUMPH UNCORKED EVENT DETAILS:

DATE: October 16, 2021 (5:00 PM to 10 PM)

LOCATION: Helwig Winery

Plymouth, California www.helwigwinery.com

*Final format to be determined Summer 2021.

NUMBER OF ATTENDEES:

450 guests and volunteers

TICKETS: Duo Tickets = Starting Price \$300.

Individual (upon request) = Starting Price \$175.

TICKETS INCLUDE:

- Private benefit concert at picturesque Helwig Winery's Amphitheater.
- "Duo" tickets include gourmet picnic dinner (for 2), picnic blanket, insulated picnic tote, bottle of wine and wine glasses (2).
- Silent Auction in the Pavilion. Live Auction in main amphitheater before the concert.



PRE-SALE TICKET PRICING = \$300 (per Duo) or \$175 (per individual)

To purchase tickets for the **Triumph Uncorked** event, please visit: www.triumphfound.org and click on the Triumph Uncorked Event page or contact lisa@triumphfound.org. Ticket sales will go live on approximately August 1, 2021 based upon a review of allowable events per State guidelines.

BENEFICIARY:

The **Triumph Cancer Foundation** is a registered 501(c)(3) public charity based in Sacramento, California. Tax ID #45-3968833. The mission of the Triumph Cancer Foundation is to empower cancer survivors in recapturing their lives after treatment through programs like Triumph Fitness. Triumph Cancer Foundation also offers continuing programs for graduates to keep them engaged in exercise – Triumph 2.0 Advanced Fitness, Triumph to 5K walking/running program, Triumph Tune Ups to reengage alumni with their instructors, and Triumph to the Summit annual hiking program. **All programs provided by Triumph Cancer Foundation are offered at no cost to the participant.**

Triumph Fitness is a 12-week exercise program for adults who have recently completed cancer treatment. Participants build muscle mass and strength, increase flexibility and endurance, and improve their capacity to perform daily activities. An important goal is to help survivors develop their own fitness regimens – so that they can continue to triumph on their own.

Groups of 8-10 participants are guided by Triumph's fitness instructors who are certified in cancer exercise specialists trained to work with the cancer population. Exercise regimens are tailored to the specific needs of each participant. Triumph Fitness is currently taught in a virtual format.

Triumph Fitness was launched in 2005 by Sacramento cancer survivor Pam Whitehead after assembling a qualified team to develop Triumph Fitness. The program is offered in the Sacramento area on a trimester schedule in four locations with multiple time options.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP: \$30,000 - (SECURED: DELTA DENTAL)

Company banner mounted on stage next to Triumph Banner

- CEO or Company representative offered 3 minutes to address audience before the concert.
- Company logo:
 - Triumph Uncorked posters at the event
 - Triumph website
 - Ticket website
 - Volunteer T-shirts
 - Presenting sponsor logo included in all pre-event ads
- Recognition:
 - Triumph Cancer Foundation Event Page on Website
 - Full page in Triumph Uncorked Program Booklet
 - Social Media
 - Triumph Newsletter – Partner Spotlight Feature
 - Link to Sponsor website
 - Live media recognition at event
- 10 “Duo” tickets – includes concert, gourmet picnic dinner, picnic tote, wine, wine glasses
- Company collateral included in picnic tote
- Exclusive logo’d Item: Picnic Blankets

PLATINUM Sponsorship: \$15,000:

- Company logo:
 - Triumph Uncorked posters at the event
 - Triumph website
 - Ticket website
 - Volunteer T-shirts
 - Company banner mounted at event site
- Recognition:
 - Triumph Cancer Foundation Event Page on Website
 - Full page in Triumph Uncorked Program Booklet
 - Social Media
 - Triumph Newsletter – Partner Spotlight feature
 - Link to Sponsor website
 - Live recognition at event
- 8 “Duo” tickets – includes concert, gourmet picnic dinner, picnic tote, wine, wine glasses
- Company collateral included in picnic tote
- Exclusive logo’d Item: Picnic Tote (First sponsor to donate gets this opportunity. Other items can be discussed with subsequent Platinum Sponsors.)



GOLD Sponsorship: \$10,000

- Company logo:
 - Triumph Uncorked posters at the event
 - Triumph website
 - Ticket website
 - Volunteer T-shirts
- Recognition:
 - Half- page ad in Triumph Uncorked Program Booklet
 - Social Media
 - Triumph Newsletter – Partner Spotlight Feature
 - Link to Sponsor website
- 5 “Duo” tickets – includes concert, gourmet picnic dinner, picnic tote, wine, wine glasses
- Company collateral included in picnic tote
- Exclusive logo’d Item: Ice Packs or Wine Glasses

SILVER Sponsorship: \$5,000

- Company logo:
 - Triumph Uncorked posters at the event
 - Triumph website
 - Ticket website
 - Volunteer T-shirts
- Recognition:
 - Half-page ad in Triumph Uncorked Program Booklet
 - Social Media
 - Triumph Newsletter – Logo Featured under Partner Section
 - Link to Sponsor website
- 4 “Duo” tickets – includes concert, gourmet picnic dinner, picnic tote, wine, wine glasses
- Company collateral included in picnic tote

BRONZE Sponsor: \$3,500

- Company logo:
 - Triumph Uncorked posters at the event
 - Triumph website
 - Ticket website
 - Volunteer T-shirts
 - Logo in Triumph Uncorked Booklet
- Recognition:
 - Logo in Triumph Uncorked Program Booklet
 - Social Media
 - Triumph Newsletter – Logo featured under Partner Section
 - Link to Sponsor website
- 2 “Duo” tickets – includes concert, gourmet picnic dinner, picnic tote, wine, wine glasses



FRIEND OF TRIUMPH Sponsor: \$1,500

- Company logo:
 - Triumph website
 - Logo in Triumph Uncorked Booklet
- Recognition:
 - Social Media
 - Company Name on Volunteer T-shirts
- 1 “Duo” ticket – includes concert, gourmet picnic dinner, picnic tote, wine, wine glasses

LOGO'D ITEMS INFORMATION:

PICNIC BLANKETS: Approx. Value = \$9,000

INSULATED PICNIC TOTES: Approx. Value = \$6,500

GOVINO STEMLESS WINE GLASSES: Approx. Value = \$2,500

ICE PACKS FOR TOTE: Approx. Value = \$2,000

**ADDITIONAL SPONSORSHIP OPPORTUNITIES:**

Dinner Sponsor

Flower Sponsor

Charter Bus or Limousine

Wine Sponsor

Stage & Lighting

Print Materials

Or...Sponsor a Live Auction Item! Contact us for details.



SPONSORSHIP LEVELS AND BENEFITS						
BENEFITS	PRESENT	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
Commitment Amount	\$30,000	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500
3 Minute Speech before Concert	X					
Company Posters on Stage Apron	X					
Exclusive Logo'd Item – Picnic Blanket	X					
Exclusive Logo'd Item – Picnic Tote		X				
Exclusive Logo'd Item – Wine Glass / Ice pack			X			
Company Logo on Posters at Event	X	X	X	X	X	
Company Logo on Triumph Website	X	X	X	X	X	X
Company Logo on Ticket Website	X	X	X	X	X	
Company Logo on Volunteer T-shirts	X	X	X	X	X	
Company Name on Volunteer T-shirts						X
Presenting Logo included in pre-event ads	X					
Full Page Ad in Program Booklet	X	X				
Half Page Ad in Program Booklet			X	X		
Logo in Program Booklet					X	X
Partner Spotlight Feature in Newsletter	X	X	X			
Logo in Partner Section of Newsletter				X	X	
Recognition in Social Media	X	X	X	X	X	X
Link to Sponsor Website	X	X	X	X	X	
Live Media Recognition for pre-event PR	X					
Live Recognition at event	X	X				
Company collateral in picnic tote	X	X	X	X		
# of "Duo" Event Tickets Provided	10	8	5	4	2	1



PREVIOUS EVENT SPONSORS:



TRIUMPH UNCORKED SPONSORSHIP FORM

Please complete and send with check.

1. Please make checks out to "Triumph Cancer Foundation".
2. Complete the **Triumph Uncorked** Donor Form
3. Send checks and form to:

Attn: Pam Whitehead, Executive Director
Triumph Cancer Foundation, Inc.
947 Enterprise Drive Loft B
Sacramento, CA 95825



☐ **YES! I WOULD LIKE TO BE A SPONSOR FOR TRIUMPH:**

- ☐ PRESENTING - \$30,000
- ☐ PLATINUM - \$15,000
- ☐ GOLD - \$10,000
- ☐ SILVER - \$5,000
- ☐ BRONZE - \$3,500
- ☐ FRIEND OF TRIUMPH - \$1,500
- ☐ I WOULD LIKE TO DONATE \$_____ TO TRIUMPH CANCER FOUNDATION

NAME: _____

COMPANY: _____

STREET: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

E-MAIL: _____

All donors will receive an acknowledgement letter from Triumph Cancer Foundation for tax documentation. Triumph Cancer Foundation is a registered 501(c)(3) nonprofit organization, Tax ID 45-3968833. All monetary donations are tax deductible.

Thank you for supporting Triumph Cancer Foundation!



IMPORTANT DEADLINES & DETAILS:

All confirmed sponsors will be contacted during the summer to coordinate items such as ad space and logo'd items. Should COVID restrictions deem that an in-person event is not possible, sponsors will be informed of alternative sponsor benefits for our virtual live Triumph Uncorked event.

Premiere Sponsor Logos for Picnic Tote, Beach Chairs, Ice Packs, and Wine Glasses:

Logos must be received by **AUGUST 1st** to allow for production time of event items.

For Event Print Materials – Sponsor Posters & Program Booklet & T-shirts

Due to production time for onsite Sponsor posters and the Triumph Uncorked program booklet, participating sponsors eligible for acknowledgement at the event must submit their **logos and ad** design by no later than **AUGUST 1st**.

Auction Items and Wine Donations

All items must be delivered by **AUGUST 1st**.

Logo & Ad Design Submittal:

- Artwork of logos must be high resolution files for clear printing. “.eps” or “.tiff” or “pdf” files are preferred with a minimum resolution of 300 DPI.
- Logos for website – Artwork can be in JPEG format. Resolution may be 150 DPI.
- Ads must be in “PDF” format in sizes as specified below.
- Logos should be e-mailed to Pam Whitehead. Please e-mail to pwhitehead@triumphfound.org.

Ad Size:

Triumph Uncorked Program Booklet will be 5.5” w x 8.5” t, color format.

Full Page Ad: 4.25” wide x 7.5” tall

Half Page Ad: 4.25” wide x 3.5” tall

Questions?

Contact Lisa Troshinsky-Fox at lisa@triumphfound.org

Daytime Phone 916-882-3880 (mobile)

OR

Contact Pam Whitehead at pwhitehead@triumphfound.org

Daytime Phone 916-501-3554 (mobile)

