



## 2023 Corporate Sponsorship Package



triumphfound.org





Dear Prospective Partner:

Thank you for the opportunity to submit this request for consideration to sponsor our Foundation's annual Triumph Uncorked fundraiser. On Friday evening September 22, 2023, Triumph Cancer Foundation, a Sacramento-based nonprofit and 501(c) (3), will host the 13<sup>th</sup> annual Triumph Uncorked event at Helwig Winery. Funds raised will be used to assist cancer survivors in our community by providing life-changing exercise-focused programs to help in their recovery from cancer treatment.

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 often includes 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 improvement in their health. Research also indicates that exercise is a key component in reducing a cancer survivor's chance of recurrence. 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 recover.

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 our team of 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 offered in both in-person and virtual formats, giving survivors the ability to select the format which is most comfortable and convenient for them.

We hope you will join Triumph Cancer Foundation as a sponsor for the 13<sup>th</sup> Annual Triumph Uncorked. We are grateful to have been previously sponsored by companies such as Wells Fargo, Delta Dental, Western Health Advantage, Blue Shield of California, UC Davis Cancer Center, Sutter Health, Dignity Health, Molina Healthcare, and Kaiser Permanente. Thank you for considering a partnership for this important cause and special event. Together, we can help local survivors TRIUMPH!

Thank you,

*Pam Whitehead*

Pam Whitehead, Executive Director  
[pwhitehead@triumphfound.org](mailto:pwhitehead@triumphfound.org)

*Lisa Troshinsky-Fox*

Lisa Troshinsky-Fox, Strategic Partner & Development Director  
[lisa@triumphfound.org](mailto:lisa@triumphfound.org)

**Board Members**

Pam Whitehead	Alicia Lowe	Jamie Baker
Michael Gutterman	John Winn, MD	Michelle Trowbridge
		Paula Plesha

Triumph Cancer Foundation  
Mailing Address: 2443 Fair Oaks Blvd. #345 Sacramento, CA 95825

**[triumphfound.org](http://triumphfound.org)**

## TRIUMPH UNCORKED EVENT DETAILS:

**DATE:** September 22, 2023

FRIDAY 5:00 PM to 10 PM)

**LOCATION:** Helwig Winery

Plymouth, California [www.helwigwinery.com](http://www.helwigwinery.com)

**NUMBER OF ATTENDEES:**

450 guests and volunteers

**TICKETS:** Duo Tickets = Starting Price \$325.

Individual = Starting Price \$185.

**TICKETS INCLUDE:**

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



**PRE-SALE TICKET PRICING** = \$305 (per Duo) or \$175 (per individual)

To purchase tickets for the **Triumph Uncorked** event, please visit: [www.triumphfound.org](http://www.triumphfound.org) and click on the Triumph Uncorked Event page or contact [lisa@triumphfound.org](mailto:lisa@triumphfound.org). Ticket sales will go live on approximately July 1, 2023.

## 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 provide exercise-focused programs to adult cancer survivors to assist in their recovery from cancer treatment. Triumph Fitness is our signature program, offered at no cost to the participant since 2005. Triumph Cancer Foundation also offers continuing programs for graduates to keep them engaged in exercise – Triumph 2.0 an advanced program for graduates, Triumph Tune Ups to reengage alumni with their instructors, and Triumph to the Summit annual hiking program.

**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 cancer exercise specialists trained to work with the cancer population. Exercise regimens are tailored to the specific needs of each participant. Triumph Fitness is taught in both an in-person and 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 metro area on a trimester schedule.

## SPONSORSHIP OPPORTUNITIES

### **PRESENTING SPONSORSHIP: \$30,000 - (ONLY 1 Presenting Sponsor)**

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



**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: Wine Glasses or Flashlights

**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:**

**BLANKETS:** Approx. Value = \$7,000

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

**INSULATED WINE GLASSES:** Approx. Value = \$2,750

**FLASHLIGHTS FOR TOTES:** 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.

<b>SPONSORSHIP LEVELS AND BENEFITS</b>						
<b>BENEFITS</b>	<b>PRESENT</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FRIEND</b>
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 / Flashlight			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.  
NEW Mailing Address:  
2443 Fair Oaks Blvd. #345  
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.

### **Premiere Sponsor Logos for Picnic Tote, Beach Chairs, Flashlights, 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 Item 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](mailto:pwhitehead@triumphfound.org).

### **Ad Size:**

**Triumph Uncorked Program Booklet** will be 5.5” w x 8.5” t, **black & white** 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](mailto:lisa@triumphfound.org)

Daytime Phone 916-882-3880 (mobile)

**OR**

Contact Pam Whitehead at [pwhitehead@triumphfound.org](mailto:pwhitehead@triumphfound.org)

Daytime Phone 916-501-3554 (mobile)

