

2017 CATWALK FOR A CAUSE SPONSORSHIP INFORMATION



HISTORY

- Began in 2008 with 50 guests raising \$10,000.
- 2017 will mark the 8th year following 2016's record breaking fundraising and attendance at 600 guests raising \$400K
- Notable on-stage "models" who have escorted childhood cancer heroes: Martin Truex Jr., Sherry Pollex, Dale Earnhardt Jr., Danica Patrick, Ricky Stenhouse Jr., Ryan Newman, Clint Bowyer, and Joey Logano.
- Notable corporate and table sponsors: Toyota, Nature's Bakery, Furniture Row Racing, Auto-Owners Insurance, Bass Pro Shops, Garmin, Sprint, NASCAR, and Belk department stores to name a few.
- Notable NASCAR teams and drivers in attendance: The Bowyers, Greg Biffle, Marcus & Cassie Smith, multiple team owners & crew members from across all levels of the NASCAR series from truck to Xfinity to Cup.



2017 CONCEPTUAL EVENT IMAGES



2017 EVENT DETAILS

Wednesday, May 17, 2017

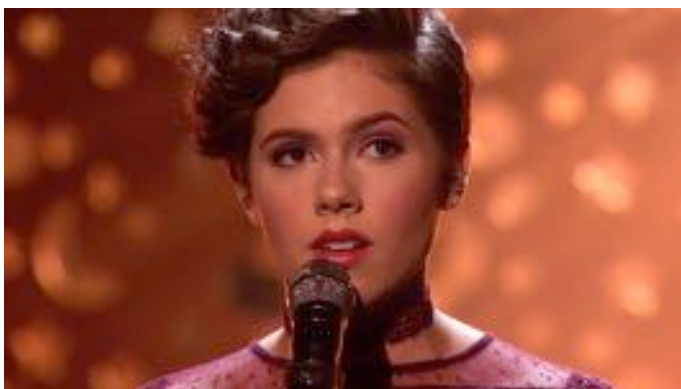
Theme: James Bond (*black tie optional*)

Location: Statesville Airport Hangars
238 Airport Road. Statesville, NC 28677

VIP Schedule of Events

- ❖ 5:30pm early entry cocktail hour & gaming at *Casino Royale*
- ❖ 7:00pm doors open
- ❖ 8:30pm Runway show and live auction begin

*Runway Show: Special appearance and musical performance by Calyista Bevier, childhood ovarian cancer survivor and America's Got Talent season 11 semifinalist. Childhood cancer survivors walking with runway models from the NASCAR community, NFL, and NHL players.





BENEFITS OF SPONSORSHIP

- Complimentary valet parking
- Exclusive early entry sponsors **Happy Hour** meet & greet with musical talent and VIP guests from NASCAR, NFL and the NHL
- Premier table seating with sponsor identification
- Table service
- Sponsor gifts and gift bags for all attending guests
- Sponsor logo on registration portal
- Sponsor logo on welcome stanchion banner
- Sponsor logo on video screens throughout the evening
- Stage recognition by Martin Truex Jr. & Sherry Pollex

GOLDFINGER SPONSOR \$50,000 (2 AVAILABLE)



Pre-Event:

- Logo in all pre-event marketing materials, invitations, and sponsor packets.
- Social Media event promotion to include sponsor name and/or logo along with any provided handles and hashtags
- Rights to post links to Martin Truex Jr. Foundation website and to use the Catwalk for a Cause logo in corporate marketing materials for promotion and advertising companies connection to the event

At the Event:

All Sponsor Benefits PLUS:

- Admission for **20 VIP** guests
- Premiere table seating along the runway
- Gaming credits for each guest attending
- Back cover advertisement/messaging on the “Heroes Program”

Extended Branding:

- Social Media integration on Twitter and Facebook. Social media team will be onsite during the event instructed to include all hashtags & links provided by sponsor
- Sponsor logo integration on swag bag gift to all guests

SKYFALL SPONSOR \$25,000

(2 AVAILABLE)



Pre-Event:

- Logo in all pre-event marketing materials, invitations, and sponsor packets.
- Social Media event promotion to include sponsor name and/or logo along with any provided handles and hashtags
- Rights to post links to Martin Truex Jr. Foundation website and to use the Catwalk for a Cause logo in corporate marketing materials for promotion and advertising companies connection to the event

At the Event:

All Sponsor Benefits PLUS:

- Admission for **10 VIP** guests
- Premiere table seating along the runway
- Gaming credits for each guest attending

Extended Branding:

- Social Media integration on Twitter and Facebook. Social media team will be onsite during the event instructed to include all hashtags & links provided by sponsor

SPECTRE SPONSOR \$12,500 (10 AVAILABLE)



Pre-Event:

- Logo in all pre-event marketing materials, invitations, and sponsor packets.
- Social Media event promotion to include sponsor name and/or logo along with any provided handles and hashtags
- Rights to post links to Martin Truex Jr. Foundation website and to use the Catwalk for a Cause logo in corporate marketing materials for promotion and advertising companies connection to the event

At the Event:

All Sponsor Benefits PLUS:

- Admission for **4 VIP** guests
- Premiere table seating along the runway
- Gaming credits for each guest attending

Extended Branding:

- Social Media integration on Twitter and Facebook. Social media team will be onsite during the event instructed to include all hashtags & links provided by sponsor



SPONSOR BUDGET OPTIONS:

1. You can choose to pay by check or credit card
(3% CC processing fee applies)
2. Reserve now, pay later: sign on today, and we will invoice you in Q2 or Q3 depending on your quarterly budget needs

For further information or to discuss how your company can be involved, please contact:

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