

St. Baldrick's Foundation

LEPREAUCON  
*Las Vegas*



Presented By:



# Partnership Guide

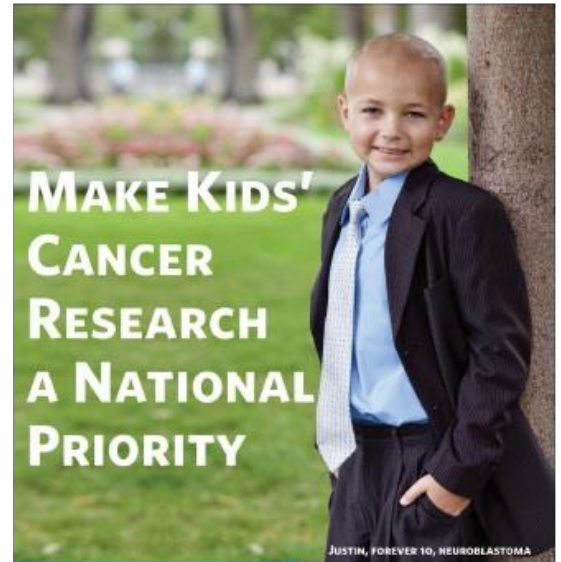


**St. Baldrick's**  
FOUNDATION

## About Us:

Kids. Children. Little Ones. Rug Rats. Offspring. Whatever you want to call them, you have to admit these people are the most remarkable creatures on the planet.

Here at the St. Baldrick's Foundation, we're all about kids, and making sure that they get the best chance at being able to be a kid - free from cancer and without any of the long-term effects that today's adult-sized cancer treatments may cause in their still-developing bodies. As the world's largest volunteer-powered charity benefiting childhood cancer research, we have the power to do something remarkable for our kids. Like helping find breakthrough treatments designed specifically for kids. So that we can continue to celebrate what it means to be a kid and all that kids mean to us.



## Lepre-Con:

The St. Baldrick's Foundation is known for shaving heads and raising hundreds of millions of dollars for childhood cancer research. We're celebrating 10 years of St. Baldrick's in Southern Nevada by setting the Guinness World Record for the largest gathering of Leprechauns - no head-shaving required! On Saturday, February 13th, thousands will descend upon Town Square Las Vegas and walk, run, jig or simply have fun as we celebrate kids all over the world.

## Why Get Involved?



St. Baldrick's supporters are all about passion! Lepre-Con is an opportunity to engage with an audience who knows first hand what it means to be part of a community that gives back and makes a difference. Join them in celebrating the lives of children and raising even more funds for lifesaving research into curing childhood cancers.

Sponsorship Questions? [lepre-con@stbaldricks.org](mailto:lepre-con@stbaldricks.org) or 702.326.8702



# Partnership Opportunities

Presenting Sponsor:



Pot O' Gold Sponsor: \$15,000 3 available

- Logo placed on event t-shirts (sized based on value, Jan 15 deadline)
- Sponsor listed on brochures, posters and press releases (Nov 15 print deadline)
- Multiple mentions on stage during event as Pot O' Gold Sponsor.
- Sponsor inclusion in on-air commercials over five stations: KLUC 98.5, KMXB, Mix 94.1, KXTE 107.5 and KXNT 100.5. Flight dates: Jan 1 - FEB 13.
- Sponsor banners displayed throughout event venue and start/end point of race
- Sponsor will be recognized on stage banners
- Sponsor will be recognized on 5 kilometer signs placed on event route
- Sponsor will be provided a 10x10 or larger informational booth at event
- Sponsor logo prominently highlighted on event website and registration page, social media platforms, email blasts
- Sponsor logo displayed on website sponsor page
- 30 Complementary entries to event
- Sponsor has opportunity to provide items in swag bags for race participants, approximately 3,500 (minimum 1,500). Material Deadline Feb 1
- Sponsor has opportunity to participate in packet pickup (3 days, location to be determined)

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# Partnership Opportunities

## Shenanigans Sponsor: \$10,000 5 available

- Logo placed on event t-shirts (sized based on value, Jan 15 deadline)
- Sponsor listed on brochures, posters and press releases (Nov 15 print deadline)
- Multiple mentions on stage during event as Pot O' Gold Sponsor.
- Sponsor inclusion in on-air commercials over five stations: KLUC 98.5, KMXB, Mix 94.1, KXTE 107.5 and KXNT 100.5. Flight dates: Jan 1 - FEB 13.
- Sponsor banners displayed throughout event venue and start/end point of race
- Sponsor will be recognized on stage banners
- Sponsor will be recognized on 5 kilometer signs placed on event route
- Sponsor will be provided a 10x10 or larger informational booth at event
- Sponsor logo prominently highlighted on event website and registration page, social media platforms, email blasts
- Sponsor logo displayed on website sponsor page
- 20 Complementary entries to event
- Sponsor has opportunity to provide items in swag bags for race participants, approximately 3,500 (minimum 1,500). Material Deadline Feb 1

## Blarney Stone Sponsor: \$5,000 7 available

- Logo placed on event t-shirts (sized based on value, Jan 15 deadline)
- Sponsor listed on brochures, posters and press releases (Nov 15 print deadline)
- Multiple mentions on stage during event as Pot O' Gold Sponsor.
- Sponsor banners displayed throughout event venue and start/end point of race
- Sponsor will be recognized on stage banners
- Sponsor will be recognized on 5 kilometer signs placed on event route
- Sponsor will be provided a 10x10 or larger informational booth at event
- Sponsor logo prominently highlighted on event website and registration page, social media platforms, email blasts
- Sponsor logo displayed on website sponsor page
- 10 Complementary entries to event
- Sponsor has opportunity to provide items in swag bags for race participants, approximately 3,500 (minimum 1,500). Material Deadline Feb 1

# Partnership Opportunities

## Erin Go Braugh Sponsor: \$1,500

- Logo placed on event t-shirts (sized based on value, Jan 15 deadline)
- Sponsor banners displayed throughout event venue and start/end point of race
- Sponsor will be recognized on 5 kilometer signs placed on event route
- Sponsor logo prominently highlighted on event website and registration page, social media platforms, email blasts
- Sponsor logo displayed on website sponsor page
- 5 Complementary entries to event
- Sponsor has opportunity to provide items in swag bags for race participants, approximately 3,500 (minimum 1,500). Material Deadline Feb 1

## Additional Opportunities:

If financial support of Lepre-Con and St. Baldrick's Foundation is not an option for you or your organization at this time, consider these additional ways to support the event and ensure its success.

### **In-Kind Goods and Services:**

Every event requires a variety of supportive infrastructure and services to be successful. From food and beverage to audio-visual services, Lepre-Con will partner with reliable, professional and affordable companies to bring this event to the public.

### **Sponsor Employees:**

Many organizations use events like Lepre-Con as an employee engagement activity. Consider sponsoring your employees by covering some or all of their registration fees. We can help arrange for special registration codes to make this easier for your organization.

### **Organize a Team:**

When you register for Lepre-Con you can join an existing team or start your own and invite your friends and colleagues. Consider creating a friendly rivalry with another organization to see a rival group of friends or who can bring the most Leprechauns!

### **Sponsor a Family:**

A cancer diagnosis can be financially and emotionally devastating to a family. Consider sponsoring Lepre-Con registration fees for a local family impacted by childhood cancer.

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