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*Sofate*



**SPONSORSHIP**  
**OF THE**  
**HAYESTOUGH**  
**5K**  
*Sofate*



# MEET HAYES

Meet Hayes, the warrior super hero, and the reason behind everything at the HayesTough Foundation.

On January 7, 2016, doctors discovered a tumor that took up 1/3 of his brain. After surgery and biopsies, it was discovered that Hayes had an extremely rare and aggressive form of cancer, Choroid Plexus Carcinoma. On January 31, 2016, Hayes began the long journey of treatment where he received six rounds of an extremely high dose of chemo followed by a stem cell transplant.

In November, after only 3 months of remission, Hayes' cancer returned more aggressively than before. On December 3, 2016, Hayes passed away peacefully surrounded by his family.

Hayes still has such a huge impact on the world and the HayesTough Foundation is his way of being able to fulfill that mission.





# WHAT DO WE DO?



The HayesTough Foundation is dedicated to helping children battling cancer in many different ways. First, we provide financial assistance, in securing equipment or other areas that are not covered by insurance to increase the child's quality of life.

Second, we focus on bringing joy to the child by focusing on their wants or wishes.

What would bring the child joy or happiness amidst the battle they are fighting?

Lastly, we provide care packages for warriors battling across the country. We can't do this alone. That is where you come in.





# HOW CAN YOU HELP?

## SPONSOR OUR 5K

Every Spring, we hold our annual HayesTough 5K where we bring the community together and honor two warrior families. The race is available to run in person or virtually across the world.





# BENEFITS TO YOU

We have a worldwide community, over 100K followers on social media. We will share your company name across all channels. From connections in media, local news and radio stations, college athletic teams, newsletters and the fashion industry, we will get your organization out there.

We also have an ongoing connection and trust with the cancer world. We lived cancer and so we have connection to real families in need around the country and even around the world.



# LEVELS

## PRESENTING SPONSOR: \$10,000

- \*Naming Rights - Event
- \*Sponsor Supplied Signage - Water Drinking Zones
- \*Employee Volunteer Opportunities
- \*Logo in Newsletters
- \*Race Day Tent
- \*Logo on Race T-Shirt
- \*Sponsor Supplied Banner
- \*Sponsor Supplied Materials for Race Bag
- \*Invites for our other Events
- \*Social Media Mention



# LEVELS

## PLATINUM SPONSOR: \$5,000

- \*Employee Volunteer Opportunities
- \*Logo in Newsletters
- \*Race Day Tent
- \*Logo on Race T-Shirt
- \*Sponsor Supplied Banner
- \*Sponsor Supplied Materials for Race Bag
- \*Invites for our other Events
- \*Social Media Mention





# LEVELS

## **GOLD SPONSOR: \$2,500**

- \*Logo in Newsletters
- \*Race Day Tent
- \*Logo on Race T-Shirt
- \*Sponsor Supplied Banner
- \*Sponsor Supplied Materials for Race Bag
- \*Invites for our other Events
- \*Social Media Mention





# LEVELS

## SILVER SPONSOR: \$1,500

- \*Logo on Race T-Shirt
- \*Sponsor Supplied Banner
- \*Sponsor Supplied Materials for Race Bag
- \*Invites for our other Events
- \*Social Media Mention





# THE BENEFITS TO YOU

The HayesTough Foundation takes our sponsorship agreement very seriously. You make a promise to help us help kids and families, and in return we promise to deliver the best sponsorship benefits out there.

## **CONNECT WITH YOUR CUSTOMERS**

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by sponsoring an event that matches their values and shows them that you care about the community.

## **INCREASE SALES**

You'll have unparalleled in-person access to thousands of people when you become an integral part of the HayesTough Foundation events through title sponsorships, opportunities to participate in the presentations and having your brand and message displayed throughout the events.

## **TELL YOUR STORY AND GAIN NEW CUSTOMERS**

Tell a whole new audience how much your company cares about kids and families battling childhood cancer. Every time the HayesTough story is shared and seen on social media and at in person events, your brand will be front and center.

## **GIVE YOUR STAFF SOMETHING TO SMILE ABOUT**

Responsible companies like yours know how important it is to get staff involved in giving back to the community. Talk to us about how your people can get directly involved in volunteering at our events. We are a 100% volunteer based foundation so we rely on the donation of time by so many.





# MEET THE BOARD



*Savanna Tate*

PRESIDENT

I am the co-founder of the HayesTough Foundation and while I consider myself well educated in school, I found my greatest learning experience has been being the mother to a baby fighting brain cancer. I am Hayes' mom.

Nothing prepares you for becoming a "momcologist" but, I found through my experiences, that sometimes parents know more than any "expert". While I am known for being an extreme optimist, I believe in doing everything possible—and thinking beyond what is currently possible—for pediatric cancer patients and families. My ambitions are large and, I believe, entirely achievable.



*Steve Tate*

VICE PRESIDENT

I'm Steve Tate, also known as Hayes' Dad. My identity has changed throughout the years. For so much of my life I was known as Steve Tate, the former college football player from the University of Utah. That changed several years later as I became Steve Tate, the triplet Dad. Most recently, my identity has changed to Steve Tate, Hayes' Dad. This is one that I prefer to the others previously mentioned. I am extremely passionate in continuing the legacy that my son created in his brief time here on earth. His 20 month life, though brief, had more of an impact than most people have their entire lives.



*Krista Parry*

FOUNDING MEMBER

I organized the first HayesTough race in 2016 because I felt helpless when Savanna and Steve received the news about Hayes, and I wanted to help in anyway possible. Just like so many others, I didn't know the astounding facts about childhood cancer and how it's one of the leading causes of death for children, until Hayes was diagnosed. I am passionate that we can all make a difference when we work together! Just like Savanna and Steve, I believe we each can make an impact in helping these sweet warriors and their families fight the beast of childhood cancer!



# THINGS TO KNOW ABOUT HAYESTOUGH

- We are an official registered nonprofit 501(c)3 through the IRS #81-4734127
- We are 100% volunteer based
- Money raised goes directly to financial grants for families and care packages for children battling cancer



# CONTACT US



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