



**FOUNDER'S DAY
WALK FOR WALKER**

SPONSORSHIP OPPORTUNITIES

WHEN: FEBRUARY 8, 2025

WHERE: AUDUBON PARK

NEWMAN BANDSTAND



OUR STORY

Walker Beery is the brave boy who inspired the launch of Kids Join The Fight and continues to inspire the organization's work. In August of 2019, he was diagnosed with a very rare and aggressive pediatric brain cancer, Medulloblastoma. Throughout surgeries, hospital stays, and multiple radiation and chemotherapy treatments, Walker's infectious courage, and gratefulness always amazed his family, his medical community, and all who encountered him during his two year battle with cancer. Walker lost his battle with Medulloblastoma on September 4, 2021, but his legacy lives on in the great work the organization does today. Walker and his family began this nonprofit to help other kids and their families battling against pediatric cancer. Kids Join The Fight, is now a 501C3 nonprofit foundation that in its first year inspired children in all 50 states to raise more than \$1 Million dollars to support Walker's vision and wish.

THE STORY THAT INSPIRED THE MOVEMENT...

A gift of a teddy bear from a fellow cancer patient given to comfort Walker in the hospital made Walker's "nose burn". When Walker would tell his father that his "nose burdens" it was their code for happy tears. The overwhelming feeling of this small gift from someone living a similar experience encouraged Walker to want to give back to others as well! It is this simple generous act of love that inspired the Kids Join The Fight movement and we hope to replicate that "nose burning" feeling over and over again to kids fighting their own battle with cancer.

OUR STORY

Walker's relentless desire to help other children battling cancer inspired Kids Join the Fight, a movement to invigorate the superpowers of children and empower them to raise money to defeat pediatric cancer. The money supports global research for pediatric cancer and provides the local support services and care so desperately needed by pediatric cancer patients and their families – all while teaching the next generation of fundraisers the feeling of gratitude associated with giving back to their communities.

Throughout their journey, The Beery family learned the sad reality that children only represent 4% of overall cancer research funding in the United States. This statistic is staggering and a harsh reality for so many! With only 3 new drugs approved for pediatric cancer treatment since 1980, the children that survive their childhood cancer are destined to have long-term effects from the toxins used to treat them.

The joyful strength that Walker brought to his relentless battle against pediatric brain cancer coupled with his deep desire to help other children in the same position is the inspiration and motivation for the child-centered, creative fundraising efforts of Kids Join the Fight.

Through all of his hospital stays, needles, scans, and medicine, Walker continued to remain very proud of the fundraising efforts for Kids Join The Fight. Walker Beery's dream was for Kids Join the Fight to make a significant impact to fill the large gap of underfunding for kids' cancers. Each day we continue to make him proud with the help of kids all over the country. The goal remains the same - to raise money for researchers to find a CURE and also make a big impact in helping provide CARE for the children and families who are faced with pediatric cancer.





GRANTS FOR PEDIATRIC BRAIN CANCER

In May of 2023, KJTF proudly awarded \$275,000 in new grants to researchers across the country working to cure pediatric brain cancer.

Kids Join the Fight grants are awarded based on a competitive dual peer-review process conducted by both the Kids Join the Fight Medical Advisory Board and the Rally Foundation's Medical Advisory Board, which are both comprised of leading childhood cancer experts. The grants fund all levels of research, from science at the bench to translational, and they include fellows, young investigators and independent investigators. Kids Join the Fight focuses funding on pediatric brain cancers with a specific emphasis on treatments that could both cure children and reduce the debilitating secondary effects of common cancer treatments on their growing bodies.

GRANTS FOR PEDIATRIC BRAIN CANCER

This year we are proud to support the following researchers and believe via these or our future partners your support will contribute to the curing of pediatric brain cancer:

- Baylor College of Medicine: Dr. Jamie Anastas for Targeting the SAGA Chromatin Regulatory Complex in DMG
- University of Alabama at Birmingham: Dr. Rintaro Hashizume for Targeted Inhibition of EZH2 and BET BRD4 for the Treatment of AT/RT
- The Hospital for Sick Children: Dr. Cynthia Hawkins for Integrated Characterization of Disseminated Pediatric Low-Grade Glioma
- SonALAsense, Inc.: Dr. Stuart Marcus for A Phase 1/2 Study of Sonodynamic Therapy Using SONALA-001 and Exablate 4000
- The Hospital for Sick Children: Dr. Vijay Ramaswamy for New Therapies for Very High-Risk TP53 Mutant Medulloblastoma
- National Brain Tumor Society: Dr. Kirk Tanner for The DNA Damage Response (DDR) Consortium Dana-Farber Cancer Institute: Dr. Jessica Tsai for Dissecting FOXR2-mediated Oncogenesis in Diffuse Midline Gliomas
- University of Michigan: Dr. John Prensner for Oncogenic uORFs as the Next Frontier for Medulloblastoma Target Genes

OUTSIDE THE BOX GRANTS

Co-Funded by Kids Join The Fight and Rally Foundation

- Baylor College of Medicine: Dr. Tamra Werbowetski-Ogilvie for therapeutic targeting of alternatively spliced genes in medulloblastoma
- Johns Hopkins School of Medicine: Dr. Challice Bonifant for Anti-B7H3 CAR-NK cells for atypical teratoid rhabdoid tumors

SPONSORSHIP OPPORTUNITIES

FOUNDING FIGHTER \$10,000

- Industry exclusivity and first right of refusal
- Tools and resources to support promotion of partnership including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Logo featured on Founder's Day Walk for Walker event page
- Quote included in Founder's Day Walk for Walker event press release
- Prominent logo placement in Founder's Day Walk for Walker emails
- Three dedicated social media posts highlighting partnership, include tag, photo, handle and/or video
- Logo on t-Shirt
- Logo on select event signage and banner
- Logo on printed materials
- Logo on thank uou banner (displayed at pre, day-of and post events)
- Stage and start/finish Line banner recognition
- Corporate representative to speak during opening ceremonies
- Stage recognition at avent
- Optional water station
- 10 paid registrations

SUPERHERO \$7,500

- Tools and resources to support promotion of partnership including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Logo featured on Founder's Day Walk for Walker event page
- Logo included in Founder's Day Walk for Walker event press release
- Logo included in Founder's Day Walk for Walker emails
- Two dedicated social media posts highlighting partnership, include tag, photo, handle and/or video
- Logo on t-Shirt
- Logo on select event signage and banner
- Logo on printed materials
- Logo on thank you banner (displayed at pre, day-of and post events)
- Stage recognition at event
- 8 paid registrations

SPONSORSHIP OPPORTUNITIES

WALKER'S WINGMAN \$5,000

- Tools and resources to support promotion of partnership including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Logo featured on Founder's Day Walk for Walker event page
- Logo included in Founder's Day Walk for Walker event press release
- Logo included in Founder's Day Walk for Walker emails
- One dedicated social media posts highlighting partnership, include tag, photo, handle and/or video
- Logo on t-Shirt
- Logo on select event signage and banner
- Logo on printed materials
- Logo on thank you banner (displayed at pre, day-of and post events)
- 6 paid registrations

YELLOW SPONSOR \$2,500

- Logo on t-Shirt
- Logo on printed materials
- Logo on thank you banner (displayed at pre, day-of and post events)
- 4 paid registrations

BLUE SPONSOR \$1,250

- Logo on t-Shirt
- Logo on printed materials
- Logo on thank you banner (displayed at pre, day-of and post events)
- 2 paid registrations

2024 SPONSORSHIP COMMITMENT FOUNDER'S DAY WALK FOR WALKER

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP code

Phone

Email

YES, we will support KIDS JOIN THE FIGHT as a sponsor

in the amount of \$ _____

I am unable to sponsor but I would like to make a 100% tax-deductible

Gift in the amount of \$ _____

Signature of primary contact Date

(My signature indicates authorization to make this commitment on behalf of my company)

Payment options (payment is due no later than 30 days prior to event):

Check enclosed (payable to KIDS JOIN THE FIGHT mail to 212 Heady Drive Nashville, TN 37205)

Credit card

Credit card number

Expiration date

Security code

Name as it appears on card

Billing address

Signature of card holder

Questions or details about the event contact:

Rainer Madigan rainer@kidsjointhefight.org