

Crack up Cancer Comedy Benefit

2023 Sponsorship Packages

www.crackupcancer.com

www.facebook.com/crackupcancer

History & Background

- 2023 will mark the 16th year for Crack up Cancer Comedy Benefit. In the previous 15, this lone event has partnered with Cure on Wheels, Inc. and Florida Cancer Specialists Foundation to provide nearly \$400,000 of support to local cancer patients and their families.
- In 2022, we expanded Crack up Cancer to two new markets: Fort Lauderdale and Fall River, Massachusetts. We will be partnering with Kendra's Kisses Foundation to provide financial support for families that have children with cancer; and the Looney Legacy Foundation that provides support for those with melanoma. Both of those events raised \$15,000 for people in need in those communities. We expect to return those events in 2024.

Sponsorship Levels

- PRESENTING SPONSOR: \$25,000
 - Verbiage as “presenting sponsor” for September 23, 2023 show at The Floridian Social Club in St. Petersburg.
 - Most prominent name and logo for all marketing materials, flyers, and show program (where applicable) compared to any other sponsor.
 - VIP and GA tickets for show; VIP receptions frequently include open bar, food, and upgraded seating and are valued at \$150 per ticket per event.
 - Logos and links to company websites on Crack up Cancer website and all affiliated participating charities and foundations.
 - Signage can be used at designated events provided that the sponsor supplies the signage and it conforms to the standards of the entertainment facility.
 - Significant online presence on various social media pages and platforms for Crack up Cancer and various participating charities and foundations.
 - Two comped hotel rooms for the night of Saturday, September 23 at hosting hotel near venue.

Sponsorship Levels

- **PLATINUM: \$10,000**
 - All sponsor benefits same as Presenting sponsorship, but with reduced prominence on social media and marketing materials and only one hotel room for night of show. Also, fewer tickets will be distributed for VIP receptions and GA seating.
- **GOLD: \$5,000**
 - All sponsor benefits same as Presenting sponsorship, but with reduced prominence on social media and marketing materials and no allotment for hotel room, but can still get group rate. Also, limited tickets will be distributed for VIP receptions and GA seating.
- **SILVER: \$2,500**
 - All the same as above with the exception of no VIP tickets for any event. GA tickets will still be distributed as available.

National Sponsorships – Specific needs

- T-shirt sponsor: \$3,000 or “In-kind”
 - T-shirts designed and worn by all volunteers at the event and potentially sold or given out to various VIPs and staff and organizers at events. Sponsor will be featured prominently on all t-shirts for all three events along with the “presenting sponsor”.
 - Sponsor logo can be sleeve or upper middle back.
- Comic Sponsor: \$3,000
 - To cover the costs of the talent for the show. Announcement at beginning of show by hosts to audience thanking presenting and comic sponsors.
 - Comic gifts to be put together and put in dressing rooms, green rooms, or the like, will have some definitive marker or flyer from company indicating that they are the “talent” sponsor.
 - Crack up Cancer will work to provide pre and/or post show access to talent for the sponsor.