

You're Worth Fighting 4

+ + 20
+ + 24
+ +

Oct *You're Worth Fighting 4* 19

YOU'RE WORTH FIGHTING 4 PRESENTS

6TH ANNUAL
ALL CANCER MATTERS

Ball

Cancer Championship Award Ceremony
Keynote Speaker - Anissa Bass

10-19-2024 | 4:30pm | Spotlight Center

5060 E. 62nd St, Ste 100 (Grand Ballroom), Indianapolis, IN 46220

**SPONSOR
PARTNERSHIP
PROPOSAL**

youreworthfighting4@gmail.com
www.youreworthfighting4.org

INTRODUCTION

My name is Shuntell Alston and I am the Founder/President of You're Worth Fighting 4, a 501-c3 nonprofit organization. We're hosting our annual All Cancers Matter Ball. This event not only helps raise funds for You're Worth Fighting 4, but it also will raise awareness for our cause across the



community. Our previous events have become the driving force behind helping to empower, uplift, and provide resources and support to cancer patients and their families.

CONTENTS



TOPICS OF THE PROPOSAL

02.	-----	INTRODUCTION
04.	-----	ABOUT US
06.	-----	ABOUT THE EVENT
09.	-----	PROJECT TIMELINE
10.	-----	PROPOSED BUDGET
11.	-----	SPONSORSHIP BENEFIT
14.	-----	CONTACT



ABOUT US

You're Worth Fighting 4 is a nonprofit organization created to provide moral and financial support to cancer patients and their families to lighten the load of medical and prescription costs. It was founded in 2016 by two-time cancer survivor, Shuntell Alston. She noticed there were so many different types of cancer, but only one major type of cancer was continuously the topic of conversation, breast cancer. She knew that all cancer patients deserved the same access to resources and support. You're Worth Fighting 4 became the beacon of hope and advocate for ALL CANCERS because they all matter.

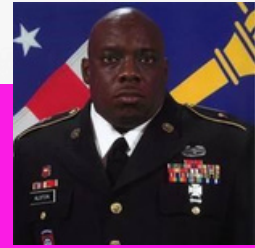
OUR TEAM



SHUNTELL ALSTON
Founder/President



MIAESHA CALDWELL
Vice President



DR. ANTHONY ALSTON
Chief Financial
Officer

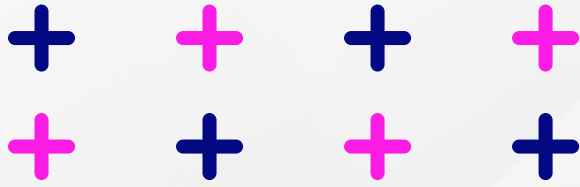


JACQUIE MURRELL
Director of Public
Relations



E.G.O. ENTERTAINMENT
Advertising & Media

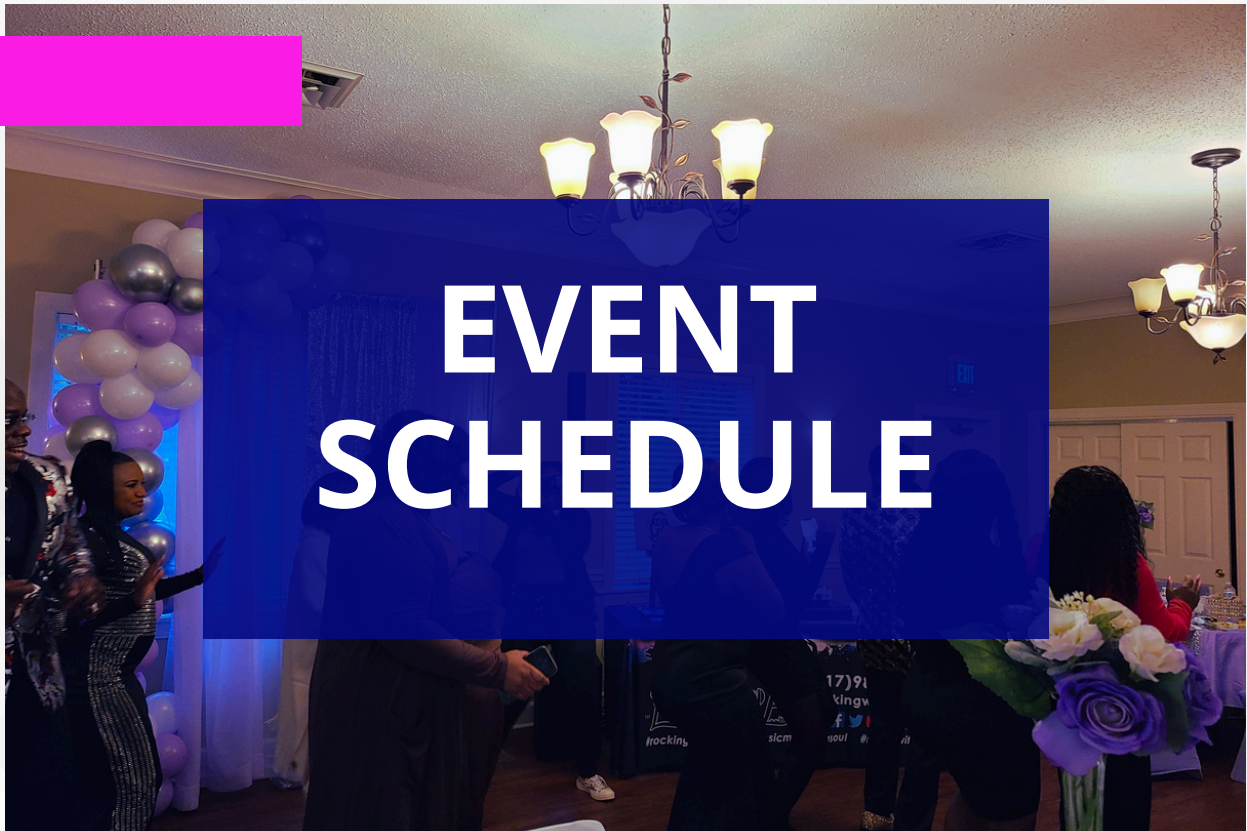




ABOUT THE EVENT



The All Cancer Matters Ball was created to help raise money to help patients and families pay for medicine, transportation, and other necessities during their fight. A championship belt is given to a nominated patient who has inspired those who are advocates, family members of patients, and the cancer patients themselves. It includes music, a meal, dancing, giveaways, championship award, cancer awareness paraphernalia, a donation box, and a keynote speaker that addresses the importance of staying in the fight of life and never giving up until your dreams and goals are reached no matter what one faces. All proceeds go to helping cover costs for fundraisers, providing every day necessities to patients, prescription costs, and supplies for activities for sit-ins with patients young and old as they go through chemo and hospital stays.



++
++
++
++

**OCT
19**

4:30 PM

Pre-event red carpet event. Guests walk the carpet, take pictures, are interviewed about their support of the foundation and the event, and mingle.

**OCT
19**

5:45 PM

The ball consists of dinner, speakers, dancing, and an award ceremony. A championship belt is given to a nominated patient who has inspired many.

++
++
++
++

EVENT HIGHLIGHTS



This year's event has a masquerade theme and will feature a special guest as the keynote speaker in addition to music, and more.



Special Guest

This year's keynote speaker is actress, author, speaker, and cancer advocate, Anissa Bass. She is the Founder and President of the Anthony L. Bass Stomach Cancer Foundation. Anissa lost her husband to stomach cancer in 2023.



Media Coverage

This event will have media on site to provide media coverage and conduct interviews. This event will also be featured in local and national press. E.G.O. Entertainment Network is our media partner and will conduct all media related needs.

E.G.O. Entertainment is a multimedia production and service company established in 2017, comprised of five divisions, JQLM RADIO, E.G.O. MAGAZINE, EGO MANAGEMENT, EGO NEWS, and EGO TV. This company not only provides music, talk shows, and other entertainment with the highest levels of listener satisfaction in mind when it comes to radio, but also provides support, advertising (radio, magazine, news, and television), event services, and other opportunities to help grow businesses and brands all over the world.





PROJECT TIMELINE



Step 1 - 5/15

Create the event budget, secure the event venue, identify speakers, setup the live ticket link, release the event digital flyer to begin social media promotion, and begin identifying event sponsors by May 15th.

Step 2 - 6/30

Secure all event sponsors, event decor services, speakers, entertainment, caterer, awards, and multimedia advertising campaign by June 30th.

Step 3 - 9/5

Launch press release, television and radio advertising campaign, secure sponsor banner, red carpet materials, and event programs.

Step 4 - 10/1

Take final ticket sale count, send the final update to sponsors along with their tickets.





PROPOSED BUDGET

EVENT ITEMS	COST
Event Hall	\$905
Caterer	\$1000
Decorator	\$700
Photographer & DJ	\$500
Advertising	\$575
Awards	\$400
Banners/Programs/Red Carpet	\$600
Speaker	\$650
TOTAL	\$5,280.00



BENEFITS FOR SPONSORS

Becoming a sponsor will not only add to your community initiatives and goals but will help increase and strengthen your visibility, network, and client database through our advertising strategy and event network.

- Will aid in promoting and exposing your brand to a larger audience through radio, tv, and social marketing
- Will aid in increasing your potential client database through interaction with the event audience
- Will aid in developing partnerships and relationships to help push your brand's mission



SPONSORSHIP PACKAGE

BRONZE - \$250

- One event ticket
- Logo added to event digital flyer and website
- Direct link to your brand's website on our website's sponsor page

8 AVAILABLE

SILVER - \$750

- Two event tickets
- Logo added to sponsor banner, event digital flyer, social media ads, and website
- Direct link to your brand's website on our website's sponsor page

6 AVAILABLE



SPONSORSHIP PACKAGE

GOLD - \$1.5K

- Everything in Silver plus your brand added to video promotional materials and radio ads
- Your brand logo and information added to the event program
- (VIP TICKETS)

4 AVAILABLE

PLATINUM - \$2.5K

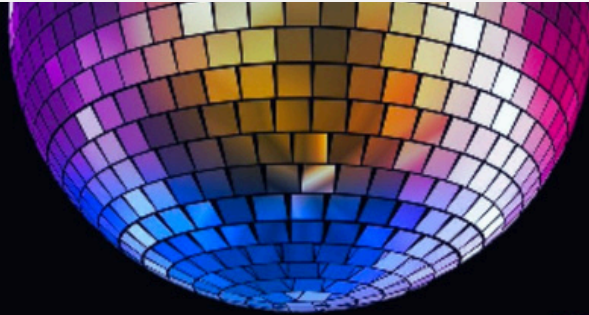
- Everything in Gold plus brand added to TV commercials, press releases
- Opportunity to address the attendees directly
- Information table at the event
- (VIP TICKETS)

2 AVAILABLE



THANK YOU!

WE LOOK FORWARD TO PARTNERING
WITH YOU!



Cancer Ball



CONTACT



765-807-9157



www.youeworthfighting4.org



youeworthfighting4@gmail.com