



**Kyle's Crusaders**  
**6th Annual Walk to Conquer Childhood Cancer**  
October 4, 2020 at Old National Pike District Park, Mt. Airy, MD

We are excited to announce our **6th Annual Walk to Conquer Childhood Cancer** on October 4, 2020 and we cordially invite you to participate as a sponsor.

We walk in memory of Kyle Addington, an Oakdale High School sophomore who passed away from leukemia in 2015 at the age of 16. Heartbroken, yet determined to honor Kyle's memory and his wish for a cure, his family hosts this annual fundraiser to raise much needed funds for childhood cancer research. Sadly, only 4% of the annual National Cancer Institute budget is allocated to pediatric research and very few new therapies have been developed for children in the past 30 years.

Your sponsorship helps to defray the costs of organizing our event. Funds received from sponsorships are used to pay for event facility rental, advertising and marketing. Any additional money from sponsorships will go toward our fundraising goal of \$25,000.

There are various levels of sponsorship for our event. Please see the attached Sponsorship Benefits for details.

Thank you in advance for your consideration of becoming a sponsor. Along with our Sponsorship Benefits, we have attached a commitment form that can be completed and submitted by mail or [online](#). You can also call or email me at 301.471.7455 or [kylescrusaders99@gmail.com](mailto:kylescrusaders99@gmail.com)

Sincerely,

A handwritten signature in black ink, appearing to read "Wendy Addington", with a long, sweeping horizontal line extending to the right.

Wendy Addington  
Kyle's mom and event director  
Kyle's Crusaders — Conquering Childhood Cancer  
[www.kylescrusaders.com](http://www.kylescrusaders.com)



## Sponsorship Benefits

Company exposure to 100s of participants • Support childhood cancer research •

Contributions are tax-deductible • Help make Kyle's wish come true

Sponsorship Benefits 6th Annual Walk October 4, 2020	Diamond Sponsor \$5000+	Titanium Sponsor \$2500+	Platinum Sponsor \$1000+	Gold Sponsor \$500+	Silver Sponsor \$250+	Mile Marker Sponsor \$125	In-Kind Sponsor
Opportunity to speak at opening of event	X	X	X				
Sponsor table provided <b>prominently</b> at event.	X	X	X				
Your logo on signs along event course (number X based on sponsor level)	XXXX	XXX	XX	X			
Logo included in our printed flyer (will appear for next year's event)	X	X	X	X	X		
Your logo listed <b>prominently</b> on our website (also under the sponsors tab) linking to your company site for one year.	X	X	X				
Table space provided at the event				X			
Your logo listed under sponsors on the Kyle's Crusaders website linking to your company site for one year.				X	X		
Your sponsorship incl. in social media outreach	X	X	X	X	X	X	X
Your name prominently displayed on one mile marker sign (½, 1, 1-½, 2 mile markers available)						X	
Acknowledgement of your sponsorship made throughout the event	X	X	X	X	X	X	X
Acknowledgement on Thank You poster displayed at event	X	X	X	X	X	X	X

Kyle's Crusaders, through Arms Wide Open Childhood Cancer Foundation, is a registered 501(c)(3) public charity (IRS Tax ID # 27-0811733). All donations and fees are tax-deductible to the fullest extent of the law.

[www.kylescrusaders.com](http://www.kylescrusaders.com)



[kylescrusaders99@gmail.com](mailto:kylescrusaders99@gmail.com)

# Kyle's Crusaders 6th Annual Walk to Conquer Childhood Cancer

October 4, 2020 at Old National Pike District Park, Mt. Airy, MD

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Website address: \_\_\_\_\_

1. Sponsorship level (*please circle*): Diamond/Titanium/Platinum/Gold/Silver/Mile Marker/  
In-Kind
2. Sponsors can choose to have company name listed or submit a logo: Please write your company  
name exactly how you'd like it to appear on website, signage, etc.:  
\_\_\_\_\_

Artwork and logos should be submitted to [kylescrusaders99@gmail.com](mailto:kylescrusaders99@gmail.com) as follows:

- ★ Logos for signage should be submitted in hi-resolution (300 dpi) JPEG or EPS files.  
Photoshop and Illustrator files can also be accepted.
  - ★ Logos for website should be submitted as 72 dpi JPEG or PNG files
3. Participants can register for the 6th Annual Walk at [www.kylescrusaders.com](http://www.kylescrusaders.com).
  4. Checks can be made payable to Kyle's Crusaders and mailed to: 8804 River Oaks Terrace,  
Frederick, MD 21704.



Kyle's Crusaders, through Arms Wide Open Childhood Cancer Foundation, is a registered 501(c)(3) public charity (IRS Tax ID # 27-0811733). Your donation may qualify as a charitable contribution for federal income tax purposes.