

Sponsorship opportunities



March 29, 2025
Panther Island Pavilion



THE BLAST

No one walks alone

The Blast is more than a walk – it’s a chance to show kids battling cancer that their community supports them on their journey. Every dollar raised helps bring more research, clinical trials and treatments to Cook Children’s, so kids can receive the lifesaving care they need right here in North Texas.

We invite you to join us on March 29, 2025 at Panther Island Pavilion for The Blast. We’ll celebrate the survivors who won their battle, encourage those still fighting and honor the butterflies that will never be forgotten. Together, we’ll show these patients and their families that they’ll never walk alone.

By the numbers

Over
27,000

patient
encounters
annually

218

research studies,
therapeutic trials
and registries
open to cancer
patients

976

patients enrolled
in clinical trials

Meet Thayne

At just 2 years old, doctors diagnosed Thayne with neuroblastoma. After six months of chemotherapy, two stem cell transplants, three months of radiation and six months of immunotherapy, his scans showed no evidence of disease. Today, he is a happy, healthy 8-year-old.

A child’s cancer journey doesn’t end at “no evidence of disease.” In addition to research and treatments for patients currently fighting cancer, The Blast supports programs like Life After Cancer. That means survivors like Thayne can access continued monitoring, education, emotional support and other resources to help them adjust to life after cancer.



Your support makes a difference for kids in North Texas.

Thanks to funds raised through programs like The Blast, our patients have access to the most advanced research and treatments available. Experts at Cook Children’s Hematology and Oncology Center collaborate with national care groups including:

- Children’s Oncology Group
- National Institutes of Health
- St. Jude and many more

to bring the very best in pediatric cancer treatment back to North Texas.



The Blast sponsorship level benefits

	Premier	Principle	Presenting	Supporting
	\$30,000	\$20,000	\$10,000	\$5,000
Company brand exposure				
Inclusion on The Blast website homepage	●			
Recognition on cookchildrenspromise.org	●			
Inclusion on The Blast email communications	All	1		
Inclusion on The Blast event collateral*	●	●		
Recognition on The Blast T-shirt*	●	●	●	
Opportunity to be designated sponsor of key event activation**	●	●	●	
Inclusion on The Blast website sponsor page	●	●	●	●
Dedicated Facebook post	●	●	●	●
Event day recognition				
Mention during opening ceremonies	●			
Event day space for participants	●	●		
Mention during pre-walk announcements	●	●	●	●
Recognition on sponsor signage on event day*	Logo	Logo	Logo	Name
VIP parking	5	3	2	1
Post-event recognition				
Personalized thank you video from Cook Children's	●	●		
Company support				
Company kick off in January or February	●	●	●	
Walk participant registrations	30	20	10	5
Personalized walk team homepage	●	●	●	●
Staff relationship management for duration of event year	●	●	●	●
Media promotion kit	●	●	●	●

*Noted items have specific print deadlines. Sponsor must have a signed agreement and provide deliverables prior to these deadlines.

** Opportunities are available based on sponsor objectives and event needs as well as safety restrictions. Pre-event and event day opportunities available. Examples include but not limited to: Tribute Walk, Walk Route, Fuel Zone, Correspondence, Stage, Kid Zone, Team Zone, Start and Finish Line and Water Zone.



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