



**THE
BLAST**

Sponsorship opportunities



April 6, 2024
Panther Island Pavilion



Bringing out-of-this-world cancer care closer to home

When a child is diagnosed with cancer, the whole family is affected. Your support helps us bring more world-class treatments and clinical trials to our communities, so patients can receive the lifesaving care they need closer to home.

Join us on April 6, 2024 as we walk at Panther Island Pavilion in Fort Worth to raise funds and awareness for kids fighting cancer at the Cook Children's Hematology and Oncology Center.

By the numbers

Our hematology and oncology center treats infants, children, adolescents and young adults with all types of cancer. While our primary service area is the six contiguous counties surrounding Tarrant County, our referral area is more than 121,000 square miles in size, roughly the size of the entire state of New Mexico.

Over
27,000

patient
encounters
annually

115

research studies,
therapeutic trials
and registries
open to cancer
patients

250

new cancer
cases each year



Meet Makenzie

Makenzie's whole life changed on April 2, 2021 when doctors diagnosed her with Langerhan's cell histiocytosis, a rare form of cancer. After months of chemotherapy, spinal surgery and even a halo to help with compression of her spinal cord, Makenzie began to heal.

On April 1, 2022, 364 days after her diagnosis, Mighty Makenzie and her team walked in The Blast for the very first time.



Scan the QR code to
meet Makenzie and learn
what The Blast means to
her and her family.

Thank you

Your support makes it possible for our experts to provide world-class cancer care, right here in North Texas. Thanks to the generosity of partners like Reliant, kids in our communities can receive the lifesaving care they need.



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 in Promise magazine*	●			
Recognition in the Fort Worth Business Press*	●			
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.



"We walk for every family and their angels, fighters and survivors, so they know that no one faces childhood cancer alone."

- Dee Dee McCool, Hero Henry David team captain



801 7th Ave.
Fort Worth, TX 76104

Contact:

Meredyth Haller
Associate Gift Officer, Corporate
meredyth.haller@cookchildrens.org
682.885.4887