



# FROM THEIR HEARTS TO YOURS

## HOLIDAY CARD PROGRAM

Created over 30 years ago as a simple fundraiser for the Center for Cancer and Blood Disorders at Phoenix Children's Hospital, this program is now a holiday tradition throughout the Valley. For over three decades, the community has celebrated the holidays by sending messages of hope to their friends and family with inspiring artwork from our patients. Through the generosity of the community and our corporate partners, the funds from this program support the Center for Cancer and Blood Disorders and provide hope to patients and their families who are in the fight of their lives.

While families are still processing the devastating news of their child's cancer diagnosis, our specialists are already developing a personalized treatment plan with access to the most innovative clinical trials and therapies that will give their child the best chance for survival. It's why so many families turn to the Phoenix Children's Hospital's Center for Cancer and Blood Disorders. When parents and children come to us with questions and concerns, they find a place of compassion and confidence. The breakthroughs made at Phoenix Children's help save lives every day, with cutting-edge care that is delivered in a setting dedicated exclusively to serving the unique needs of children.

## 2017 CENTER FOR CANCER AND BLOOD DISORDERS



23,740 patient appointments



316 new cancer diagnosis



44 bone marrow transplants



**KAMERON,**  
AGE 10

## HOLIDAY CARD SPONSORSHIPS

The 2018 holiday cards will be sold Valley-wide in multiple retail locations. Don't miss your chance to sponsor one of the card designs created by our patients from the Center for Cancer and Blood Disorders. When you support the Holiday Card Program, you're helping give our patients with cancer the best treatment available; you're giving them the best chance for survival.

### PRESENTING SPONSOR - \$10,000

- Logo exclusively displayed on card packaging and display box
- Logo exclusively displayed on the back of one retail card
- First sponsor to make selection from available retail card artwork
- Logo on poster and Holiday Card webpage
- Invitation to Christmas in July art project event with Phoenix Children's artists
- 100 customized cards

### TRADITIONAL RETAIL SPONSOR - \$5,000

- Logo exclusively displayed on the back of one retail card
- Logo on poster and Holiday Card webpage
- Invitation to Christmas in July art project event with Phoenix Children's artists
- 50 customized cards

### CO-RETAIL SPONSOR - \$2,500

- Co-retail sponsorship of one retail card with a non-competing partner (both logos placed on back of card)
- Logo on poster and Holiday Card webpage
- Invitation to Christmas in July art project event with Phoenix Children's artists
- 25 customized cards

### CORPORATE CARD SPONSOR - \$1,000

- Choose one piece of holiday artwork from online gallery and customize with company message and logo

*All card designs will include the artist's biography.*