

Please join us in support of the St. Jude mission:
Finding cures. Saving children. Everywhere.®



SPONSORSHIP OPPORTUNITIES

YEAR STARTED
2012

FUNDS RAISED
\$2.2M

DRIVE LOCATIONS
Peoria to Memphis
St. Louis to Memphis
Louisville to Memphis
Nashville to Memphis
Bourbonnais to Memphis

COMMITMENT
\$1,250 | \$750
per driver per passenger



**St. Jude Children's
Research Hospital**
Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

JOIN OUR MISSION – BECOME A SPONSOR

We raise funds and build awareness for St. Jude Children’s Research Hospital® with Corvette drives from Peoria, St. Louis, Louisville, Nashville, and Bourbonnais to the St. Jude campus in Memphis, TN. Our goal is to raise funds to help further the mission of St. Jude: *Finding cures. Saving children. Everywhere.*®

Drivers are encouraged to use letter writing to raise their required \$1,250 to participate. Passengers commit to raising \$750. Fundraising supplies are provided to participants.

WHY SUPPORT ST. JUDE?

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, **St. Jude has helped push the overall survival rate from 20% to more than 80%**, and we won't stop until no child dies from cancer.

Families never receive a bill from St. Jude for treatment, travel, housing, or food - so they can focus on **helping their child live.**

Every child deserves a chance to live their best life and celebrate every moment. When you support St. Jude, **you can help make cures possible for kids with cancer.**

Together, we can save more lives.

SPONSORSHIP BENEFITS INCLUDE *(see enclosed benefit chart)*

Recognition on event signage

Inclusion on event webpage

Acknowledgment at events

Social media posts

DRIVE DATE

2024 MAY 16 & 17

WHY ST. JUDE?





ZR1 SPONSOR

\$10,000 COMMITMENT

One opportunity per satellite location.

To receive all noted benefits below, commitments must be received by April 1, 2024.

Employee Engagement

- Custom built experiences catered to your employee needs to drive participation, engagement and connection with the St. Jude Drive event and the mission of St. Jude Children’s Research Hospital.
- Company visibility and opportunity for employee volunteerism with the St. Jude Drive or other local St. Jude events.
- May 2024 All Access Pass for two passengers on St. Jude Drive.
- Opportunity to participate in a virtual hospital tour delivered locally through Zoom.

Branded Partnership

- Access to St. Jude brand assets including use of St. Jude supporter badge and suggested messaging for partner use.
- Presenting sponsor recognition in media relations efforts, including local press releases. Potential media exposure through local print, radio and television partners.
- Opportunity to provide giveaway in Drive participant bags.
- Post event stewardship report highlighting employee engagements, return on investment and branded partnership in the community.





ZR1 SPONSOR

Digital + Online Activations

- Premier company logo placement on St. Jude Drive webpage: stjudedrives.org.
 - Mentioned in half of Sunday Drive Email Blasts (sent weekly to 500+ participants).
 - Mentioned in a minimum of FIVE social media posts on St. Jude Drive Facebook page (with over 550 followers).
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Event Recognition

- Logo on support vehicles in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria that drive from their respective cities to Memphis.
 - Acknowledgement at all St. Jude Drive meetings and sendoff events in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria.
 - Opportunity to speak at St. Jude Drive sendoff in your location.
 - Recognition and speaking opportunity at St. Jude Drive wrap-up party.
 - Logo on sponsor banner.
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GRAND SPORT SPONSOR

\$5,000 COMMITMENT

Exclusive to Two Partners per Market.

To receive all noted benefits below, commitments must be received by April 1, 2024.

Employee Engagement

- Custom built experiences catered to your employee needs to drive participation, engagement and connection with the St. Jude Drive event and the mission of St. Jude Children's Research Hospital.
- Company visibility and opportunity for employee volunteerism with the St. Jude Drive or other local St. Jude events.
- May 2024 All Access Pass for one passenger on St. Jude Drive.

Branded Partnership

- Access to St. Jude brand assets, use of St. Jude supporter badge, and suggested messaging for partner use.
- Recognition in media relations efforts, including local press releases. Potential media exposure through local print, radio and television partners.
- Post event stewardship report highlighting employee engagements, return on investment and branded partnership in the community.
- Opportunity to provide giveaway in Drive participant bags.





GRAND SPORT SPONSOR

Digital + Online Activations

- Premiere company logo placement on St. Jude Drive webpage: stjudedrives.org.
 - Mentioned in a quarter of Sunday Drive Email Blasts (sent weekly to 500+ participants).
 - Mentioned in a minimum of THREE social media posts on St. Jude Drive Facebook page with over 550 followers.
-

Event Recognition

- Logo on support vehicles in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria that drive to Memphis from their respective cities.
 - Acknowledgement at all St. Jude Drive meetings and sendoff events in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria.
 - Opportunity to speak at St. Jude Drive sendoff in your location.
 - Logo on sponsor banner.
-





STINGRAY SPONSOR

\$2,500 COMMITMENT

Exclusive to Five Partners per Market.

To receive all noted benefits below, commitments must be received by April 1, 2024.

Employee Engagement

- Custom built experiences catered to your employee needs to drive participation, engagement and connection with the St. Jude Drive event and the mission of St. Jude Children’s Research Hospital.
- Company visibility and opportunity for employee volunteerism with the St. Jude Drive or other local St. Jude events.

Branded Partnership

- Access to St. Jude brand assets including use of St. Jude supporter badge, and suggested messaging for partner use.
- Opportunity to provide giveaway in Drive participant bags.
- Post-event stewardship report highlighting success of 2024 partnership.





STINGRAY SPONSOR

Digital + Online Activations

- Premier company logo placement on St. Jude Drive webpage: stjudedrives.org.
 - Mentioned in a minimum of ONE social media post on St. Jude Drive Facebook page with over 550 followers.
-

Event Recognition

- Logo on support vehicles in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria that drive from their respective cities to Memphis.
 - Acknowledgement at all Drive meetings and sendoff events in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria.
 - Logo on sponsor banner.
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FRIEND OF ST. JUDE SPONSOR

\$1,000 COMMITMENT

To receive all noted benefits below, commitments must be received by April 1, 2024.

Digital + Online Activations

- Premier company logo placement on St. Jude Drive webpage: stjudedrives.org.
 - Mentioned in a minimum of ONE social media post on the St. Jude Drive Facebook page with over 550 followers.
-

Event Recognition

- Acknowledgement at all St. Jude Drive meetings and sendoff events in Louisville, Nashville, St. Louis, Bourbonnais, and Peoria.
-

Branded Partnership

- Logo on sponsor banner.
- Post-event stewardship report highlighting success of 2024 partnership.



COMMITMENT FORM

Recognition/Company Name _____
(as you wish to appear on event publications)

Contact Person _____

Mailing Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ Email _____

Referred by _____

Yes, I want to sponsor St. Jude Drive.

- ZR1 Sponsor – \$10,000
- Grand Sport Sponsor – \$5,000
- Stingray Sponsor – \$2,500
- Friend of St. Jude – \$1,000

Please make checks payable to St. Jude Drive.

- Check To pay by credit card, please call our office **309.566.3500**
- Please indicate whether you require an INVOICE or any additional documentation to process payment.

Items needed: _____

Please return to St. Jude via:

Email jillian.plunkett@alsac.stjude.org

Mail 4722 N. Sheridan Road, Peoria, IL 61614

Attn Jillian Plunkett

Visit stjudedrives.org

Call 309.566.3500

The amount of your contribution that is deductible as a charitable contribution for federal income tax purposes is limited to the excess of your contribution over the value of the goods & services provided by the organization.





Thanks to better therapies St. Jude has helped to develop, **more than 80% of U.S. childhood cancer patients now become long-term survivors.** We won't stop until no child dies from cancer. Because of your support, we can **provide children cutting-edge treatments not covered by insurance,** at no cost to families.

SPECIAL THANKS TO OUR 2023 SPONSORS



Wells Fargo -
Scott Elger



Painters District
Council No. 30



EVENT LEADS / STAFF

Andrew Black, St. Jude Drivers Association President
Email stjudedrive@gmail.com (c) 309.231.2265

Mike McCoy, St. Jude Drivers Association Chairman
Email michaelmccoy465@gmail.com (c) 309.253.5556

Jillian Plunkett, Development Representative
Email jillian.plunkett@alsac.stjude.org (c) 309.262.2175

FOR INFORMATION

Visit stjudedrives.org