



THE VICTORY CENTER
Reaching out to cancer patients & their families.

AUGUST 26 & 27, 2021



SPONSORSHIP OPPORTUNITIES



Thank you for considering sponsorship of The Victory Center's Over the Edge for Victory fundraiser. Over the Edge for Victory is an exciting event in which participants or "edgers" commit to raising a minimum of \$1,000 in exchange for the opportunity of a lifetime – to rappel down a landmark building in downtown Toledo. Edgers receive onsite training for their descent by professionally trained staff on one of two ropes. **TVC holds an exclusive right to license this type of fundraiser in a four county area.** Over the Edge for Victory attracts a lot of media attention with live news coverage on both Media/VIP Day and the Main Event Day and local media and community leaders rappelling. Edgers' progress is announced to the crowd while supporters and curious downtowners gather to watch.

While many fundraising events in 2020 were cancelled or postponed due to COVID-19, Over the Edge for Victory was able to go on as scheduled with protocols in place to ensure the safety of each rappeller. 2020's event raised over \$111,000!

It takes a lot of courage to rappel down a multi-story building. Participants of The Victory Center show courage in the face of adversity every day. We invite you to become a sponsor in 2021 and help us raise funds that allow The Victory Center to continue offering individual support services and programs that benefit cancer patients, cancer survivors, and those closest to them.

This Sponsorship Booklet outlines who we are, what we do, and how you can make a difference. Included is a brief description and sponsor level overview. If you would like more detailed information please do not hesitate to contact one of us. Find more details at our event website, www.ote4victory.org.

Sincerely,

Dianne Barndt, Executive Director
dcherry@thevictorycenter.org

Karen Evans, Special Events Manager
kevans@thevictorycenter.org

THE VICTORY CENTER AND OUR IMPACT

The individual therapies at TVC helped to reset my body and mind, and allowed me to take some time for myself that I normally wouldn't have done.” - Amy

We believe cancer patients, survivors, and their loved ones should live in a world full of acceptance, support, connection, healing, and hope. We see the person, not the diagnosis, and provide a community of shared experiences, understanding, and compassion. Through a variety of free and complementary or integrative services, The Victory Center provides:

- Physical comfort and pain relief
- A boost to motivation
- Stability and normalcy
- A place to let go
- Joy in a dark period

2021 marks The Victory Center's 25th anniversary as the premier, independent, privately-funded nonprofit serving cancer patients, survivors, and their families in northwest Ohio and southeast Michigan. TVC was able to continue providing many programs and services virtually during 2020, including counseling, support groups, art therapy and exercise. Once it was safe to reopen, we took the utmost precautions to provide the safe and important healing services that we always have. Participants can take advantage of a host of programs and services at our west Toledo office or our satellite facility located in Perrysburg.

THE DIFFERENCE YOU MAKE

- 100% of contributions stay local.
- \$500 provides 30 oncology massages.
- \$1,000 provides a full year of monthly support groups.
 - \$2,500 provides over 100 reiki sessions.
- \$5,000 provides restocking of wig bank for one full year.





VIP/Media Day Thursday, August 26, 2021

Main Event Day Friday, August 27, 2021

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$10,000 (*Reserved for ProMedica*)

- ♦ 2 rappel spots on Media/VIP Day with GoPro helmet camera
- ♦ 1 rappel spot on Main Event Day with GoPro helmet camera
- ♦ Invitation to media appearances with TVC
- ♦ Premium recognition on all event promotional materials
- ♦ Prominent recognition on event t-shirt

LANDING ZONE SPONSOR \$8,000 (*One Available*)

- ♦ Company logo on signage placed in planters located in event landing zone
- ♦ 3 rappel spots to be awarded to registered TVC survivor participants. One rappel spot on Media/VIP night and 2 rappel spots on the main event day.
- ♦ Recognition on event website
- ♦ Premium recognition on event day promotional materials
- ♦ Logo on event helmets
- ♦ Logo on event t-shirts

PHOTOBOOTH SPONSOR \$5,000 (*One Available*)

- ♦ 1 rappel spot on Main Event Day with a GoPro helmet camera
- ♦ Company logo on Edger photo booth photos
- ♦ Prominent recognition on all event promotional materials
- ♦ Company logo on event t-shirt

ROOFTOP SPONSOR \$5,000 (*One Available*)

- ♦ 1 rappel spot on Main Event Day with a GoPro helmet camera
- ♦ Company logo on rooftop photos of each rappeller
- ♦ Prominent recognition on all event promotional materials
- ♦ Company logo on event t-shirt

Additional sponsorship levels continued on page 5





SPONSORSHIP LEVELS CONTINUED

ROPES SPONSOR \$4,000 (*Two available*)

- ♦ 1 rappel spot on Main Event Day with GoPro helmet camera
- ♦ Naming rights to one of the two ropes which will be announced every time an Edger descends that rope
- ♦ Premium recognition on all event promotional materials
- ♦ Company logo on event t-shirt

GoPRO CAMERA SPONSOR \$3,000 (*One available*)

- ♦ 1 rappel spot on Main Event Day with a GoPro helmet camera
- ♦ Company logo on packaging of memory cards containing descent video given to top fundraisers
- ♦ Prominent recognition on all event promotional materials
- ♦ Company logo on event t-shirt

SURVIVOR SPONSOR \$2,500 (*Unlimited*)

- ♦ 1 rappel spot on Main Event Day to be awarded to a TVC survivor participant
- ♦ Recognition on social media, event website, and event day materials

GIFT BAG SPONSOR \$1,000 (*One available*)

- ♦ Company logo on rappeller gift bags
- ♦ Recognition on social media, event website, and event day materials

TOP FUNDRAISING SPONSOR \$1,000 (*One available*)

- ♦ Frequent and prominent social media recognition
- ♦ Recognition on event website and event day materials





THE VICTORY CENTER / PAYEE INFORMATION

CHECKS PAYABLE TO: The Victory Center

LEGAL NAME TO SIGN ON BEHALF OF TVC: Dianne Barndt, Executive Director

AUTHORIZED SIGNER EMAIL: dcherry@thevictorycenter.org

PAYEE TAX ID: 34-1767997

SUPPORTING DOCUMENT: IRS letter of tax exempt status, see page 7

BOARD OF DIRECTORS:

President: Brian Hahn, Oldcastle Building Envelope

Vice President: Russ Wood, McDonald Partners

Treasurer: Mackenzie Gross, Gilmore, Jasion & Mahler

Secretary: Ann Kujawa, ProMedica

Angie Ash, Fruchtman Marketing

Graham Bluhm, Eastman & Smith Ltd.

Kristin Bowman, Medical Mutual

Pamela Byrne, Welltower

Mindy Campbell, Toledo Clinic

Paul Clemments, Mercy Health

Susan Gilmore, Waterford Bank

Silvia Goicoechea, University of Toledo

Itzel Krauss, TVC Advocate

Rob Salem, University of Toledo

Robert Thompson, TWDS Group at Merrill Lynch

Cheryl Vion-Hasenaur, The Anderson's



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077550279
Dec. 27, 2010 LTR 4168C 0
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BODC: TE

VICTORY CENTER
% DIANNE CHERRY
5532 W CENTRAL AVE STE B
TOLEDO OH 43615-0713

19661

Employer Identification Number: 34-1767997
Person to Contact: Sophia Brown
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 09, 2010, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in September 1994.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Cindy Thomas
Manager, EO Determinations



SPONSOR INFORMATION

Please complete form as information should appear on event materials.

COMPANY NAME _____

ADDRESS _____

PRIMARY CONTACT NAME _____

PHONE _____ EMAIL _____

PAYMENT

PLEASE INVOICE TO _____

Check payable to: The Victory Center, 5523 W. Central Ave., Ste. B, Toledo, OH 43615

Credit Card Number _____ Exp. Date _____

Event lead will contact you for logos. Please circle sponsorship level desired.

Please respond by July 7, 2021.

Thursday & Friday, August 26 & 27, 2021

Presenting \$10,000	Landing Zone \$8,000	Photo Booth \$5,000	Rooftop \$5,000	GoPro Camera \$3,000
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Survivor \$2,500	Gift Bag \$1,000	Top Fundraising \$1,000
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The Victory Center
5532 W. Central Ave., Suite B, Toledo, Ohio 43615
Fax: (419) 531-7687