



February 1, 2017

Dear Friend:

On April 8, 2017, Alex's Army Childhood Cancer Foundation will host an Official **GUINNESS WORLD RECORDS™** attempt for the **Most people performing push ups** on Battlefield High School's Campus to raise awareness for Childhood Cancer and to honor the memory of my son, Alex J. Green, on what would've been his 13<sup>th</sup> Birthday.

Alex, a Haymarket resident and student at Bull Run Middle School, battled from the age of 5 until he succumbed to the disease at the age of 12 in June 2016. Alex was a fierce competitor and athlete. While enduring medical treatments and despite becoming paralyzed from the waist down, he played various sports from basketball to sled hockey. Alex embodied strength and loved competition; despite the harsh medical treatment he was going through, he set a daily reminder on his phone to do twenty push-ups. When Alex went on hospice care, the community started doing his push-ups for him, and the hashtag **#Twenty4Alex** was born. While Alex lost his battle with cancer, his legacy continues to live on.

Alex's Army CCF (501 c-3 non-profit organization) was formed with the mission to raise awareness and funding for Childhood Cancer Research while providing Christian focused support to the Childhood Cancer Community.

We are seeking sponsors and donations for this amazing event. Your sponsorship will aid in our efforts to raise awareness and bring the community together in support of families facing this battle. All funds raised over the cost of this event will be allocated specifically toward our 2017 Research Fund to help further treatment options for children and families facing childhood cancers today.

Attached you will find the sponsorship packages available to showcase your business at the event. After selecting a package, please complete the form, include the donation and forward to Alex's Army CCF, c/o Alex's Birthday Celebration and Official **GUINNESS WORLD RECORDS™** Attempt, P.O. Box 212, Casanova, VA 20139. Please email your logo to [sponsor@alexarmyccf.org](mailto:sponsor@alexarmyccf.org) for use depending on your sponsorship package.

Please contact us for more information regarding sponsorship. Thank you for your consideration.

With Faith, Hope, and Love Always,

A handwritten signature in black ink that reads "Jenni Green".

Jenni Green

President and Co-Founder

Alex's Army Childhood Cancer Foundation

*A financial statement is available upon written request from the Office of Charitable and Regulatory Programs.*

**Alex's Army Childhood Cancer Foundation**

PO Box 212, Casanova, VA 20139 ♦ Ph. 571-262-1758

[www.facebook.com/alexarmyccf](https://www.facebook.com/alexarmyccf) ♦ [www.alexarmyccf.org](http://www.alexarmyccf.org)



## Alex's Army Awareness Event & Birthday Celebration SPONSORSHIP OPPORTUNITIES

### Gold Sponsorship - \$10,000

- Company logo/name highlighted on all marketing materials
- Logo/name on participant takeaway gift (i.e. water bottle)
- Predominant logo as GOLD sponsor on event signage
- Special shout-out recognition on website, social media and during news coverage
- Potential opportunity to be highlighted as event sponsor in Guinness Book of World Records 2017 edition

### Silver Sponsorship - \$2,500

- Company Logo / Name on special event signage
- Special shout-out recognition on website and social media

### Bronze Sponsorship - \$500

- Company Logo / Name on special event signage

### Individual Sponsorship - \$20 (\$1/push-up)

- Sponsor an individual participant with \$1/push-up

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### SPONSORSHIP REGISTRATION

Sponsorship Tier:    GOLD    SILVER    BRONZE    INDIVIDUAL

Sponsor/Company Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

Sponsor Contact: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Approved Cardholder Name: \_\_\_\_\_

OFFICE USE ONLY

*Please email the completed form and CC payment by March 24<sup>th</sup> to [sponsor@alexarmyccf.org](mailto:sponsor@alexarmyccf.org)  
Please mail checks payable to Alex's Army CCF to P.O. Box 212, Casanova VA 20139*

Alex's Army Childhood Cancer Foundation  
PO Box 212, Casanova, VA 20139 ♦ Ph. 571-262-1758  
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