



Dear Potential Community Partner:

Our entire Cannonballs Team is excited to share a very important and impactful program: Cannonballs Across America launched on May 17, 2018 by the Cannonballs for Kayne Foundation, an emerging national public charity, non-profit committed to families, education and funding research for a cure of pediatric brain cancer and DIPG.

Cannonballs Across America kicks off with 4 guys on a 40 day, 4,000 mile cross-country cycling trip beginning May 17, 2019, National DIPG Awareness Day, from San Francisco, CA to Daytona Beach, FL, fundraising \$1m to battle DIPG! The focus during the ride is on connecting with families, children's hospitals, swim teams, schools, organizations and churches to educate about brain tumors while bringing people together for a common cause.

All proceeds from this beneficial program fund research into the deadliest form of childhood cancer: diffuse intrinsic pontine glioma (DIPG) and other brain tumors. Researchers believe by uncovering the cure to DIPG, the mystery will be unlocked for many other cancers that cause death. This makes your participation very meaningful for children and adults.

## THE INSPIRATION BEHIND CANNONBALLS

Brain cancer is now the #1 cause of childhood cancer death and receives very little research funding. My brother, Kayne Finley, was born in Northern Kentucky and graduated from Spruce Creek High School near Daytona Beach, Florida in 2017. He attended Louisiana State University and was an assistant swimming manager with this rare, inoperable brain cancer of the brainstem, usually occurring in much younger children, 4-11 years old, and affecting about 300 people in the United States every year. DIPG is known for being the leading cause of death from pediatric brain tumors, carrying a poor prognosis with near 0% chance of survival.

Cannonballs for Kayne Foundation started with a hashtag on social media as a way for swimmers, friends and family to cheer up Kayne and was formed into a foundation, focused on improving the lives of children diagnosed with brain cancer, emphasizing DIPG. At just 17 years old, Kayne dove right into the deep waters to raise awareness support research and find a cure of pediatric brain cancers and DIPG for the next generation.

Kayne was treated at University of Florida Health Shands Children's Hospital, Cincinnati Children's Hospital Medical Center and St. Jude Affiliate in Baton Rouge, where he lived out his dream as a Fighting Tiger at LSU with aspirations of becoming a veterinarian, before his untimely death in November 2017. Personal prayers and donations for all children fighting this and other horrible diseases are always appreciated.

## SO, WHAT'S THE GOAL?

Though many cancers have seen drastic improvement in survival over the last few decades, DIPG is the most underfunded, least researched and most aggressive in children, carrying the same dismal prognosis and standard treatment that remains unchanged in almost 50 years. Fortunately, researchers are finally hopeful that with better precision medicine, technology and access to tumor tissue, finding a cure for this deadly brain cancer and others is on the horizon.

An emerging leader in the fight for a cure, Cannonballs for Kayne raised almost \$200,000 in 2017 and 2018 and looks toward a goal of raising \$1M to battle DIPG in the medical research arena. These dollars will enable several research grants and clinical trials for families desperate for viable treatment options throughout 2020 and beyond.

## HOW YOU MAKE A DIFFERENCE

By supporting the Cannonballs Across America program, you will be part of a larger team fighting for a cure for these children, teens and adults. The enclosed materials provide additional information about this program, the Cannonballs Foundation and how you can get connected.

Please contact me directly with any questions. Thank you for your time, consideration and support of this program. I am hopeful for a favorable decision to join our Cannonballs Across America team as a community partner. Our team, our riders, my family and I look forward to working with our sponsors and building relationships along the way well into the future.

Kind regards,



N. Keagan Finley  
Kayne's Brother  
Louisiana State University Class of 2020  
Director, Cannonballs for Kayne Foundation  
Cyclist and Coordinator, CannonballsAcrossAmerica.org  
keagan@CannonballsForKayne.org



# CANNONBALLS ACROSS AMERICA



MAY 17 THROUGH JULY 3, 2019

## PRESENTING SPONSOR - \$25,000 = 100 MILES

ALL BENEFITS OF PREMIER CANNONBALL SPONSOR, PLUS:

- Included in event logo as "Presented by" sponsor
- Logo/Name appears prominently on race print materials, merchandise, front of cycle jerseys & back of event T-shirts
- Logo/Name appears on Step & Repeat Banner for event photos w/cyclists at all event engagements
- Name included as Presenting Sponsor in media mentions & announcements
- Two 10x10 tents w/6' tables to distribute products/info at City Celebrations (staffed by Sponsor)
- Opportunity for company representative to speak at City Celebrations (currently Cincinnati, Baton Rouge, Daytona Beach)
- Sponsor Level exclusivity at City Celebrations & 25-person Swag bundle (optional)

## PREMIER SPONSOR - \$10,000 = 40 MILES

ALL BENEFITS OF PLATINUM CANNONBALL SPONSOR, PLUS:

- Logo/Name on event flyers sent to local families along the route through local schools/organizations, posters, postcards and other materials (must commit by March 29 for printing)
- Logo/Name appears prominently on back of event T-shirts
- Name included as Premier Sponsor in media mentions & announcements
- One 10x10 tent w/6' table to distribute products/info at City Celebrations (staffed by Sponsor)
- Sponsor Level exclusivity at City Celebrations & 15-person Swag bundle (optional)

## PLATINUM CANNONBALL SPONSOR - \$5,000 = 20 MILES

ALL BENEFITS OF GOLD, SILVER, BRONZE CANNONBALL SPONSOR, PLUS:

- Logo/Name on event flyers sent to local families along the route through local schools/organizations (must commit by March 29)
- Complimentary 6' table to distribute products/info at City Celebrations (staffed by Sponsor)
- Recognition in City Celebrations announcements
- Logo/Name on City Celebration banner & 10-person Swag bundle (optional)

## GOLD CANNONBALL SPONSOR - \$3,750 = 15 MILES

ALL BENEFITS OF SILVER & BRONZE CANNONBALL SPONSOR, PLUS:

- Logo/Name appears on back of event T-shirts (must commit by April 19)
- Logo/Name on Cannonball Wall for kids with cancer at City Celebrations
- Recognition in email promotions & newsletters & 6-person Swag bundle (optional)

## SILVER CANNONBALL SPONSOR - \$1,250 = 5 MILES

ALL BENEFITS OF BRONZE CANNONBALL SPONSOR, PLUS:

- Logo/Name on sponsor page of event website with click through link to your site & 3-person Swag bundle (optional)

## BRONZE CANNONBALL SPONSOR - \$500 = 2 MILES

- Logo/Name listed on sponsor page of event website
- Mentions on Facebook, Twitter & Instagram (optional)
- Distribution of promotional materials in City Celebration packets (must commit by March 29)
- Name on Appreciation Page in City Celebration packets (optional) & 1-person Swag bundle (optional)

## CANNONBALL SPONSOR - \$250 = 1 MILE

- Name listed on sponsor page scroll section of event website (optional)
- Mentions on Facebook, Twitter & Instagram (optional)

## MINI CANNONBALL "AWARENESS" SPONSOR - \$100

- "In Memory Of" or "In Honor Of" listed on sponsor page scroll section of event website (optional)

*Sponsorships are tax-deductible to the full extent provided by law and offer fantastic community-focused business development and marketing opportunities for your company. Help raise national awareness for childhood cancer, provide pivotal research funding and give families hope! Cannonballs for Kayne Foundation is a national, nonprofit 501(c)(3) corporation.*

# CANNONBALLS ACROSS AMERICA



MAY 17 THROUGH JULY 3, 2019

## PROMOTE YOUR BUSINESS ACROSS THE NATION

- 10 major cities across America will be visited with promotional engagement through hospitals, churches, swim teams, bicycle clubs, schools and other organizations.
- 3 major City Celebrations are being planned for in Cincinnati, Baton Rouge and Daytona Beach
- Over 27,000 Facebook followers. Posts regularly reach 30,000 to 50,000 individuals. Engagement of some posts have reached > 100,000. More than 250 individuals have given 5-star ratings on Cannonballs for Kayne page.
- Event flyers, posters, postcards and other marketing material to be shared locally along the route, expecting to engage 100,000+ individuals.

## IMPACT OUR CHILDREN

- Every single day in the United States a family is told their child has DIPG.
- DIPG is the most underfunded, least researched and most aggressive in children, carrying the same dismal prognosis and standard treatment that remains unchanged in almost 50 years.
- Fortunately, researchers are finally hopeful that with better precision medicine, technology and access to tumor tissue, finding a cure for this deadly brain cancer and others is on the horizon.
- Funding this essential research is critical to giving families hope and children a chance for survival.

## BENEFIT FROM SUCCESSFUL PUBLIC ENGAGEMENT

- Coverage in multiple city media as evidenced on our website: CannonballsForKayne.org.
- Swimming Olympians and international engagement of the viral cannonball movement #cannonballsforKayne raising awareness for pediatric brain tumors and cancer.
- Kayne Finley participated in an 8-video documentary series about “Living with DIPG” with Special Books by Special (SBSK.org) founder Chris Ulmer, resulting in international engagement of > one million individuals.
- In 2017, successful events raised over \$130,000 from every U.S. state and over 10 countries.
- Kayne directly spoke with Governors Matt Bevin and John Bel Edwards of Kentucky and Louisiana, respectively in May and October about increased funding action for pediatric brain cancers.
- 2018 events: Cannonballs for Kayne Swimming Invitational & Mardi Gras Celebration of Life in Daytona Beach (February), Cannonball Softball Tournament & Jambalaya Contest in Baton Rouge (October), Cannonballs Run/Walk Virtual 5K (November).
- 2019 events: Mardi Gras Gold Gala in Daytona Beach (February), Cannonballs Across America from San Francisco to Daytona Beach (May - July), Geaux Gold Softball Tournament in Baton Rouge (October), Cannonballs Run/Walk Virtual 5K (November).

## HAVE A HAND IN PROMOTING THE CAUSE

- The DIPG community has a large and growing number of loyal and dedicated supporters who know first hand the devastating consequences of childhood cancer and DIPG brain tumors specifically.
- A business partnering to support this cause will only benefit from the good will and positive association.
- Parents of children with brain tumors and cancer turn to social media for information and to connect with other families battling the disease. Cannonballs for Kayne is a reliable resource for families.
- These stories are reaching national attention and news coverage more often, drawing attention to the “worst of the worst” childhood cancer through the support of national sports teams, educational institutions and other community organizations.
- With the recent law enacted by The STAR Act, improving Survivorship, Treatment, Access and Research, you join the bipartisan, community effort giving hope to all families affected by childhood cancer.

**CONNECTING COMMUNITY + GIVING BACK = GREAT BUSINESS**

# 2019 SPONSORSHIP COMMITMENT FORM

Please return completed form and payment to:  
Cannonballs for Kayne Foundation  
P.O. Box 1738, Ormond Beach, FL 32175

Individual Name (Sponsorship not associated with Company) \_\_\_\_\_

Company/Organization Name \_\_\_\_\_

Company/Organization Primary Contact \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## Social Media Handles

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

## SPONSORSHIP LEVEL

### Exclusive Packages

- Presenting (\$25,000) = 100 MILES
- Premier (\$10,000) = 40 MILES
- Platinum Cannonball (\$5,000) = 20 MILES
- Gold Cannonball (\$3,750) = 15 MILES
- Silver Cannonball (\$1,250) = 5 MILES
- Bronze Cannonball (\$500) = 2 MILES
- Cannonball (\$250) = 1 MILE
- Awareness (\$100)

We are unable to participate in the Exclusive Sponsorships but wish to contribute \$ \_\_\_\_\_

In-Kind Sponsorship (specify) \_\_\_\_\_  
Approximate value \$ \_\_\_\_\_

## PAYMENTTYPE

- \*Preferred Method\* - Check enclosed, made payable to Cannonballs for Kayne Foundation.
- Credit Card - Please pay with MC/VISA online at CannonballsForKayne.org
- I wish to receive an invoice by email. Payment will be made by (date) \_\_\_\_\_ via check made payable to Cannonballs for Kayne Foundation.

## AUTHORIZATION & SIGNATURE

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

### IMPORTANT ARTWORK DEADLINES (as applicable per sponsor level)

March 29, 2019: Deadline for printing logo on flyers distributed in schools/organizations  
April 19, 2019: Deadline for printing logo on banners and race T-shirts

Questions? Please email [Keagan@CannonballsForKayne.org](mailto:Keagan@CannonballsForKayne.org)

Cannonballs for Kayne Foundation is a national, nonprofit 501(c)(3) organization (EIN 81-4983450)

Donations are tax deductible to the full extent provided by law.