



**Beats  
for a  
cure™**

**2025  
SPONSORSHIP  
PACKET**

# SPONSOR **SOLICITATION**

## **Sponsorship Memo: Beats for a Cure**

Subject: Sponsorship Opportunity: Beats for a Cure -  
Cancer Awareness & Fundraising Events

### **Introduction**

We are excited to invite you to sponsor Beats for a Cure, a not for profit organization focused on raising awareness and critical funds for cancer research.

Beats for a Cure brings together DJs and streamers from all around the world to unite for one cause... the fight against cancer. In five short years time, Beats for a Cure has raised over \$250k for cancer research and support, with a goal of \$1 million by 2028. Our past events had over 80 DJs and streamers spanning the course of a week, non-stop, 24-hours each day around the globe to raise money for cancer research at the number two hospital in the world, Cleveland Clinic. Beats for a Cure is one of the largest DJ charity events on the Twitch.com platform.

We are excited to introduce new events (combining both virtual and in-person) designed to raise crucial funds for various cancers, including breast, prostate, multiple myeloma, and childhood cancers. Our mission is to make a meaningful impact in the fight against these devastating diseases, and with your support, we can make that vision a reality. Every event and contribution brings us closer to funding research, improving treatments, and providing hope for those affected. Together, we have the power to make a lasting difference and help create a brighter future for all.

## Why Sponsor?

By becoming a sponsor of Beats for a Cure, you have the opportunity to:

- \* Support a worthy cause: Cancer is a significant health concern, and your contribution will directly impact research efforts.
- \* Increase brand awareness: Gain international exposure to a large audience of supporters and potential customers.
- \* Align your brand with a positive cause: Demonstrate your commitment to corporate social responsibility and healthcare initiatives.

## Sponsorship Levels

We offer a variety of sponsorship levels to suit your budget and marketing goals. Each level comes with a unique set of benefits, including:

- \* Logo placement on event materials and website
- \* Promotional opportunities
- \* Tickets to the event
- \* Social media recognition

## Next Steps

For more information on sponsorship levels and benefits, please see the attached sponsorship package. We encourage you to secure your spot as soon as possible to maximize your coverage.

Thank you for your time and consideration. We look forward to partnering with you to make Beats for a Cure a success!

### Contact

Darryl J. East, President  
[info@beatsforacure.org](mailto:info@beatsforacure.org)

Attachment:

Sponsorship Package for Beats for a Cure

[Note: Beats for a Cure is a registered 501(c)(3) organization.]

# STATISTICAL HIGHLIGHTS

	2020	2021	2022	2023	2024
Funds Raised	\$22,500	\$37,458	\$51,244	\$44,435	\$58,860
Number of Streamers Participating	25	81	86	86	86
Countries Represented	4	10	8	10	12
Number of Community Contributors	500	730	1015	965	1330

# ANNUAL EVENTS

## What events do we have planned?

We have a series of impactful fundraising events planned to support vital cancer research and patient care. These include awareness and fundraising campaigns for breast cancer, prostate cancer, multiple myeloma, and childhood cancer. Each event will feature a combination of activities, such as charity walks, auctions, community gatherings, and online donation drives, aimed at raising funds and awareness for these causes. Through these events, we hope to make a meaningful difference in the lives of those affected by cancer while supporting the ongoing efforts for better treatments and ultimately a cure.



This our flagship event that has been running for the past 5 years and all of the previous numbers are just from this one event that takes place in October.



This will be new for this year and will feature a 5K run and 1M walk to benefit research and help those families with children that have cancer in August.



This event is new and will take place in 2026. More information about this event will be available later this year.



This event is new and will take place in 2026. More information about this event will be available later this year.

# CORPORATE SPONSORSHIP LEVELS

## How can your organization help with this effort?

Below are the level classifications for your consideration:

### **Fortissimo Sponsor - \$250,000**

- \* Availability: 4 per year
- \* Length of sponsorship: 12 months all events
- \* Tickets to events: 15 per year, per event
- \* Visibility:
  - 1) Exclusive top-level branding on all events both major and minor for a year
  - 2) Branding on all digital promotions
    - a) Website
    - b) Social media
    - c) Advertising
  - 3) Branding on all printed promotions
    - a) Merchandise
    - b) Banners
    - c) Step and Repeats
    - d) Flyers
    - e) Posters
    - f) Sponsorship booklet
  - 4) Named scholarship
  - 5) Sponsor Video to be played at events

## **Vocal Sponsor - \$100,000**

- \* Availability: 8 per year
- \* Length of sponsorship: 12 months all events
- \* Tickets to events: 10 per year, per event
- \* Visibility:
  - 1) Top-level branding on all events both major and minor for a year
  - 2) Branding on all digital promotions
    - a) Website
    - b) Social media
    - c) Advertising
  - 3) Branding on all printed promotions
    - a) Merchandise
    - b) Banners
    - c) Step and Repeats
    - d) Flyers
    - e) Posters
    - f) Sponsorship booklet
  - 4) Named scholarship

## **Ensemble Sponsor - \$75,000**

- \* Availability: 15 per year
- \* Length of sponsorship: 12 months all events
- \* Tickets to events: 8 per year, per event
- \* Visibility:
  - 1) Top-level branding on all events both major and minor for a year
  - 2) Branding on all digital promotions
    - a) Website
    - b) Social media
    - c) Advertising
  - 3) Branding on all printed promotions
    - a) Merchandise
    - b) Banners
    - c) Step and Repeats
    - d) Flyers
    - e) Posters
    - f) Sponsorship booklet

## **Tempo Sponsor - \$50,000**

- \* Availability: 20 per year
- \* Length of sponsorship: 12 months all events
- \* Tickets to events: 5 per year, per event
- \* Visibility:
  - 1) High-level branding on all major events for a year
  - 2) Branding on all digital promotions
    - a) Website
    - b) Social media
    - c) Advertising
  - 3) Branding on all printed promotions
    - a) Merchandise
    - b) Banners
    - c) Step and Repeats
    - d) Flyers
    - e) Posters
    - f) Sponsorship booklet

## **Forte Sponsor - \$20,000**

- \* Availability: 10 per event
- \* Length of sponsorship: One event
- \* Tickets to events: 10 tickets to sponsored event
- \* Visibility:
  - 1) Top-level branding on sponsored event
  - 2) Branding on all digital promotions for sponsored event
    - a) Website
    - b) Social media
    - c) Advertising
  - 3) Branding on printed promotions for sponsored event
    - a) Banners
    - b) Step and Repeats
    - c) Sponsorship booklet



## **Amplifier Sponsor - \$12,000**

- \* Availability: 20 per event
- \* Length of sponsorship: One event
- \* Tickets to events: 8 tickets to sponsored event
- \* Visibility:
  - 1) High-level branding on sponsored event
  - 2) Branding on all digital promotions for sponsored event
    - a) Website
    - b) Social media
    - c) Advertising
  - 3) Branding on printed promotions for sponsored event
    - a) Sponsorship booklet

## **Sound Sponsor - \$5,000**

- \* Availability: 10 per event
- \* Length of sponsorship: One event
- \* Tickets to events: 5 tickets to sponsored event
- \* Visibility:
  - 1) Branding on sponsored event
  - 2) Branding on all digital promotions for sponsored event
    - a) Website
    - b) Social media
  - 3) Branding on printed promotions for sponsored event
    - a) Sponsorship booklet

## **Bassline Sponsor - \$1,000**

- \* Availability: unlimited per event
- \* Length of sponsorship: One event
- \* Tickets to events: 2 tickets to sponsored event
- \* Visibility:
  - 1) Branding on sponsored event
  - 2) Branding on all digital promotions for sponsored event
    - a) Website
  - 3) Branding on printed promotions for sponsored event
    - a) Sponsorship booklet



**BEATSFORACURE.ORG**

**Beats**  
**for a**  
**cure**™