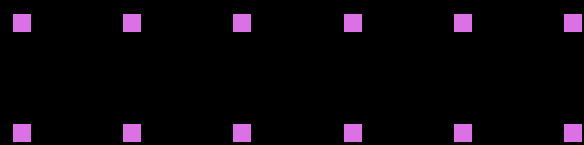


# 2024 NONPROFIT PARTNERSHIP

**PINCANCER**<sup>™</sup>  
wrestle for a cure





JOIN THE WORLD'S  
**TOUGHEST SPORT** AS  
WE TAKE ON THE  
WORLD'S **TOUGHEST**  
**OPPONENT**



# OUR WHY

43

Children ages 0-19  
are diagnosed  
with cancer  
everyday

285

1 in 285 kids will be  
diagnosed with  
cancer by the time  
they are 20

4%

Childhood Cancer  
research receives just  
4% of the annual  
budget from the NIH





# VISION

Pin Cancer seeks to become how every level of the wrestling community can fight cancer and raise awareness, together

# MISSION

To give wrestlers of all ages an avenue to inspire awareness, and raise funds for cancer research



# BENEFICIARIES

1

## Wrestling families affected first hand by cancer

New in 2024, we will encourage teams to fundraise for a teammate affected by cancer

2

## St. Jude Children's Research Hospital

Overflow of donations not directed to an individual will go to St. Jude



# BY THE NUMBERS



**7K**

wrestlers involved



**22K**

donors



**\$3M**

funds raised



# IN GOOD COMPANY







# PARTNERING WITH PIN CANCER



## BRAND VISIBILITY

50K+ followers

## LEAD GENERATION

Collaborate to generate  
and nurture new leads  
with a common goal

## CONSUMER PERCEPTION

70% of consumers want  
to know how brands are  
addressing social issues

## CAUSE MARKETING

Partner with the leading  
wrestling specific  
nonprofit

## COMMUNITY GOODWILL

Opportunity to give back  
to wrestlers directly  
affected by cancer





# CORPORATE SOCIAL RESPONSIBILITY



## INTERNAL

- Positive Brand Image and Reputation
- Employee Engagement and Retention
- Attracting Top Talent
- Innovation and Creativity
- Improved Company Culture

## EXTERNAL

- Increased Brand Visibility
- Credibility and Trust
- Customer Loyalty and Engagement
- Market Differentiation
- Customer Acquisition

# PARTNERSHIPS

## OFFICIAL SPONSOR \$10,000+

Be the official sponsor of the 2024 Wrestle for a Cure Campaign - a season long fundraiser that gives wrestlers the ability to fundraise online and raise donations to help support our mission and beneficiaries

- Naming Rights
- Logo on Campaign Gear
- Access to 50K+ Contacts
- Co-Marketing Opportunities
- Logo Placement at PC Nationals
- Booth at PC Nationals
- Brand Placement



# PARTNERSHIPS

## OFFICIAL GEAR PROVIDER

Be our official gear provider! As wrestlers hit milestones in their fundraising during the Wrestle for a Cure Campaign, they will earn wrestling gear for their efforts (shirts, shorts, pants, bags, hoodies, etc.) If they surpass the targeted fundraising goal, they earn all of the gear

- Logo on Campaign Gear
- Co-Marketing Opportunities
- Online Store Provider
- Outfit 500-750 Wrestlers through Wrestle for a Cure Campaign
- Event Gear Sales

# PARTNERSHIPS

## GOLD SPONSOR \$5,000+

Help sponsor of the 2024 Wrestle for a Cure Campaign - a season long fundraiser that gives wrestlers the ability to fundraise online and raise donations to help support our mission and beneficiaries

- Co-Marketing Opportunities
- Logo Placement at PC Nationals
- Booth at PC Nationals
- Brand Placement



# PARTNERSHIPS

- Co-Marketing Opportunities
- Logo Placement at PC Nationals
- Brand Placement

## SILVER SPONSOR \$3,000+

Help sponsor of the 2024 Wrestle for a Cure Campaign - a season long fundraiser that gives wrestlers the ability to fundraise online and raise donations to help support our mission and beneficiaries

# PARTNERSHIPS

- Brand Placement

## BRONZE SPONSOR \$1,000+

Help sponsor of the 2024 Wrestle for a Cure Campaign - a season long fundraiser that gives wrestlers the ability to fundraise online and raise donations to help support our mission and beneficiaries



# PARTNERSHIPS

- Tax Deductible Donation
- Brand Placement
- Logo Featured on Raffle Page

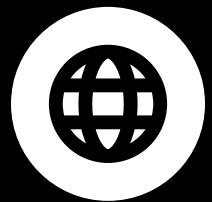
## RAFFLE CONTRIBUTOR

During the off season, we have numerous online raffles where donations will count as entries to win prizes (wrestling mats, team gear, experiences, etc.)

# CONNECT



973-600-4170 (Dan Tramontozzi - Executive Director)



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