



**ART OF SURVIVING**

# **2024 Sponsorship Opportunities**



**Raymond A. Wood**  
foundation

[rawoodfoundation.org](http://rawoodfoundation.org)  
12417 Ocean Gateway, Suite B11 #108  
Ocean City, MD 21842

***"Even though our bodies are limited in certain ways,  
we can still create some really awesome artwork."***

— Jacob Reid, Brain Tumor Survivor

## **ABOUT THE ART OF SURVIVING**

In its seventh consecutive year, the Art of Surviving sponsored by the Raymond A. Wood Foundation is a juried online art competition held annually in May to celebrate Brain Tumor Awareness Month and the creativity of the brain tumor community. The exhibition continues to build upon a growing presence year-after-year, from participating survivor artists to voters.

Many brain tumor survivors use art as a way to cope with the challenges that come with treatment, a means to calm and focus a healing brain, and an opportunity to express their experiences. The purpose of the Art of Surviving exhibition is to allow the brain tumor community an opportunity to showcase their work, share their stories, and raise awareness and critical funds to improve the lives of all those affected by brain tumors.

The Art of Surviving is centered around an online gallery where brain tumor survivors from around the world can submit their work. The public is invited to view the work and vote on the art that resonates with them. All of the artwork is judged by professional artists and cash prizes are awarded at the conclusion of the two-week-long voting period. New this year, artists are invited to donate artwork to the Art of Surviving Auction, with proceeds supporting the mission of the Raymond A. Wood Foundation.

## **SUPPORTING THIS EVENT**

As an Art of Surviving Sponsor, your company will have the opportunity to align your brand, products, and/or services with this recognized platform for creative expression. Please see the following pages for our current sponsorship offerings, which aim to maximize your brand's exposure to participants, supporters, and visitors. We also are able to create a tailored sponsorship that best suits your company's specific needs. Please inquire about customized packages at [development@rawoodfoundation.org](mailto:development@rawoodfoundation.org).

***“Saji won Best In Show...He’s so thrilled to be seen and validated.... he’s walking on sunshine today!!! MAHALO TO EVERYONE WHO HELPED MAKE THIS KID SO STOKED!!!! My heart is bursting with joy for him! Simple things in childhood like this award, can create a life-long appreciation for the arts that can help him through a lot of big feelings in his healing journey!”***

## **TIMELINE**

- Month of April: Artist submissions accepted
- May 1, 2024: Online gallery opens for public voting
- May 31, 2024: Online voting closes

## **COMMUNICATIONS STRATEGY**

Marketing efforts around the Art of Surviving maximize awareness for the campaign and our brain tumor community. Consistent, year-over-year branding and communications strategies have helped position Art of Surviving as a significant, empowering annual milestone for our community of survivors, caregivers, supporters, and experts. Our approach integrates and builds upon the following:

- **WEBSITE** for the online gallery
- **EMAILS** to segmented lists within our network, including invitations to our brain tumor community welcoming their participation and invitations to our supporters with ways they can get involved in promotion and voting
- **MEDIA COVERAGE** including a press release announcing the online gallery and interviews during the month of May in celebration of Brain Tumor Awareness Month
- **SOCIAL MEDIA** to help generate excitement around the campaign; promotion primarily takes place on Instagram and Facebook through live streams, interviews, videos of artist statements, and paid promotion

***"Lila really enjoyed taking part and even though she didn't win, was really proud of being involved."***

## **SPONSORSHIP LEVELS & BENEFITS**

As an Art of Surviving Sponsor, you play a crucial role in fostering positive awareness of brain tumor survivorship and help bring global attention to the artistic work of inspiring survivors.

### **PLATINUM SPONSOR (\$10,000)**

- Lead recognition as a Platinum Sponsor on all Art of Surviving marketing materials, including email correspondence, logo and hyperlink on the event's website, logo included in promotional videos, and an opportunity for two (2) social media posts

### **GOLD SPONSOR (\$5,000)**

- Premium recognition as a Gold Sponsor on all Art of Surviving marketing materials, including email correspondence, logo and hyperlink on the event's website, logo included in promotional videos, and an opportunity for one (1) social media post

### **SILVER SPONSOR (\$2,500)**

- Prominent recognition as a Silver Sponsor on Art of Surviving marketing materials, including email correspondence, logo and hyperlink on the event's website, and an opportunity for one (1) social media post

### **BRONZE SPONSOR (\$1,000)**

- Recognition as a Bronze Sponsor on Art of Surviving marketing materials, including email correspondence, and logo and hyperlink on the event's website

## SPONSORSHIP FORM

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

### SPONSORSHIP PACKAGE *(Select One)*

- Platinum Sponsor (\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$2,500)
- Bronze Sponsor (\$1,000)

### PAYMENT

*Payment can be made by check or online.*

- Check By Mail:**  
Raymond A. Wood Foundation  
12417 Ocean Gateway, Suite B11 #108  
Ocean City, MD 21842
- Payment Online:** Available [HERE](#)

## SPONSORSHIP FORM (cont.)

### AGREEMENT

By completing and returning this form to Raymond A Wood Foundation (RAWF), you will be submitting an application to become an Art of Surviving Sponsor. Upon acceptance, this application will initiate a contract between you and RAWF.

*RAWF may accept or decline any application for sponsorship at its discretion. Full payment is due by May 1, 2024. The sooner payment is received, the sooner promotion can be activated across platforms. Please note: RAWF cannot confirm any sponsored activity until it is paid in full. Sponsorships are NOT refundable.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

### MORE INFORMATION

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