

RE: Sponsorship Request - Dustbowl to Diamonds Event

To whom this may concern,

It is with great pride that we announce our 2023 Dustbowl to Diamonds event to benefit the Kern County Cancer Foundation. The exclusive event will take place Friday, April 14, 2023, 6:00PM at the Horse Ranch 7301 Cottonwood Rd. Bakersfield, CA 93307. The fundraiser will include signature tastings by local restaurants such as Hungry Hunter Steakhouse, K.C. Steakhouse, Haveli Indian Grill, Flame & Skewers Mediterranean, and Salty's BBQ. Wine and craft beer pairings will be provided. In addition to a live auction, we will also feature live music and dancing.

We are extremely grateful to Elizabeth and Brad Peters for hosting this benefit.

Dustbowl to Diamonds will highlight the rich history of Kern County and rightly honor the families and businesses like yours that have paved the way. Kern County is known for its generosity because of the foundation laid by so many. We are inspired by the growth and accomplishments of our very own and are in awe of your continued support. We thank you for giving and for allowing us to help our neighbors, family and friends battling cancer to live longer and make more memories.

Please see the attached sponsorship package as well as details on the Kern County Cancer Foundation and those we serve. Feel free to call me at 661-862-7145 for additional information. We kindly ask for your response by March 10th.



In Strength, Support and Survivorship,  
Michelle C. Avila M.Acc.  
Executive Director  
Kern County Cancer Foundation



# Kern County Cancer Foundation

*Local support for local needs*

## Foundation Information

### Our Mission

The Kern County Cancer Foundation is dedicated to assisting under-insured or uninsured local cancer patients pay for treatment. We provide funding for patients in Kern County through a collaborative partnership with local healthcare providers and generous supporters.

Since 2013, more than 800 patients have been assisted with the fund, and approximately \$4 million dollars has been allocated. All the funds raised are distributed on behalf of Kern County cancer patients and their families. The Kern County Cancer Foundation was established to assist local cancer patients with the significant expenses related to cancer care.

### About

Before the establishment of the Kern County Cancer Foundation cancer patients had to choose between paying for their mortgage or paying for treatment. Local oncologists and community members rallied together to start KCCF in 2012 to eliminate the financial burden brought on by a cancer diagnosis.

Through donations and fundraising efforts, we have been able to assist our neighbors with the overwhelming cost of treatment. Even when insured, copays and deductibles add up quickly.


In addition to medical costs related to cancer treatment, Kern County is also challenged with a lack of treatment facilities for children diagnosed with cancer. Families have struggled with the cost of transporting their children to regular treatment out of the county. The closest treatment facility is over 100 miles away. Recognizing the need, KCCF began transporting children in 2020 to and from treatment via shuttle and providing financial assistance to qualified families.

The Kern County Cancer Foundation is proud to provide for residents of all ages and ethnic groups in Kern County regardless of where they receive their treatment.

The heart of our organization is to assist as many local patients as we can — to lend a supportive hand during a trying time. As the need in our community grows additional donations are necessary. Please join us in our efforts to meet these needs by donating today.



# DUST BOWL TO *Diamonds*



April 14, 2023

6:00PM

Join KCCF for an evening of fundraising, live music, multi-catered food stations, drinks & auctions.

**THE HORSE RANCH**

**7301 COTTONWOOD ROAD, 93307**

Kern County  
**Cancer F****undation**  

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*Local support for local needs*



Legacy Sponsor:	\$50,000
Elite Sponsor:	\$25,000
Platinum Sponsor:	\$15,000
Gold Sponsor:	\$10,000
Silver Sponsor:	\$7,500
Bronze Sponsor:	\$5,000
Gala Table:	\$2,000
Food Sponsor:	IN-KIND
Event Program Ad Full Page:	\$1,500
Event Program Ad ½ Page:	\$1,000
Event Program Ad ¼ Page:	\$500
Business Card:	\$250
Individual Gala Ticket:	\$175

**DUST BOWL**  
TO  
*Diamonds* 

## **Legacy Sponsor**

- \$50,000 (only 1 at this level)
- Three reserved tables of 8 to the Gala with VIP seating
- Full page color ad (back cover or front inside)
- Check presentation Opportunity
- Product placement in goodie bags
- Legacy sponsor Logo on PSA
- Video highlight during event
- Historical banner at event

## **Elite Sponsor**

- \$25,000 (only 3 at this level)
- Three reserved tables of 8 to the Gala with VIP seating
- Full page color ad (back cover or front inside)
- Check presentation opportunity
- Product placement in goodie bags
- Logo on PSA
- Historical banner at event

## **Platinum Sponsor**

- \$15,000
- Three reserved tables of 8 to the Gala
- Two Page Spread color ad (preferred placement)
- Check presentation opportunity
- Product placement in goodie bags
- Logo on PSA
- Historical banner at event





## Gold Sponsor

- \$10,000
- Two reserved tables of 8 to the Gala
- Full page color ad
- Product placement in goodie bags
- Historical banner at event

## Silver Sponsor

- \$7,500
- One reserved table of 8 to the Gala
- Full page color ad
- Product placement in goodie bags
- Historical banner at event

DUST BOWL  
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*Diamonds* 

## **Bronze Sponsor**

- \$5,000
- One reserved table of 8 to the Gala
- Half page color ad
- Event Signage

## **Food Sponsor**

- IN-KIND
- 10'X10' Space
- Logo on Thank You ad in the Californian
- Half page color ad
- Event signage



## Gala Table

- \$2,000
- One reserved table of 8 to the Gala

## Event Program

- Artwork must be submitted no later than Friday, March 10, 2023
- Full Page Color: \$1,500
- Half Page Color: \$1,000
- Quarter Page Color: \$500
- Business Card: \$250

## Individual Ticket

- \$175 (Open Seating)



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# DUST BOWL TO Diamonds

All sponsorships must be submitted no later than Wednesday, March 1st, 2023

To become a sponsor visit: [kerncountycancerfoundation.org](http://kerncountycancerfoundation.org) or fill out the information below

Sponsor Name: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Checks payable to:**

**Kern County Cancer Foundation**

**6501 Truxtun Ave.**

**Bakersfield, CA 93309**

Check if paying by Credit Card

## Sponsorship Level - Check Box

Legacy Sponsor:	\$50,000	
Elite Sponsor:	\$25,000	
Platinum Sponsor:	\$15,000	
Gold Sponsor:	\$10,000	
Silver Sponsor:	\$7,500	
Bronze Sponsor:	\$5,000	
Gala Table:	\$2,000	
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Event Program Ad ¼ Page:	\$500	
Business Card:	\$250	
Individual Gala Ticket:	\$175	Qty: _____