



the aly wolff foundation inc.

2022 UPROFF ROAD • COTTAGE GROVE, WI 53527-9319

**ALY'S  
HONKY TONK  
HUSTLE**

### **WE'VE BEEN FIGHTING FOR SIX YEARS**

And we're not done yet. As we approach the 6th annual Aly's Honky Tonk Hustle, we reflect on the support from those who have helped us raise approximately \$705,000 for neuroendocrine cancer research in hopes to ultimately fulfill Aly Wolff's dream of finding a cure.

### **OUR SUCCESS IS YOUR SUCCESS**

Our sponsors have played an instrumental role in funding four cancer research scientists and implementing 'The Aly Wolff Neuroendocrine Project' at the UW Carbone Cancer Center; initiating a clinical trial that holds great promise in offering a new line of treatment for NET patients in the Midwest; gifting dozens of natural hair wigs to patients in need; and winning national recognition for community service through the reception of a Jefferson Award.

### **WE GIVE IT ALL AND WE KEEP IT LOCAL**

100% of your sponsorship dollars (and tax-deductible donation) will help fund local cancer research at the UW Carbone Cancer Center and provide natural-hair wigs to females experiencing hair loss from cancer treatment.

### **WE UNDERSTAND YOUR NEEDS, TOO**

On average, 900+ people attend Aly's Honky Tonk Hustle/Honky Tonk After Party and our total reach extends to thousands more throughout the Midwest via online platforms, race promotions, and race day logo placements. It is our promise that your organization will have exposure... because, we can't do this without you!

### **HERE'S THE BOTTOM LINE**

Aly envisioned a future without cancer and so do we. By sponsoring Aly's Honky Tonk Hustle, you're joining our shared mission to end cancer.

### **QUESTIONS?**

Contact Sheila Wolff, Director of Community Outreach  
608-575-1781 or [info@alyshonkytonkhustle.com](mailto:info@alyshonkytonkhustle.com)  
THE ALY WOLFF FOUNDATION, INC.

### **ALY'S HONKY TONK HUSTLE**

**MAY 19<sup>TH</sup>, 2018**

5K & 10K Run/Walk – 10 a.m. – Brandt Park – McFarland  
Honky Tonk Party and Silent Auction – 6 p.m. – Madison Curling Club

# 2018 Sponsorship Levels

*Thank you for your interest in sponsoring the 6th annual Aly's Honky Tonk Hustle. Please see the below sponsorship opportunities. We thank you in advance for your generous contribution, which is tax deductible.*

*EIN: 46-4707392*

## **THE ALY WOLFF SPONSOR: \$15,000**

- Official t-shirt sponsor with logo on all race shirts
- Online & race packet logo placement
- 10 free runners/walkers

## **LIVE FOR ALY OPENING CEREMONY: \$3,000**

- Logo placemat on banner flying in air
- Sponsor announced at opening ceremony
- Online & race packet logo placement
- 5 free runners/walkers

## **RACE BIB SPONSOR: \$2,000 (2 AVAILABLE)**

- Sponsor's logo on all bibs worn by race participants
- Online & race packet logo placement
- 5 free runners/walkers

## **WATER STATION SPONSOR: \$750 (2 AVAILABLE)**

- Sponsor's logo on 8"x27" sign at 5k or 10k water station
- Online & race packet logo placement
- 2 free runners/walkers

## **RACE PHOTO BOOTH SPONSOR: \$750**

- Sponsor's logo will be featured on all photo prints
- Online & race packet logo placement
- 2 free runners/walkers

## **PONY SPONSOR: \$400**

- Sponsor's logo on sign beside pony station
- Online & race packet logo placement
- 5 free runners/walkers

## **Kids Activity Sponsor: \$300 (3 available)**

- Sponsor's logo on sign beside a kids' activity
- Online & race packet logo placement
- 5 free runners/walkers

## **FINISH LINE SPONSOR: \$250**

- Sponsor's logo on race's finish line arch
- Online & race packet logo placement
- 5 free runners/walkers

## **RACE SPONSOR: \$100**

- Sponsor's name (no logo) featured on large poster near registration

## **HONKY TONK ENTERTAINMENT SPONSOR: \$2,000**

- Sponsor's logo on main stage
- Online & race packet logo placement
- 5 free runners/walkers

## **MECHANICAL BULL SPONSOR: \$750**

- Sponsor's logo on sign beside bull
- Online & race packet logo placement
- 2 free runners/walkers

## **HONKY TONK PHOTO BOOTH SPONSOR: \$750**

- Sponsor's logo will be featured on all photo prints
- Online & race packet logo placement
- 2 free runners/walkers

## **BAR SPONSOR: \$750**

- Sponsor's logo near bar
- Online & race packet logo placement
- 2 free runners/walkers

## **BLUEGRASS BAND SPONSOR: \$500**

- Sponsor's logo on sign beside bluegrass band
- Online & race packet logo placement
- 2 free runners/walkers

## **TABLE SPONSOR: \$250**

- Sponsor's name printed on table signs at after party
- Online & race packet logo placement
- 2 free runners/walkers

## **BEER SPONSOR: \$100**

- Sponsor's name (no logo) featured on large poster near registration

## **AFTER PARTY SPONSOR: \$100**

- Sponsor's name (no logo) featured on large poster near registration

## **PIZZA SPONSOR: \$75**

- Sponsor's name (no logo) featured on large poster near registration

\* Deadline for logo to be included on event signage is May 10.

# 2018 Sponsor/Silent Auction Form

Thank you for your generous support! Your gift will help us raise funds for neuroendocrine tumor research at the UW Carbone Cancer Center in memory of Aly Wolff. Please send your sponsor payment or in-kind gift, along with this form, to: **The Aly Wolff Foundation, Inc. 2022 Uphoff Rd., Cottage Grove, WI 53527** by May 10th.

Questions? Please contact us: [info@alyshonkytonkhustle.com](mailto:info@alyshonkytonkhustle.com) or call 608-575-1781

## DONOR NAME

*This gift is from a business or organization:*

**OR**

*This gift is from an individual:*

\_\_\_\_\_  
Name of Business or Organization

\_\_\_\_\_  
Prefix

\_\_\_\_\_  
First Name

\_\_\_\_\_  
MI

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

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Job Title

## CONTACT INFORMATION

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State, Zip

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

## SPONSOR LEVEL

**Desired Level(s):** \_\_\_\_\_

**Amount Enclosed: \$** \_\_\_\_\_

## SILENT AUCTION DONATION

\_\_\_\_\_  
Date of Donation

**Description of item(s) or services(s):**

**Estimated Value**

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

The Aly Wolff Foundation, Inc. is a tax-exempt organization under the Internal Revenue Code Section 501(c)(3).  
EIN#: 46-4707392. Donations are tax deductible. Please keep a copy of this form for your records.

**#LIVEFORALY**