

## Announcing the 2nd annual Wicklund Warriors Bad Blood 5k Run Thursday, August 8th, at Siena College, starting at 6 p.m.!

We hope this letter finds you in good spirits and health. We would like [Company Name] to be our sponsor and become a vital part of our community-driven event, the annual Wicklund Warriors Bad Blood 5K Run!

Following the success of our inaugural event, which brought together 310 participants, 35 volunteers and raised over \$50,000, we are enthusiastic to grow even bigger this year. We're introducing team categories and a special run for children to engage a broader audience and foster a greater sense of community.

### WHAT:

The Bad Blood 5K Run will be held on Thursday, August 10th, at Siena College. The run is more than a fitness challenge; it's a stand against blood cancers, encompassing over 100 types, including leukemia, lymphoma, and myeloma. These diseases arise from mutations in blood cell DNA, often unexpectedly, as was the case for our founder, Deanna Wicklund. In 2013, I was diagnosed with Acute Lymphoblastic Leukemia (ALL). The creation of Wicklund Warriors, a non-profit organization, stemmed from my experience and dedication to supporting families grappling with the multifaceted challenges of blood cancers.

### WHY:

As we mark our 10th anniversary, our pride in supporting over 160 families in the capital region, with over \$200,000 in custom-tailored aid, continues to grow. Our organic approach provides everything from gas cards, rent assistance, and tires to co-pays, clothing, and food. The Bad Blood Club, our survivor ambassador group, is instrumental in forming personal connections with each applicant, offering support and shared experiences. The Wicklund Warriors are committed to being a reliable pillar for families in these challenging times. That's why we need your support!

### HOW YOU CAN MAKE A DIFFERENCE:

Your sponsorship can significantly contribute to our mission of supporting local families affected by blood cancers. For details on sponsorship levels and benefits, please refer to the Sponsor Matrix on the reverse side of this letter or visit our website. I look forward to partnering with you and your business to help make this an even bigger and more successful event than last year.

Warm regards,



Deanna Wicklund  
Co-founder and President  
Wicklund Warriors, Inc.



### MISSION:

The Wicklund Warriors' mission is to extend financial support to families clinically diagnosed with blood cancer in the 11 counties surrounding Albany, NY. Our purpose is to identify and address the unique needs of these families and work to alleviate their burdens. Why do we do this? Because we are survivors, too! At Wicklund Warriors, we believe in the power of unity, echoing the sentiment that #NoOneFightsAlone.

### BOARD:

Deanna Wicklund  
Jennifer Carron  
Jeffrey Wicklund  
Michelle Dischiavo  
Jim Calhoun  
Scott Baker

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- ✉ PO Box 11152,  
Loudonville, NY 12211
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- 📍 Wicklund Warriors



Wicklund Warriors, Inc. is a public charity as defined by IRS Section 501(c)(3)  
EIN 81-1280006



Bad Blood Run  
Sponsorship Info





**Wicklund Warriors**  
**Bad Blood 5k Run**  
**August 8, 2024**  
**Siena College**

**SPONSOR COMMITMENT FORM**

Thank you for supporting the Wicklund Warriors. Your support will go a long way in helping our warriors who are facing a blood cancer diagnosis.

Organization Name:

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Contact Name:

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Address:

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Email:

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Cell:

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**Sponsor Level** (for level details, see sponsor matrix or [website](#)):

- Champion \$10,000
- Warrior \$5,000
- Guardian \$2,500
- Crusader \$1,000
- Soldier \$500

**Payment information:**

- PayPal Giving Portal (<https://www.paypal.com/fundraiser/charity/1563892>)
- Check

- Make check payable to Wicklund Warriors
- Mail to: PO Box 11152, Loudonville, NY 12211
- Send logo and questions to [info@wicklundwarriors.com](mailto:info@wicklundwarriors.com)



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