

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 invite you to be a 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 8th, 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 provide financial assistance to families clinically diagnosed with a blood cancer. We build relationships with our recipients, and tailor our giving to support their needs.

We serve the 11 counties surrounding the capital region of NY: Albany, Columbia, Greene, Fulton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, and Washington.

BOARD:

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

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Loudonville, NY 12211
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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:

Contact Name:

Address:

Email:

Cell:

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



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WICKLUND WARRIORS Bad Blood Run

AUGUST 8, 2024 @ SIENA COLLEGE



SPONSOR MATRIX

FEATURES	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Event Shirt - Front Logo - Limit 1					🩸
Event Shirt - Back Primary Logo Placement				🩸	
Logo at Start/Finish				🩸	🩸
Logo on Running Bibs				🩸	🩸
Listing on ZippyReg & RunSignUp Registration Sites				🩸	🩸
Event Shirt - Back Secondary Logo Placement			🩸		
Event Shirt - Secondary Logo Placement			🩸	🩸	
Event Shirt - Back Name Placement		🩸		🩸	
Social Media Shoutout		🩸	🩸	🩸	🩸
Recognition on WW website	🩸	🩸	🩸	🩸	🩸
EmCee Shout Out			🩸	🩸	🩸
Complimentary Registrations	2	4	10	20	30

Questions: wicklundwarriors@gmail.com
Sponsor Info at: www.wicklundwarriors.com/sponsor