

## Announcing the Wicklund Warriors Bad Blood 5k Run Thursday, August 10th at Siena College, starting at 6 pm!

### WHAT:

What is Bad Blood? Blood Cancer! Of which there are 100 different types. The most common being leukemia, lymphoma, and myeloma. All blood cancers are caused by changes (mutations) in DNA within blood cells. In almost all cases, these mutations are linked to things we can't control and happen without cause or warning. In 2013, that is what happened to our founder, Deanna Wicklund, when she was diagnosed with Acute Lymphoblastic Leukemia (ALL). At the time, her children were 15, 12, 7 & 4.

Twenty-four hours post-diagnosis, she was sent to Dana Farber to begin what ultimately led to weeks of harsh treatments to get into remission to receive a lifesaving stem cell transplant from a Be the Match\* donor. She was gone for months in Boston and quarantined for months post-transplant. Imagine if you were a parent and didn't have the means to care for your partner and find care for your children. Imagine that overwhelming emotional and financial toll. The origins of Deanna's experience and her family are why the Wicklund Warriors were founded. If it was this difficult for people with the means and a support system, what about the families that don't?

### WHY:

As we enter our 10th year, we've been fortunate to help 120 capital region families. We've distributed ~\$160K in support tailored to our recipients' needs. Gas cards, rent, tires, co-pays, clothing, and food are some of the support we provide. We figure out what families need, and we help lighten the load. Best of all are the connections we make with other survivors. Our Bad Blood Club (ambassador survivors) makes it our mission to meet each of our applicants to share their stories and create connections. They know we are only one call away.

### WHERE:

The Wicklund Warriors are hosting our first-ever Bad Blood 5K Run on Thursday, August 10th, starting at 6 pm. We are looking for sponsors like you to help meet our fundraising goals. If you've ever been to our past 8 Stemcélébrations, you know what you are in for! You can walk, run or just have fun! We will have live music, food, and beer trucks! Come after work, bring your family, and participate in the experience.

United, we can be difference-makers! Please see our Sponsor Matrix on the back of the sheet or our website.

Sincerely,



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

*\*Be The Match: Provides transplants of bone marrow and other hematopoietic cells from volunteer, unrelated donors for individuals with leukemia and other life-threatening blood diseases.*



### 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. Through our community of survivors we offer support and friendship.

Our arms stretch across the 11 counties surrounding the Capital District of NY. Serving Albany, Columbia, Greene, Fulton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, and Washington counties.

- 🌐 [wicklundwarriors.com](http://wicklundwarriors.com)
- ✉ [wicklundwarriors@gmail.com](mailto:wicklundwarriors@gmail.com)
- ✉ PO Box 11152,  
Loudonville, NY 12211
- 📍 WicklundWarriors
- 📷 Wicklund Warriors

## SPONSOR



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



# WICKLUND WARRIORS Bad Blood Run

AUGUST 10, 2023 @ 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					
Registration anyWho move you're working out maybe you already doctors office I					
Event Shirt - Secondary Logo Placement					
Event Shirt - Back Name Placement					
Social Media Shoutout					
Business Collateral Inclusion in Registration Bags					
Recognition on WW website					
EmCee Shout Out					
Complimentary Registrations	<b>2</b>	<b>4</b>	<b>10</b>	<b>20</b>	<b>30</b>

Questions: [info@wicklundwarriors.com](mailto:info@wicklundwarriors.com)  
 Sponsor Registration at:  
[www.wicklundwarriors.com/badbloodrun](http://www.wicklundwarriors.com/badbloodrun)



**Wicklund Warriors**  
**Bad Blood 5k Run**  
**August 10, 2023**  
**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.

We look forward to cheering you on as you cross the finish line at our first-ever Bad Blood 5K Run!

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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