



### Howdy, Partner!

We're rounding up support for CancerLINC's annual live and silent auction event, **Pack Your Bags: Sequins & Spurs**—and we'd be mighty grateful to have you ride alongside us as a sponsor. Your partnership helps local cancer patients lasso the resources they need during one of the toughest journeys of their lives.

This year's shindig takes place at **The University of Richmond - Jepson Alumni Center** on **Thursday, March 19, 2026, from 6:00 to 9:00 p.m.** We're fixin' for a fun-filled evening with over 150 guests enjoying drinks, dinner, music, and a fast-paced auction that's sure to stirrup excitement.

After last year's tropical luau, we're swapping pineapples for prairie vibes and "traveling" westward for a night of glitz, grit, and giving. Every dollar raised helps keep CancerLINC's services free for cancer patients and their families here in our local community.

For 29 years, **CancerLINC has been on the trail helping mostly older, low-income patients wrangle the non-medical challenges of cancer**—from legal issues and housing concerns to medical debt and financial strain. By connecting them with volunteer attorneys, financial advisors, and community partners, we help lighten their load so they can focus on healing.

**If you're ready to saddle up**, just complete and return the attached sponsorship agreement form. We'd be tickled to have you as part of our posse.

Your support will help us blaze new trails for the folks who need it most. To learn more, visit [www.CancerLINC.org](http://www.CancerLINC.org).

With heartfelt thanks,

A handwritten signature in black ink that reads 'Julianne'.

Julianne Duvall  
Executive Director



## Sponsorship Packages

**ALL  
Sponsorship  
levels  
include:**

- Name or logo in event slideshow
- Name or logo on sponsorship page of event website
- Name or logo in pre-event newsletter
- Inclusion in sponsor spotlight carousel on social media
- Complimentary event tickets (varies by level)
- Discounted or priority access to sponsor future events
- Thank-you mention in post-event social media recap
- "Why I Sponsor" feature template for optional sponsor quote or mission tie-in (easy form response + Canva post)



### **PRESENTING SPONSOR** **SOLD**

*Top-tier visibility + exclusive benefits*

- Sixteen (16) event tickets
- All items listed below, plus:
- Dedicated video or reel post announcing sponsorship
- Instagram highlight cover with logo (stays pinned throughout campaign)
- Branded animated countdown graphic featuring your name
- Speaking opportunity, award presentation, emcee mentions
- Custom shareable graphic and branded sponsor spotlight
- Pre-designed thank-you graphic for you to share from your channels
- **NEW:** Reserved parking for **8** cars



### **TRAILBLAZER SPONSOR (\$1,000)**

*Brand recognition + day-of perks*

- Four (4) event tickets
- All Rodeo Fan Sponsor items, plus:
- Instagram story "This or That" feature: logo shared alongside themed content
- Mention in sponsor spotlight carousel



### **RODEO FAN SPONSOR (\$500)**

*Community-level support*

- Three (3) event tickets
- All Campfire Sponsor items, plus:
- Instagram thank-you tag in stories with group of supporters
- Name/logo on "Friends of the Rodeo" digital badge shared in stories



### **BIG SKY SPONSOR (\$5,000)**

*Strong visibility + meaningful engagement*

- Eight (8) event tickets
- All Gold Rush Sponsor items, plus:
- Tag in 2 social media stories during the campaign
- Logo included in a countdown to the event reel or graphic
- Group social media thank-you graphic
- Early auction access, swag bag inclusion
- Option to host raffle or game station
- **NEW:** Reserved parking for **4** cars



### **CAMPFIRE SPONSOR (\$250)**

*Grassroots-level recognition*

- Two (2) event tickets
- Name/logo on event screen, website, and program
- Group social media thank-you
- Inclusion in a roundup graphic of small business supporters



### **GOLD RUSH SPONSOR (\$2,500)**

*Solid visibility + interactive promotion*

- Six (6) event tickets
- All Trailblazer Sponsor items, plus:
- Logo included in a multi-sponsor thank-you reel or carousel
- Instagram story poll: "Which sponsor item are you most excited to bid on?" with your logo in the options

## Become a Proud Sponsor Today!

Sign up online by scanning the QR code to the right or by visiting:

<https://auctria.events/SequinsandSpurs>

**OR**

Complete the Sponsorship Agreement Form on the next page to mail with a check or request an invoice.





## Sponsorship Agreement Form

Company/Name will be a proud \_\_\_\_\_ Sponsor

at the \$\_\_\_\_\_ Level

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

Primary Contact \_\_\_\_\_

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

Phone \_\_\_\_\_

Payment:

- ☐ Dual Sponsorship for LINC Awards and Pack Your Bags 2026
- ☐ Please send an invoice
- ☐ Enclosed are the sponsorship agreement and check made payable to:

*Sponsorship agreement and payment due by February 23, 2025.*

**CancerLINC**  
200 SOUTH 3<sup>RD</sup> STREET  
RICHMOND, VA 23219

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your support!