

October 2024 Partnership Opportunities



# Driven for Kids

Defeat Pediatric Brain Cancer



Driven for **Sophia**  
Driven for **Bryce**  
Driven for **Jayden**  
Driven for **Violet**

Driven for a Cure for  
Pediatric Brain Cancer



Cancer is the leading cause of death from disease in children, with Brain Cancer being the deadliest type.



## ABOUT THE VIOLET FOUNDATION FOR PEDIATRIC BRAIN CANCER

The Violet Foundation for Pediatric Brain Cancer was founded by the Napleton family in memory of Violet Napleton, who passed away at three years old from Diffuse Intrinsic Pontine Glioma (DIPG) – a form of pediatric brain cancer that has less than 1% survival rate and no effective treatment. To honor Violet’s memory, they are now devoted to raising money for pediatric brain cancer research and supporting patient families undergoing treatment. The Violet Foundation urges everyone to take inspiration from Violet’s fight and join their efforts to end this cancer once and for all.



### DRIVEN FOR KIDS | DEFEAT PEDIATRIC BRAIN CANCER





For over a century, automotive dealerships have played a pivotal role in their communities by supporting various local initiatives. Now, there’s an opportunity to unite against pediatric brain cancer, a critically underfunded area. As a sponsor, you’ll receive promotional materials for your showroom to help engage customers and staff during our October fundraising events. Your partnership will help make a substantial difference in these young lives.

Over 90% of children with DIPG die within two years, and the survival rate is under 1%.



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## SPONSORSHIP OPPORTUNITIES

	\$10,000 Platinum Sponsor	\$5,000 Gold Sponsor	\$2,500 Silver Sponsor	\$1,000 Bronze Sponsor
Point-of-Sale / Digital Creative Assets				
Prominent Logo Position on <a href="http://www.Violet Foundation.org">www.Violet Foundation.org</a>				
Logo Position on <a href="http://www.Violet-Foundation.org">www.Violet-Foundation.org</a>				
Inclusion on Press Release				
Custom Social Media Mentions				
Social Media Mentions				
Tickets to Violet's Walk in the Park Event (September 29th)	8	4	2	2