



AUSTIN HATCHER
FOUNDATION
for pediatric cancer

2025

Playing For Purpose

SPONSORSHIP OPPORTUNITIES

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The experience of childhood cancer goes beyond diagnosis and affects every family member differently.

The Austin Hatcher Foundation is here to provide whole child, whole family supportive care, **for the entire family at completely no cost.**

The Austin Hatcher Foundation for Pediatric Cancer is dedicated to providing a lifetime of free essential services to children and families affected by pediatric cancer. Through its various Supportive Medicine programs, the Foundation offers support, education, and hope to children battling cancer and their families, helping them navigate the challenges of diagnosis, treatment, and survivorship.

All programs and services are provided at NO cost and insurance is not collected, fulfilling the disparities of healthcare for families who cannot afford these types of invaluable services. AHF is a 501(c)(3) nonprofit funded entirely through donations, sponsorships, grant writing, fundraising events, corporate partners, and community support.

Our Impact

Over the last 18 years, the Foundation has provided over...

\$30M in valued services and support to



90,000+
Individuals



23
States



42
Children's Hospitals



Playing for Purpose

EXECUTIVE SUMMARY

The “Playing for Purpose” series includes both the **“Kickin’ It for Kids with Cancer”** soccer game and **“LaCROSSE Out Cancer”** lacrosse game with teams at Lee University.

Athletes sell t-shirts, raise money and spread the news of the games across many businesses in the Cleveland, TN area. These games not only raise funds and awareness, but the events double as a fun night out with food, games and community for the families the Foundation serves. Your sponsorship will encompass both events.

LaCROSSE Out Cancer will be held at Lee University on April 6, 2025.

Kickin’ It for Kids with Cancer will be held at Lee University in Fall 2025.

Funds raised through the Playing for Purpose games directly impact and provide services to children faced with pediatric cancer, as well as their entire family, through specialized behavioral and mental health therapies. All services are provided at no cost whatsoever to patients and families.



April 6, 2025

ADD TO CALENDAR



Lee University

Ray Conn Sports Complex
2170 Parker St NE, Cleveland, TN 37311



Visit our Website!



Fall 2025

Date will be announced mid-2025.

SUBSCRIBE TO OUR NEWSLETTER TO BE THE FIRST TO KNOW.



Lee University

Ray Conn Sports Complex
2170 Parker St NE, Cleveland, TN 37311



Visit our Website!



Sponsorship Breakdown

PLAYING FOR PURPOSE 2025

 PRINT ADS

 PROMO MATERIALS

 SPONSOR BANNER

 WEBSITE

 NEWSLETTER
SENT TO 3000+

 SOCIAL MEDIA

\$5,000 Presenting Sponsor

- Individual verbal recognition at event
- Presenting logo placement on the following materials:



- Individual press release sent to local and national media outlet
- Included in 2025 annual report

\$1,000 Silver Sponsor

- Individual verbal recognition at event
- Logo placement on the following materials:



- Logo included in press release sent to local and national media outlet

\$2,500 Gold Sponsor

- Individual verbal recognition at event
- Logo placement on the following materials:



- Listed as event sponsor in press release sent to local and national media outlet

\$500 Supporter Sponsor

- Logo placement on the following materials:



- Logo included in press release sent to local and national media outlet

Secure Your Sponsorship

By sponsoring Playing For Purpose, you're making a commitment to **make life better for childhood cancer families.**

Make it official by contacting Director of Development, Melanie Hammontree at melanie@hatcherfoundation.org or Development Coordinator, Sofia Darras at sofia@hatcherfoundation.org. You can also call (423) 243-3470.

You can fill out the Sponsorship Agreement by clicking the button below and completing the online form.

Payments are processed securely through Neon CRM, or sponsors can make checks payable to **Austin Hatcher Foundation for Pediatric Cancer**, then mail to: **1705 S Holtzclaw Ave, Chattanooga, TN 37404.**

Austin Hatcher Foundation is a 501(c)3 nonprofit organization (Tax ID: 20-8065108).

CLICK HERE TO FILL OUT AND SUBMIT SPONSORSHIP

bit.ly/playing4purpose

Sponsor Benefits

PLAYING FOR PURPOSE 2025

 Impressions

 Value



Radio Commercials

Brewer Media

94.3 WJTT FM
100 Commercials

 11,000+

Listens per week

93.5 WMPZ FM
100 Commercials

 7,000+

Listens per week

 \$3,250

Whitfield Media Group

On the Move Radio on 98.1 The Lake
-120 Commercials

 23.7K+

Listens per week

 \$4,688

WCLE Mix 104.1

-100 Commercials

 \$2,000



Print Ads

CityScope + HealthScope Magazine

5 print ads and 3 online
& print event listings

 2.5 Million

 \$6,000

Chattanooga City Lifestyle Magazine

 59,000 +

 \$2,000



Social Media



 7,500+

Total Followers across
all platforms

 345,000+

Based on Quarterly
Impressions

Questions?

Contact Director of Development,
Melanie Hammontree, at
melanie@hatcherfoundation.org

Contact Development
Coordinator, Sofia Darras, at
sofia@hatcherfoundation.org

Sponsorship Agreement

2025 PLAYING FOR PURPOSE

LaCROSSE Out Cancer + Kickin' It for kids with Cancer

CLICK HERE TO SUBMIT
SPONSORSHIP ONLINE
bit.ly/playing4purpose

SPONSOR LEVEL

- | | |
|--|---|
| <input type="radio"/> \$5,000
Presenting Sponsor | <input type="radio"/> \$2,500
Gold Sponsor |
| <input type="radio"/> \$1,000
Silver Sponsor | <input type="radio"/> \$500
Supporter Sponsor |

PAYMENT METHOD

- ☐ **Check**
I have enclosed a check payable to Austin Hatcher Foundation for Pediatric Cancer.
- ☐ **Online**
I will submit payment online with a credit card* or E-Check by [clicking here](#).
*An approximately 3.5% fee will be added to all credit card transactions

LOGO INFORMATION

- ☐ I will submit a vector file (AI, EPS, SVG) or high resolution PDF, transparent PNG, or JPG [online here](#).
- ☐ I will email a logo file to the Foundation's graphic designer, Morgan Brummel at morgan@hatcherfoundation.org
- ☐ I have supported before, the Foundation already has the company/business logo.

CONTACT INFORMATION

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____

Website: _____ Signature: _____

Questions?

Contact Director of Development,
Melanie Hammontree, at
melanie@hatcherfoundation.org

Contact Development
Coordinator, Sofia Darras, at
sofia@hatcherfoundation.org

Other Ways to Give

HOST A PLAYING FOR PURPOSE GAME

Playing for a Purpose is an innovative fundraising campaign designed to empower athletes, teams, and communities to support families affected by childhood cancer.

This unique initiative allows any team, from any school or sports organization, to leverage their passion for sports and create a positive impact beyond the field or court. All funds raised benefit the Austin Hatcher Foundation for Pediatric Cancer.

[CREATE YOUR OWN P4P GAME](#)

HOST A GIVE BACK NIGHT

Give Back Nights are a creative and community-driven way to fundraise, as opposed to traditional sponsorship methods. Simply choose a specific evening or day when a percentage of your sales will be donated.

This approach not only aligns your restaurant with a philanthropic purpose, but it also encourages the local community to dine at your establishment, knowing that their patronage will contribute to a meaningful initiative. In contrast to traditional sponsorship, which often involves a fixed financial commitment,

Hosting a Give Back Night is super easy - pick a day and time, then [use our Canva template](#) to create a flyer to promote your event! Make sure to let us know you'd like to host a give back night by emailing georgia@hatcherfoundation.org



CONTACT INFORMATION: AUSTIN HATCHER FOUNDATION



Melanie Hammontree

DIRECTOR OF DEVELOPMENT

✉ melanie@hatcherfoundation.org

☎ 706.483.2422

SPONSORSHIPS



Sofia Darras

DEVELOPMENT COORDINATOR

✉ sofia@hatcherfoundation.org

☎ 423.287.6459

SPONSORSHIPS



Georgia Moore

EVENTS + COMMUNITY RELATIONS MANAGER

✉ georgia@hatcherfoundation.org

☎ 423.243.3475

VOLUNTEERING

IN-KIND DONATIONS

EVENT PLANNING



Megan Smith

PROGRAM + COMMUNITY ENGAGEMENT COORDINATOR

✉ megan@hatcherfoundation.org

☎ 770.315.5187

EVENT PLANNING



Katey Koon

MARKETING MANAGER

✉ katey@hatcherfoundation.org

☎ 423.206.2829. (Ext 1013)

MEDIA PARTNERSHIPS

SOCIAL MEDIA

MARKETING



Morgan Brummel

GRAPHIC DESIGNER + PHOTOGRAPHER

✉ morgan@hatcherfoundation.org

☎ 229.529.4864

LOGO SUBMISSION





**AUSTIN HATCHER
FOUNDATION**
for pediatric cancer

**Making Life Better For
Childhood Cancer Families.**

HATCHERFOUNDATION.ORG

