



**AUSTIN HATCHER  
FOUNDATION**  
*for pediatric cancer*

**2025**

# **Celebration of Life & Hope**

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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



# Celebration of Life and Hope

## EXECUTIVE SUMMARY

In 2025, the Austin Hatcher Foundation for Pediatric Cancer will host its 18th annual Celebration of Life and Hope. **The event is a celebration of the lives served by the foundation and shares the hope for a brighter future for families faced with childhood cancer.**

The gala-style event is marked as a night full of family testimonies and fun! The night features live and silent auctions, live music, photobooth fun, an open bar, specialty cocktails, food and entertainment - all to support families that have been impacted by pediatric cancer.

**The event will be held at the foundation's Education Advancement Center on September 20, 2025.**

The Austin Hatcher Foundation's Celebration of Life and Hope is an annual event hosted in the fall of each year. It is an evening with over 300 guests enjoying unique signature drinks, fabulous food and live entertainment.

Funds raised through the Celebration of Life and Hope 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.



**September 20, 2025**

[ADD TO CALENDAR](#)



**Austin Hatcher Foundation  
Education Advancement Center**  
1705 S Holtzclaw Ave, Chattanooga, TN 37404



**Visit our Website!**



# Celebration of Life and Hope

## SPONSORSHIP BREAKDOWN

 PRINT ADS

 TV INTERVIEWS

 PROMO MATERIALS

 SPONSOR BANNER

 ONLINE ADS

 WEBSITE

 NEWSLETTER  
SENT TO 3000+

 SOCIAL MEDIA

### \$40,000 Presenting Sponsor

- 20 Complimentary Tickets for 2 Reserved Tables
- Personalized visual & verbal recognition at event
- Presenting logo placement on the following materials:



- Opportunity to display products or logo items at event
- Featured social media promotion highlighting your business's services
- Individual press release announcing sponsorship of event
- Included in 2025 annual report

### \$20,000 VIP Sponsor

- 14 Complimentary Tickets for 2 Reserved Tables
- Personalized visual & verbal recognition at event
- Logo placement on the following materials:



- Featured social media promotion highlighting your business's services
- Mention in press release highlighting your sponsorship of event

### \$15,000 Platinum Sponsor

- 10 Complimentary Tickets for 1 Reserved Table
- Personalized visual & verbal recognition at event
- Logo placement on the following materials:



- Included in social media promotion
- Mention in press release highlighting your sponsorship of event

### \$10,000 Gold Sponsor

- 8 Complimentary Tickets for 1 Reserved Table
- Personalized visual recognition at event
- Logo placement on the following materials:



- Included in social media promotion

### \$7,500 Silver Sponsor

- 6 Complimentary Tickets
- Visual recognition at event
- Logo placement on the following materials:



- Included in social media promotion

### \$5,000 Bronze Sponsor

- 6 Complimentary Tickets
- Logo placement on the following materials:



- Included in social media promotion

### \$2,500 Champagne Sponsor

- 4 Complimentary Tickets
- Logo placement on the following materials:



- Included in social media promotion

### \$1,500 Supporter Sponsor

- 2 tickets to the Celebration of Life & Hope Gala
- Printed name recognition on the following materials:



# Sponsor Benefits

CELEBRATION OF LIFE AND HOPE 2025

👁 Impressions

💰 Value



## Television Interviews

WTVC Channel 9

Local 3 News

👁 11,000+

Views per episode

👁 7,000+

Views per episode



## Magazines

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



## 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



## Social Media



8,200+

Total Followers across  
all platforms

👁 345,000+

Based on Quarterly  
Impressions



## Online Ads

Boosted Social Ads on  
Facebook & Instagram

👁 55,000 +



# Sponsorship Agreement

2025 CELEBRATION OF LIFE AND HOPE

CLICK HERE TO FILL OUT  
AND SUBMIT SPONSORSHIP  
[celebrationlh.com](http://celebrationlh.com)

## SPONSOR LEVEL

Yes, I would like to be a sponsor of the 2025 Celebration of Life and Hope Gala

**\$40,000**  
Presenting Sponsor

**\$15,000**  
Platinum Sponsor

**\$7,500**  
Silver Sponsor

**\$2,500**  
Champagne Sponsor

**\$20,000**  
VIP Sponsor

**\$10,000**  
Gold Sponsor

**\$5,000**  
Bronze Level

**\$1,500**  
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 ACH/E-Check by **clicking here**.

\*A 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](mailto:morgan@hatcherfoundation.org)**

I have supported before, the Foundation already has the company/business logo.

## PAYMENT METHOD

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Signature: \_\_\_\_\_

### Questions?

Contact Director of Development,  
Melanie Hammontree, at  
[melanie@hatcherfoundation.org](mailto:melanie@hatcherfoundation.org)

Contact Development  
Coordinator, Sofia Darras, at  
[sofia@hatcherfoundation.org](mailto:sofia@hatcherfoundation.org)

# Secure Your Sponsorship

By sponsoring the Celebration of Life and Hope, 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](mailto:melanie@hatcherfoundation.org) or Development Coordinator, Sofia Darras at [sofia@hatcherfoundation.org](mailto: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**  
[celebrationlh.com](http://celebrationlh.com)



**Email:** [melanie@hatchefoundation.org](mailto:melanie@hatchefoundation.org) or [sofia@hatcherfoundation.org](mailto:sofia@hatcherfoundation.org)



**Make a check payable to:** Austin Hatcher Foundation  
**Mail to:** 1705 S Holtzclaw Avenue, Chattanooga, TN 37404

## Other Ways to Give

### SILENT + LIVE AUCTION ITEMS

During the Gala, the Foundation will also be hosting both a live and silent auction with items donated from local businesses. Any and all items are eligible for the event's auction, with bigger items being auctioned live. The categories below are just a few ideas of items that can be donated.

**GIFT CARDS**

**VACATION EXPERIENCES**

**FINE ART**

**SERVICE PACKAGES**

**WINE & SPIRITS**

**HOME DECOR**

**CLICK HERE TO DONATE AUCTION ITEMS**

Email [georgia@hatcherfoundation.org](mailto: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



### Morgan Brummel

#### GRAPHIC DESIGNER + PHOTOGRAPHER

✉ morgan@hatcherfoundation.org

☎ 229.529.4864

LOGO SUBMISSION



### Katey Koon

#### MARKETING MANAGER

✉ katey@hatcherfoundation.org

☎ 423.206.2829. (Ext 1013)

MEDIA PARTNERSHIPS SOCIAL MEDIA MARKETING





**AUSTIN HATCHER  
FOUNDATION**  
*for pediatric cancer*



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

**[HATCHERFOUNDATION.ORG](http://HATCHERFOUNDATION.ORG)**