

IAN'S FRIENDS FOUNDATION

**EVENING OF
INSPIRATION 2023**

OCTOBER 14, 2023

LOS ANGELES, CALIFORNIA

NOVEMBER 11, 2023

ATLANTA, GEORGIA

FOR SPONSORSHIP OPPORTUNITES PLEASE CONTACT:

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IAN'S FRIENDS FOUNDATION

WHO WE ARE

Pediatric brain tumors are the leading cause of death from disease in children. Yet the study of pediatric brain tumors is not a priority in our country and lacks sufficient funding. **IAN'S FRIENDS FOUNDATION WAS BORN TO FINANCE RESEARCH IN THIS CRITICAL FIELD.**

Ian's Friends Foundation's mission is to undertake and support initiatives at research institutions around the world that focus on developing new therapeutic methodologies for the treatment of pediatric brain tumors. Since 2006, IFF has been responsible for raising over **\$30 million dollars** for pediatric brain tumor research. Through independent grants and its innovative WhatIFF Symposium, **IFF has funded and is committed to funding 37 ground-breaking research projects at 24 world-renowned healthcare institutions.** This funding leads to unique partnerships with these institutions and novel research that is unlikely to receive support through other channels. IFF also serves as a beacon of hope and trusted resource for families, healthcare providers, and researchers at leading hospitals and universities around the country.

IFF RELIES ON YOUR GENEROSITY.

UNTIL THERE'S A CURE.



Ian Yagoda

AGE 18

DIAGNOSED AT AGE 2



Yuvaan Tiwari

MARCH 12, 2018 -
JULY 30, 2021



Kalea Avery

MARCH 17, 2012 -
SEPTEMBER 1, 2022



Briah Margolias

AGE 12
DIAGNOSED AT AGE 1.5



Brashton Weidman

MARCH 28, 2012 -
FEBRUARY 1, 2022



Jared Forman

NOVEMBER 1, 2006 -
APRIL 18, 2014



Charley Metter

AGE 14
DIAGNOSED AT AGE 10



Carson Cox

FEBRUARY 27, 2002 -
JULY 29, 2014



Leah Cohen

NOVEMBER 30, 2001 -
OCTOBER 9, 2019



Julia York

AGE 22
DIAGNOSED AT AGE 12



Ethan Lassiter

AGE 13
DIAGNOSED AT AGE 8



Henry Clifton Grossenbacher

AUGUST 14, 2019 -
APRIL 6, 2020



Brantley Dobbs

JANUARY 5, 2011 -
DECEMBER 6, 2017



Anna Grace Liatowitsch

OCTOBER 1, 2003 -
AUGUST 5, 2020



Mackenzie Etheridge

AGE 12
DIAGNOSED AT AGE 7



Noah Avery

MARCH 1, 2014 -
DECEMBER 16, 2022

Sponsorship OPPORTUNITIES

CHAMPION- \$50,000 AND ABOVE

Brand Placement

- Presence and naming in all media activities.
- Event naming- IFF presented by "YOUR COMPANY."
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Prominent presence on Step and Repeat.
- Logo on ALL collateral material: evites, program, multi-media presentations print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 8 mentions on Ian's Friends Foundation social channels (4 Facebook and 4 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the foundations website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

PIONEER- \$25,000 AND ABOVE

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Presence on Step and Repeat.
- Logo on ALL collateral material: evites, program, multi-media presentations print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 6 mentions on Ian's Friends Foundation social channels (3 Facebook and 3 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the foundations website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

Sponsorship OPPORTUNITIES

BENEFACTOR- \$10,00 AND ABOVE

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 4 mentions on Ian's Friends Foundation social channels (2 Facebook and 2 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the foundations website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

PARTNER- \$5,000 AND ABOVE

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 3 mentions on Ian's Friends Foundation social channels (2 Facebook and 1 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the foundations website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

Sponsorship OPPORTUNITIES

PATRON- \$2,500 AND ABOVE

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 3 mentions on Ian's Friends Foundation social channels (2 Facebook and 1 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the foundations website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

FRIEND- \$1,000 AND ABOVE

Brand Placement

- Presence and naming in all media activities.
- Opportunity to activate brand at the event.
- Category exclusivity.
- Placement of signage in multiple locations across the event.

Publicity & Product Placement

- Logo on ALL collateral material: evites, program, multi-media presentations print advertising where possible.
- Advertising space in official program.
- Opportunity to gift guests including talent, media, and VIP influencers.
- Customized edited video recap.
- Media round-up and complete recap from the event.

Online

- 2 mentions on Ian's Friends Foundation social channels (1 Facebook and 1 Instagram).
- Social media engagement from select celebrity attendees and ambassadors.
- Link to Company website from the foundations website.

Media Coverage

- Company mentioned in all press releases sent out by IFF as an exclusive partner.
- Company mentioned in all pre and post press.

DID YOU KNOW...

- Pediatric brain tumors are very **different in cell structure than adult brain tumors**, and unfortunately minimal research is conducted around pediatric brain cancer research.
- Of the federal funding that is allocated to cancer research, **only 4% goes towards pediatric cancer, and less than 1% towards pediatric brain cancer.**
- IFF's work focuses on identifying projects that are **dedicated to overcoming and abating** pediatric brain cancer.
- We partner with, and/or support research labs at leading hospitals and universities around the globe focused on the development of new therapeutic methodologies and treatments for pediatric brain tumors.

What Makes IFF Different?

- We applaud and get excited about all cancer research initiatives, but at IFF, above all, we are a family.
- We do not have a robust bureaucratic structure which allows us the flexibility to fund projects on an ongoing basis.
- If a research doctor comes to us with a project that has a clinical application to children (at any point of the year), we use our savings that we keep for such cases, or we secure additional funding.
- While average non-profits spend 36.4% on overhead costs, we operate with costs of approximately 10%, making sure the maximum amount of donation goes to our end cause: finding a cure.
- At IFF, we try to be one point of contact with global impact.
- Since cancer does not discriminate, neither do we and we have 24 research partnerships across the United States and the world.

OTHER OPPORTUNITIES:

WhatIFF²⁰²² SYMPOSIUM

At the 2022 WhatIFF Symposium last September, nearly 50 of the top doctors, clinicians and scientists came together for a two-day "shark tank style" event. With the goal of fast-tracking lifesaving pediatric brain tumor research—for a cure—WhatIFF enabled these researchers and doctors to share ideas that are truly out of the box and potentially paradigm changing. With 5 minutes to present their research, each attendee engaged in a Q&A discussion among participants to dissect the research and clarify the approach. At the end of the two-day Symposium, all participating attendees voted on the best three ideas for IFF to fund—turning these ideas into reality.

We started the WhatIFF Symposium to support our goal to cure pediatric brain tumors/cancer NOW. With the current funding mechanisms seemingly too slow to get us to that goal in real-time, WhatIFF brings together top minds to share ideas, uncover innovative therapeutic methodologies and treatments, and move them forward. At each WhatIFF, we hope to break down research barriers and support ideas and collaborations that otherwise may be considered too risky, in order to accelerate our objective of finding new treatments and cures for pediatric brain tumors.

OUR 2022 WHATIFF WINNING IDEAS WERE:

- **AN ONCO-PIG MODEL OF DIPG: GARY KOHANBASH, PHD THE UNIVERSITY OF PITTSBURGH MEDICAL CENTER**
- **ARTCAN (DIGITAL ART THERAPY) FOR ADOLESCENTS AND YOUNG ADULTS: SOMA SENGUPTA, MD, PHD, FRCP FROM THE UNIVERSITY OF CINCINNATI**
- **DETECTING ACTIONABLE AND NOVEL STRUCTURAL VARIANTS IN PEDIATRIC BRAIN TUMORS LACKING TARGETABLE MUTATIONS USING 3D GENOMICS: MATIJA SNUDERL, MD FROM NYU GROSSMAN SCHOOL OF MEDICINE.**