



# BE A PART OF THE *cure*WALK

A Walk to Honor ALL Arkansas Cancer Patients

## GIFT IN KIND PROCUREMENT FORM

### IN-KIND DONOR INFORMATION

Organization or Individual Name:

Preferred Name to Display on Promotional Materials:

Primary Contact Person:

Email:

Primary Phone Number:

Alternate Phone Number:

Correspondence Mailing Address:

City:

State:

Zip Code:

Fair Market Value: \$

Authorized Signature:

Date:

### IN-KIND TYPE & DESCRIPTION

Physical Product(s)     Gift Card(s) or Certificate(s)     Service (To Be Redeemed at a Later Date)

Description of Gift In-Kind Donation:

### LOGISTICS

Please contact me to arrange pick-up or drop-off of my gift(s) in-kind.     My gift(s) in-kind will be mailed/shipped (see address on page 2).     My gift(s) in-kind will be delivered to the Winthrop P. Rockefeller Cancer Institute before **April 17, 2025**.

### VENDOR TABLE

My organization is interested in hosting a Vendor Table on the War Memorial Stadium field during the event. Please send more details and the Vendor Table Registration Form to the information provided above.

My organization will forgo the opportunity to host a Vendor Table on the War Memorial Stadium field during the event.



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## BENEFITS OF BEING AN IN-KIND DONOR & CAUSE MARKETING

The *Be A Part of the Cure Walk* has relied heavily on the contributions of individuals and organizations from the community to minimize event overhead while maintaining a robust and positive experience for cancer survivors, caregivers, registrants, and volunteers since its inception in 2021.

Aside from providing exceptional amenities and activities for those in attendance and achieving **philanthropic goals**, gift in-kind donors can expect to gain positive brand exposure when supporting this event. Historically, up to **1,500 individual brand impressions** have been made at the *Be A Part of the Cure Walk* in a variety of ways, including (but not limited to) print and digital event signage, placement of promotional “swag” accessible to registrants and volunteers, and a number of successful **Cause Marketing** collaborations with local retailers and restaurants.

Each organization has something unique to contribute. If you'd like to support the *Be A Part of the Cure Walk* but aren't sure how to get your company involved, have your marketing or brand ambassador reach to the Winthrop P. Rockefeller Cancer Institute Special Events team to find a unique solution that works for your organization to achieve goals for this partnership opportunity.

## INDIVIDUAL OR ORGANIZATION IMPACT STATEMENT

Please provide a brief statement of what *being a part of the cure* means to you or your organization. This can be a personal story, an inspirational message, or a quote representing the impact a cure means. Your message may be used for promotional media or event marketing, so dig deep and make it genuine and resonant for others facing struggles or celebrating victories!

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## DONOR OPTIONS & DISCLOSURES

Please consider my gift anonymous (initial required below).

           I hereby forgo the marketing benefits entitled to myself or my organization at the declared sponsorship level.  
Initial

Note: A receipt for this sponsorship will be provided, less the amount of the fair market value of the goods and services offered with each sponsorship. If you or your organization wish to decline the included registrations and/or tickets, the receipt will be for the full amount of the sponsorship. Proceeds benefit the Winthrop P. Rockefeller Cancer Institute at UAMS. The Foundation Fund is a sub-organization of the University of Arkansas Foundation, Inc., a 501(c)(3) nonprofit corporation. Tax ID 71-6056774.

*For questions about gift in-kind donations and general Be A Part of the Cure Walk inquiries, contact the Winthrop P. Rockefeller Cancer Institute Special Events team  
WPRCI-SpecialEvents@uams.edu | (501)-686-6113  
4301 W. Markham Street | Slot #623-2 | Little Rock, AR 72205*