

18TH ANNUAL

# HEROES AND OUTLAWS

BENEFITING THE VANNIE E. COOK JR. CHILDREN'S CANCER AND HEMATOLOGY CLINIC

Friends for Hope



LAS PALMAS RACE PARK - MISSION, TX • SATURDAY - NOVEMBER 11, 2023

FEATURING

## FLATLAND CAVALRY

AS SEEN ON THE SHOW YELLOWSTONE

PRESENTED BY





# ABOUT FRIENDS FOR HOPE



Friends for Hope is an organization of passionate individuals from the Rio Grande Valley dedicated to making a meaningful impact on the lives of local children with cancer. Our mission revolves around raising essential funds for the Vannie E. Cook, Jr. Children's Cancer and Hematology Clinic, providing valuable volunteer support to the clinic staff, and raising awareness about the clinic and the needs of its brave young patients. The Vannie E. Cook Jr. Children's Cancer and Hematology Clinic is an invaluable institution with a noble mission – to treat children in South Texas who suffer from cancer and blood disorders, regardless of their ability to pay. As the region's first state-of-the-art pediatric hematology/oncology clinic is the only comprehensive pediatric cancer treatment facility in South Texas. Since its inception in 2001, the clinic has been a beacon of Hope for over 12,000 families who have found the care they need right in their backyard. Friends for Hope hosts various events throughout the year to promote community awareness, such as the Annual Fall Benefit Concert, Annual Bay Fishing Tournament, various social mixers, and fundraisers.

All net proceeds raised by Friends for Hope will be donated to the Vannie E. Cook Jr. Children's Cancer and Hematology Clinic, where approximately 12,000 children from South Texas have been treated, and not one has been turned away due to their inability to pay. In addition to donating almost \$3,000,000 to the clinic, Friends for Hope also hosts a variety of fun events to help patients and their families during these trying times, including a carnival in September and an annual Christmas Party. We hope you will join us on Saturday, November 11, 2023, at Las Palmas Race Park in supporting the clinic's efforts to provide the best care and treatment available for our local children who suffer from cancer and blood diseases by supporting the 18th Annual Benefit Concert featuring Flatland Cavalry. This annual benefit concert is a cornerstone of our fundraising efforts, and your generous donation would provide invaluable support to our cause. We eagerly look forward to the opportunity to work with you in our collective mission to make a difference in the lives of these young warriors!





Friends for Hope has donated almost **\$3 million dollars** to The Vannie Cook Clinic since its inception.



Over **12,000** patients have been treated at the Vannie E. Cook Jr. Children's Clinic



With your donations, Friends for Hope hosts many special patient events throughout the year.



We are grateful and humbled by the outstanding generosity and outpouring of love and support from our local community.

## 2023-2024 BOARD MEMBERS

**President** - Kristen L .Vela

**Vice President** - Ronnie Cantu • **Past President** - Beto Manrique

**Vice President of Fundraising** - René A. Alcalá • **Treasurer** - Fabiola Urgel-Caporusso

**Secretary** - Mayra Olivarez • **Vice President of Donor Relations** - Luis M. Yzaguirre III & Megen Mikulik

Ruby Benitez-Mireles	Jackelyne Martinez
Ricky Cantu	Anna Medina
Daniel Clark	Valerie Obregon-Ozuna
Ruby De La Garza	Jennifer Sanchez
Abraham Garcia	Billy Valenzuela
Abel Garza	Julian Whitacre



# SPONSORSHIP LEVEL

## TITLE SPONSOR \$30,000



- Featured as Title Sponsor Leading up to the event
  - Company Logo and Name Displayed
    - Press Release
    - Recognition Before, During, & After each listed event
    - Media (Television, Radio, Print, Social Media, Friends for Hope Website) VO  
Script Example: {ABC Company Presents – the 18th Heroes and Outlaws Benefit Concert,...}
    - Invitation and Tickets
    - Two-Page Ad in the Event Program
    - Stage and Event Décor
    - Stage Screens (:05) Rotational Mention
    - Live On-Stage Recognition
    - Cancer Clinic Video Featuring Sponsor at the Event (Non-Commercial) 1:30
    - Check Presentation Photo with the Band, Includes Four (4) Meet and Greet Passes
    - Official Check Presentation with Photo and Media Coverage
  - Preferred Seating
    - Three (3) VIP Tables with Seating for Thirty (30)
      - Two (2) Liquor Tickets per Person and Access to the VIP Bar
      - Dedicated Wait Staff
    - Full Access to Heroes Afterparty
- Redfish Sponsorship at the 2024 Bay Fishing Tournament (\$2,500.00 Value)
  - Two (2) Boats with Four (4) Anglers, includes (1) Captain per Boat
  - Name and Logo Recognition
    - Tournament T-Shirt
    - Event Banner
    - Flags
    - Social Media

# SPONSORSHIP LEVELS



## DIAMOND: \$10,000

- Company Logo and Name Displayed:
  - Media (Social Media, Friends for Hope Website)
  - Two (2) -Page Ad in the Event Program
  - Stage Screens (:05) Rotational Mention
  - Live on-stage recognition
- A Check Presentation Photo
- Preferred Seating
  - Two (2) VIP Tables with Seating for Twenty (20)
    - Two (2) Liquor Tickets per Person
    - Dedicated VIP Line and Wait Staff
  - Full Access to Heroes Afterparty
- Redfish Sponsorship at the 2024 Bay Fishing Tournament (\$2500.00 Value)
  - Two (2) Boats with Four (4) Anglers, includes (1) Captain per Boat
  - Name and Logo Recognition
    - Tournament T-Shirt
    - Event Banner
    - Social Media

## PLATINUM: \$5,000

- Company Logo and Name Displayed
  - Media (Social Media, Friends for Hope Website)
  - One (1) -Page Ad in the Event Program
  - Stage Screens (:05) Rotational Mention
- Preferred Seating
  - One (1) VIP Table with Seating for Ten (10)
    - Two (2) Liquor Tickets per Person
    - Dedicated VIP Line
  - Full Access to Heroes Afterparty
- Speckled Trout Sponsorship at the 2024 Bay Fishing Tournament (\$1,000.00 Value)
  - One (1) Boat with Four (4) Anglers, includes One (1) Captain
  - Name and Logo Recognition
    - Tournament T-Shirt
    - Event Banner

## GOLD: \$3,000

- Company Logo and Name Displayed:
  - Media (Social Media)
  - A Half (1/2) -Page Ad in the Event Program
  - Shared Screen Recognition at the Concert (:05) Rotational Mention
- Reserved Seating:
  - One (1) Table with Seating for Ten (10)

## SILVER: \$1,800

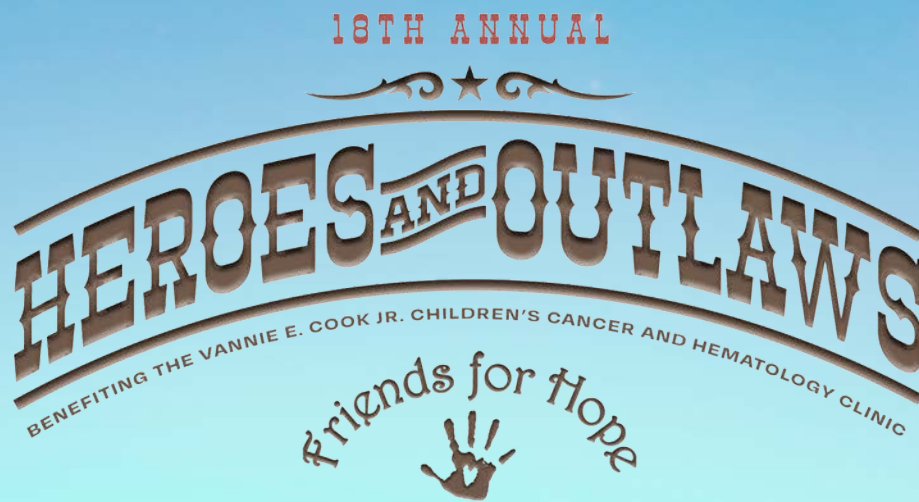
- Company Logo and Name Displayed:
  - A Quarter (1/4) - Page Ad in the Event Program
  - Shared Screen Recognition at the Concert (:05) -Rotational Mention
- Reserved Seating
  - One (1) Table with Seating for Eight (8)

## THANK YOU FOR SUPPORTING!

Proceeds from this event will provide critical funding to support the patients and families being treated at The Vannie E. Cook Jr. Children's Cancer and Hematology Clinic.

[friendsforhope.com](https://friendsforhope.com) |   @friendsforhopergv





## SPONSOR REGISTRATION FORM

**ALL NET PROCEEDS TO BENEFIT VANNIE E. COOK JR.  
CHILDREN'S CANCER & HEMATOLOGY CLINIC**

YES! I WOULD LIKE TO BE A FRIENDS FOR HOPE SPONSOR AT THE FOLLOWING LEVEL:

- ☐ TITLE \$30,000
- ☐ DIAMOND \$10,000      ☐ PLATINUM \$5,000      ☐ GOLD \$3,000
- ☐ SILVER \$1,800      ☐ OTHER

**PLEASE SEND PAYMENT AND SUBMIT LOGO BY OCTOBER 13TH.**

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

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

**Payment Address:**

FRIENDS FOR HOPE  
PO BOX 720721  
MCALLEN, TX 78504

**E-Mail Address:**

FFHBENEFIT@GMAIL.COM

PLEASE MAKE CHECKS PAYABLE TO FRIENDS FOR HOPE

QUESTIONS? PLEASE CONTACT KRISTEN VELA AT (956) 624-6479

FRIENDS FOR HOPE DONATIONS ARE ADMINISTERED THROUGH THE RGV COMMUNITY FOUNDATION A 501 (C)(3) AND ALL DONATIONS ARE TAX DEDUCTIBLE UP TO THE FULLEST EXTENT PERMITTED BY IRS REGULATIONS. OUR FEDERAL TAX ID IS 42-1533150