

Heroes FOR Children



EVENT SPONSORSHIP & UNDERWRITING OPPORTUNITIES

Houston Heroes & Handbags: Fashion Show Edition- September 4
Dallas Hold 'Em for Heroes Poker Tournament – September 27
Houston Hold 'Em for Heroes Poker Tournament – November 6

2025



NO FAMILY WITH A CHILD BATTLING
CANCER WILL FIGHT ALONE.



JOIN US FOR OUR UPCOMING SIGNATURE FUNDRAISING EVENTS YOU CAN BE A HERO TO FAMILIES BATTLING CHILDHOOD CANCER.

As we look ahead to our fall signature fundraising events, I am filled with excitement and gratitude for your continued support of Heroes for Children.

For over 21 years, our organization has been dedicated to providing financial and social assistance to families battling pediatric cancer, and with your help, we will continue to make a meaningful impact in the years ahead.

This year, we have planned three incredible events that will bring together our most dedicated supporters, raise crucial funds, and provide a memorable experience for all involved:

Houston Heroes & Handbags: Fashion Show Edition – September 4, 2025

Dallas Hold 'Em for Heroes – September 27, 2025

Houston Hold 'Em for Heroes – November 6, 2025

As a sponsor of any of these events, you'll enjoy exclusive recognition and be a key part of helping us provide essential assistance to families in need. Your partnership will make a direct impact, and we are pleased to offer a variety of sponsorship opportunities to ensure that you are involved at a level that aligns with your commitment to the cause.

Together, we can continue to support families facing pediatric cancer, build momentum for our future events, and create lasting memories along the way.

I look forward to the opportunity to partner with you on these incredible events. Thank you for being a champion for families in need, and I can't wait to celebrate with you in 2025!

With gratitude,

Jenny Lawson

Executive Director & Co-Founder

Heroes for Children



HOUSTON HEROES & HANDBAGS: FASHION SHOW EDITION

SEPTEMBER 4, 2025 | THE CRYSTAL LOUNGE AT LAKESIDE COUNTRY CLUB

SPONSORSHIPS & UNDERWRITING

For 21 years, Heroes for Children has advocated for and provided financial and social assistance to families with children (0-22) battling cancer. Join us by generously being a part of our vision that no family with a child battling cancer will fight alone. We are pleased to offer the following sponsorship and underwriting opportunities for this special event, with benefits that extend into our 2026 efforts:

LEGACY SPONSOR- \$15,000

- 8 Tickets
- **Exclusive Branding:** Your logo will be featured on all event materials, including invitations, event signage, and on the Heroes for Children website as the Legacy Sponsor
- **Full-Page Ad** in the event program
- **Opportunity to speak** at the event
- **Reserved first row seating** at Fashion Show
- **2026 Event Perks:** 5 additional guests at no cost for the 2026 Houston Heroes & Handbags event.

SUPER HERO SPONSOR \$2,000

- 4 Tickets
- **Priority Branding:** Your logo will be displayed on event signage and on the Heroes for Children website
- **Quarter- Page Ad** in the event program
- **Reserved priority seating** at Fashion Show
- **Discount for 2026 Event:** \$250 off your sponsorship for the 2026 Houston Heroes & Handbags event

HERO PATRON - \$750

- 2 Tickets
- **Reserved seating** at the fashion show
- **Name recognition** on the event website and program
- **Discount** for 2026 Event: \$100 off your tickets for the 2026 Houston Heroes & Handbags event

UNDERWRITING OPPORTUNITIES - \$750

All \$750 Underwriting Opportunities include exclusive brand logo recognition associated with the corresponding underwriting level plus logo recognition in the event program.

Cocktail Underwriter

Program Underwriter

Entertainment Underwriter

Fashion Show Underwriter





DALLAS HOLD 'EM FOR HEROES POKER TOURNAMENT

SEPTEMBER 27, 2025 | FRONTIERS OF FLIGHT MUSEUM

SPONSORSHIPS & UNDERWRITING

For 21 years, Heroes for Children has advocated for and provided financial and social assistance to families with children (0-22) battling cancer. Join us by generously being a part of our vision that no family with a child battling cancer will fight alone. We are pleased to offer the following sponsorship and underwriting opportunities for this special event.

LEGACY SPONSOR- \$15,000

- **3 Tournament Tables** (30 guests)
- **Exclusive Branding:** Your logo will be featured on all event materials, including invitations, event signage, and on the Heroes for Children website as the Legacy Sponsor
- **Full-Page Ad** in the event program
- **Opportunity to speak** at the event
- **Priority First Row Tournament Seating**

INDIVIDUAL TICKETS

- 1 Individual **Tournament Ticket \$300**
- 1 Individual **Non-Tournament Ticket \$200**

UNDERWRITING OPPORTUNITIES - \$1,000

All \$400 Underwriting Opportunities include exclusive brand logo recognition associated with the corresponding underwriting level on all social media platforms plus day of the event collateral.

Cocktail Underwriter

Program Underwriter

Entertainment Underwriter

Tournament Underwriter

Liquor Pull Underwriter

Players Lounge Underwriter

Photography Underwriter

FULL TABLE SPONSOR \$4,000

- **1 Tournament Table** (10 guests)
- **Priority Branding:** Your logo will be displayed on event signage and on the Heroes for Children website
- **Quarter- Page Ad** in the event program

HALF TABLE SPONSOR - \$2,150

- **1/2 Tournament Table** (5 guests)
- **Name Recognition** on the event website and program





HOUSTON HOLD 'EM FOR HEROES POKER TOURNAMENT

NOVEMBER 6, 2025 | THE REVAIRE

SPONSORSHIPS & UNDERWRITING

For 21 years, Heroes for Children has advocated for and provided financial and social assistance to families with children (0-22) battling cancer. Join us by generously being a part of our vision that no family with a child battling cancer will fight alone. We are pleased to offer the following sponsorship and underwriting opportunities for this special event.

LEGACY SPONSOR- \$15,000

- **3 Tournament Tables** (30 guests)
- **Exclusive Branding:** Your logo will be featured on all event materials, including invitations, event signage, and on the Heroes for Children website as the Legacy Sponsor
- **Full-Page Ad** in the event program
- **Opportunity to speak** at the event
- **Priority first row tournament seating**

INDIVIDUAL TICKETS

- 1 Individual **Tournament Ticket \$400**
- 1 Individual **Non-Tournament Ticket \$200**

UNDERWRITING OPPORTUNITIES - \$750

All \$750 Underwriting Opportunities include exclusive brand logo recognition associated with the corresponding underwriting level plus logo recognition in the event program.

Cocktail Underwriter
Program Underwriter
Entertainment Underwriter
Tournament Underwriter
Liquor Pull Underwriter
Valet Underwriter

FULL TABLE SPONSOR \$5,500

- **1 Tournament Table** (10 guests)
- **Priority Branding:** Your logo will be displayed on event signage and on the Heroes for Children website
- **Quarter- Page Ad** in the event program

HALF TABLE SPONSOR - \$2,250

- **1/2 Tournament Table** (5 guests)
- **Name recognition** on the event website and program





SIGNATURE FUNDRAISING EVENT

CORPORATE BUNDLE DEALS

STATEWIDE SPONSORSHIP BUNDLES

For 21 years, Heroes for Children has advocated for and provided financial and social assistance to families with children (0-22) battling cancer. Join us by generously being a part of our vision that no family with a child battling cancer will fight alone. We are pleased to offer the following sponsorship opportunities in partnership with corporate give back events.

PLATINUM BUNDLE- \$25,000

- **1 table at each of our signature fundraising events** (10 guests at each)
- **Exclusive Branding:** Your logo will be featured on all event materials, including invitations, event signage, program, and on the Heroes for Children website as a Platinum Sponsor
- **Full-Page Ad** in all event programs
- **Priority Seating** at all events
- **Corporate Give Back Event**

GOLD BUNDLE \$15,000

- **1 table at 2 of our signature fundraising events** of your choice (10 guests at each)
- **Priority Branding:** Your logo will be displayed on event signage, program, and on the Heroes for Children website as a Gold Sponsor
- **Quarter- Page Ad** in the event programs
- **Priority Seating** at each event
- **Corporate Give Back Event**

