



IN LOVING MEMORY OF CAROL M. BALDWIN

Carol M. Baldwin and her husband, Alexander, raised their family on Long Island in Massapequa, New York. As a Syracuse native and graduate of Syracuse University, Carol decided to return to her roots in 1987. After being struck with breast cancer and undergoing a double mastectomy in 1990, her purpose became to help other women overcome the struggles associated with breast cancer. In 2001, she founded the non-profit known today as The Baldwin Fund, to raise money for research at SUNY Upstate Medical University. After 20+ years of motivating the community to help find a cure for breast cancer, Carol passed away in May of 2022 at the age of 92. We honor the spirit of her compassion, commitment and dedication as we humbly take the torch and work to complete her mission to find a cure for breast cancer.

ABOUT OUR CORPORATE SPONSORED EVENTS

THE BALDWIN FUND CIDER RIDE | JULY 29, 2023



Enjoy a 45-minute scenic group motorcycle ride around Skaneateles Lake, beginning and ending at Beak & Skiff Apple Orchards in Lafayette, New York. The day kicks off with a light breakfast during registration, and riders will assemble for departure. Upon return, a delicious lunch and live music will be waiting!

GILLIE GIRL TRIATHLON | JULY 30, 2023



Located at Gillie Lake in Veteran's Memorial Park in Camillus, New York, this scenic location is hailed by many as their 'all-time favorite' course and the 'perfect course' for a beginner. The course is a non-intimidating double loop swim (2.25-mile loops), a relatively flat and scenic 14-mile bike ride, and a 3.1-mile run, finishing with a lap around Gillie Lake. Spectators are welcome to watch family and friends participate. The Gillie Girl Sprint Triathlon also features a family-friendly post-race party with food, music, and entertainment!

AIMING FOR THE CURE GOLF TOURNAMENT | SEPTEMBER 25, 2023



This Captain and Crew Golf Tournament tees off at the private Tuscarora Golf Club in Marcellus, New York. This special event offers a rewarding opportunity to meet and mingle with other area individuals, corporate sponsors, survivors and supporters while making important contributions towards the support and funding of breast cancer research.

SYRACUSE BICYCLE RIDE FOR A CURE | OCTOBER 2023



Syracuse Bicycle is hosting their 13th annual breast cancer awareness ride, "Ride for Cure," at Green Lakes State Park in Fayetteville, New York. Participants can choose between three great ride options: a 10-mile family-friendly ride on the Erie Canal Towpath, a 25-mile, or a 50-mile road ride. Riders will have a chance to win door prizes and participating breast cancer survivors will receive a special gift.

THE CAROL M. BALDWIN ANNUAL GALA | NOVEMBER 3, 2023

The Carol M. Baldwin Gala is one of the GRANDEST event of the year! This fundraiser will be held at The Marriott Syracuse Downtown and will be an evening dedicated to recognizing and honoring our generous sponsors, relentless researchers, determined volunteers, and faithful supporters. It will also be a memorable evening for the community to support the women and men who continue to fight, celebrate their survival, and remember those we have lost to this disease.

THE BALDWIN FUND EXECUTIVE BOARD

CHAIRMAN OF THE BOARD

The Late Carol M. Baldwin

PRESIDENT

TBA

VICE PRESIDENT

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SECRETARY

Mary Bird

TREASURER

Christina Snell

BOARD MEMBERS

Alec Baldwin
Stephen Baldwin
Jason Brushell
Joe Corona
Michael Eason
Eric Prager
Rachel Siderine
Courtne-Lynn Walker

EXECUTIVE DIRECTOR

Elizabeth Baldwin



THE BALDWIN FUND

TOGETHER WE WILL FIND A CURE



Corporate Sponsorship Proposal



THE BALDWIN FUND

P.O. Box 187
Warners, New York 13164

Dear Business Owners and Managers,

The National Breast Cancer Foundation states that **1 in 8 women will develop breast cancer in their lifetime**. Many mothers, daughters, sisters, wives, best friends, coworkers, and neighbors in the Central New York community have been and will be affected by this disease. Men are not exempt from this disease. 1 in 100 breast cancers diagnosed in the United States is found in a man. **The need for a cure is urgent.**

As The Baldwin Fund enters its 21st year in the fight to find a cure for breast cancer, our nonprofit 501C(3) organization continues to work relentlessly with the Central New York community to procure funds for breast cancer research. Because of the generosity and commitment of the CNY community, we have donated **over \$3.5 million** in grants to top researchers at Upstate Medical University. These grants opened doors that led to several studies with promising results that piqued the attention of national and international funders. The results of these studies, initially funded by The Baldwin Fund, generated over **\$23 million** more in research funding to Upstate researchers. This 6X increase in funding highlights the necessity of funding at the local level.

On behalf of my late mother and the founder of this organization, I am writing to ask if your company will join The Baldwin Fund on its mission and become a **2023 Corporate Sponsor**. In addition to the items outlined in each package, choosing to be a Corporate Sponsor also comes with the following great rewards and opportunities!

CORPORATE SPONSOR BENEFITS:

- Boost brand visibility
- Foster a positive brand reputation
- Highlight the human and compassionate side of your business
- Promotional print/digital/social advertising opportunities
- Gain insights or new business ideas
- Get exposure to a new audience or a wider demographic
- Attend and participate in fun and exciting events
- Meet and mingle with other CNY individuals and organizations

We cannot complete our mission without the help of companies like yours. Please do not hesitate to call or text me at (315) 663-6770 or email at EBaldwin@TheBaldwinFund.org to discuss sponsorship opportunities.

Thank you for your time and consideration. I hope to hear from you soon. And in the true spirit of my mother, I remain optimistic that "Together We Will Find A Cure."

Warmest regards,

Elizabeth Baldwin
Executive Director, The Baldwin Fund



OUR MISSION

To collaborate with local businesses and community members to raise funds for breast cancer research at Upstate Medical University in Syracuse, New York.



OUR VISION

To have a cure for breast cancer including the prevention of reoccurrences and metastases.



OUR CORE VALUES

Faith

We remain confident in our vision, committed to our mission, and trust that our work will yield results.

Collaboration

We believe we can achieve more collectively than individually.

Integrity

We carry out all endeavors with responsibility and accountability.

Respect

We respect all people, communities, and cultures' feelings, values, and points of view.

Corporate Sponsor Packages

The Baldwin Fund has curated three sponsorship packages to accommodate various marketing or philanthropy budgets and to align with your business' interests. The Baldwin fund uses the donated funds to generate grants for local researchers at SUNY Upstate Medical University, specifically for breast cancer research.

Become a Corporate Sponsor today and "Together We Will Find A Cure!"

Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Health & Wellness Sponsor \$2,500
The Carol M. Baldwin Annual Gala <ul style="list-style-type: none"> • 20 tickets • Two full-page ads in the Gala Journal 	The Carol M. Baldwin Annual Gala <ul style="list-style-type: none"> • 10 tickets • One full-page ad in the Gala Journal 	Gillie Girl Triathlon <ul style="list-style-type: none"> • Name/logo on brochures and website • Registration fee for one (1) triathlete
Gillie Girl Triathlon <ul style="list-style-type: none"> • Name/logo on brochures and website • Registration fee for two (2) triathletes 	Gillie Girl Triathlon <ul style="list-style-type: none"> • Name/logo on brochures and website • Registration fee for one (1) triathlete 	Syracuse Bicycle Ride For A Cure <ul style="list-style-type: none"> • Name/logo on brochures and website • Registration fee for one (1) participant
Aiming Fore The Cure The Baldwin Fund Golf Tournament <ul style="list-style-type: none"> • Two (2) Captain & Crew teams • Choice of 7:30am or 1:00pm tee time • Two (2) hole sponsorships • Name/logo on brochures and website 	Aiming Fore The Cure The Baldwin Fund Golf Tournament <ul style="list-style-type: none"> • One (1) Captain & Crew team • Choice of 7:30am or 1:00pm tee time • One (1) hole sponsorship • Name/logo on brochures and website 	The Baldwin Fund Cider Ride <ul style="list-style-type: none"> • 45-mile motorcycle ride • Scenic route around Skaneateles Lake • Name/logo on brochures and website • Registration fee for one (1) participant • Food and music entertainment
The Baldwin Fund Cider Ride <ul style="list-style-type: none"> • 45-mile motorcycle ride • Scenic route around Skaneateles Lake • Name/logo on brochures and website • Registration fee for two (2) participants • Food and music entertainment 	The Baldwin Fund Cider Ride <ul style="list-style-type: none"> • 45-mile motorcycle ride • Scenic route around Skaneateles Lake • Name/logo on brochures and website • Registration fee for one (1) participant • Food and music entertainment 	
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Media Package (\$1,000 value) <ul style="list-style-type: none"> • Company name presented on The Baldwin Fund website • Name/logo on printed brochures, flyers, posters, and more! • Choice of two (2) advertising displays at the Gem Diner: table, stools, or counter 	Media Package (\$500 value) <ul style="list-style-type: none"> • Company name presented on The Baldwin Fund website • Name/logo on printed brochures, flyers, posters, and more! • Choice of one (1) advertising display at the Gem Diner: table, stools, or counter 	

SIGN UP TODAY!

Visit www.TheBaldwinFund.org or scan here with a mobile device:



Questions? Please contact:

Elizabeth Baldwin
(315) 663-6770
EBaldwin@TheBaldwinFund.org

Thank You For Your Consideration