



STREAM AWAY SMA

STREAM AWAY SMA PROGRAM SPONSORSHIP OPPORTUNITIES



ABOUT STREAM AWAY SMA

Gamers and creators are invited to Stream Away SMA by streaming content while raising funds for spinal muscular atrophy (SMA).

Stream Away SMA is a creative and innovative way for individuals to raise funds for Cure SMA. Participants can host a live stream on a popular platform, such as Twitch, Tiltify, YouTube, or Facebook, and ask viewers to donate through a donation link or platform.

During the stream, participants can engage with the audience by showcasing their skills, offering tutorials, or performing a variety of activities related to their passion or hobby. Viewers can interact with the streamer and make donations in real-time, with all proceeds going directly to Cure SMA.

The best part about sharing content online is that both participants and spectators can join the fun and build a community from where they are at. Virtual streaming allows everyone, including affected individuals, a convenient way to connect interactively anywhere, anytime. The virtual world is full of possibilities and Cure SMA wants you to be a part of it!

Stream Away SMA provides a unique opportunity to bring people together and raise funds for a good cause in a creative and engaging way.

ABOUT CURE SMA

Cure SMA is a 501(c)(3), Better Business Bureau (BBB) Accredited Charity that funds and directs comprehensive research that drives breakthroughs in the treatment and care of spinal muscular atrophy (SMA) and provides educational and support programs to individuals and families affected by SMA to help them live their best lives. SMA is a progressive neurodegenerative disease that affects the motor nerve cells in the spinal cord and impacts the muscles used for activities like breathing, eating, crawling, and walking.

Cure SMA leads the way to a world where everyone impacted by spinal muscular atrophy (SMA) is empowered to lead independent, successful, and fulfilling lives. We strive to create a community where every individual is heard and feels welcomed. Cure SMA provides practical support programs for our community and advocates for their needs. We fund and direct comprehensive research that drives breakthroughs in treatment and we advance access to high quality care. We will not stop until we have a cure.

YOUR IMPACT

FUND BREAKTHROUGHS

Every dollar raised with Cure SMA's events helps grow research, care, advocacy, and support programs that the SMA community depends on. We will ensure everyone with SMA –from infants to adults– have the chance to live a full and productive life.

CHANGE LIVES

Thousands of individuals with SMA and their families receive support and access Cure SMA resources each year. With the passionate support from people like you, we can meet the ever-changing needs of all people with SMA.

EMPOWER THE COMMUNITY

Events, even virtual ones, across the country bring together people from coast-to-coast to raise awareness and build community. Whether you have a direct connection to SMA or not, everyone is invited to make a difference by fundraising for Cure SMA!



WILL YOU BE OUR PLAYER 2?

Stream Away SMA is the perfect program to support so level up and make a difference today!

Streaming and gaming are increasingly popular around the world. Stream Away SMA provides a unique opportunity to bring people together and raise funds for a good cause in a creative and engaging way, and we'd love to have your support as a corporate sponsor.



The program will involve a series of live streams hosted on popular platforms such as Twitch, YouTube, and Facebook. During the streams, participants will showcase their skills, offer tutorials, and perform activities related to their passions and hobbies, all while encouraging viewers to donate to Cure SMA.

As a corporate sponsor, you will have the opportunity to reach a large and engaged audience, increase your brand visibility, and demonstrate your commitment to finding a cure for SMA. Your support will be widely recognized and appreciated, and we will work with you to ensure that your brand is effectively integrated into the program.

SPONSORSHIP LEVELS



BENEFITS	PREMIER \$30,000	PROGRAMMER \$20,000	CREATOR \$10,000	GAMER \$5,000	PLAYER \$1,000	IN-KIND
Logo on all program collateral	★	★	★	★	★	
Featured ad in Cure SMA's annual print newsletter	★	★	★	★	★	
Option to include promo item in participant bags	★	★	★	★	★	
Logo on program website	★	★	★	★	★	★
Social media posts across Twitter, Facebook, and Instagram	4 Social Media Posts	3 Social Media Posts	2 Social Media Posts	1 Social Media Post		
Featured eblast promotion with logo and company blurb	4 Featured Eblast Section Posts	3 Featured Eblast Section Posts	2 Featured Eblast Section Posts	1 Featured Eblast Section Post		
Lunch & Learn with Cure SMA on your company's impact	★					



SPONSORSHIP FORM

Thank you for your support of the Stream Away SMA! To proceed with a sponsorship, fill out the form below to acknowledge your commitment. Please list your company name exactly how it should appear on promotional materials. Please contact fundraising@curesma.org with any questions.

Company Name: _____

Contact Name: _____

Position/Title: _____

Email: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Website: _____

SPONSORSHIP AMOUNT: _____

- Premier – \$30,000
- Programmer – \$20,000
- Creator – \$10,000
- Gamer – \$2,500
- Player – \$1,000
- In-Kind
- Other – _____

PAYMENT INFORMATION:

Pay by check. Make payable to Cure SMA
925 Busse Rd, Elk Grove Village, IL 60007

Please include this form when sending in a check.

Pay by credit card. Please complete the information below.

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ Zip Code: _____

Signature: _____ Date: _____



TERMS AND CONDITIONS

1. **EVENT IDENTIFICATION AND LOCATION.** The official name of the event is The CURE SMA Stream Away SMA, hereafter referred to as EVENT.
2. **OFFICIAL DATES.** The official dates of the EVENT is from _____, unless the EVENT is canceled, or the dates are changed in the best interests of CURE SMA and its constituents.
3. **TERM OF AGREEMENT.** This Agreement will continue until the conclusion of the EVENT, unless and until terminated earlier by either party as set forth in Section 9, Termination or Section 11(G), Force Majeure, below.
4. **SPONSORSHIP ARRANGEMENT AND OBLIGATIONS OF CURE SMA.** During the Term of this Agreement, CURE SMA hereby agrees to identify and acknowledge SPONSOR as a sponsor of the EVENT, as permitted in connection with qualified sponsorship payments.
5. **SPONSORSHIP ARRANGEMENT AND OBLIGATIONS OF SPONSOR.** SPONSOR shall provide to CURE SMA all necessary logos and other information, content, and materials (in printed, electronic and/or other form) for use in connection with its sponsorship of the EVENT.
6. **PAYMENT OF SPONSOR'S CONTRIBUTION**
 - a. In consideration for the right to be a sponsor of the EVENT and to be acknowledged by CURE SMA as a SPONSOR of the EVENT, SPONSOR agrees to pay the total amount of Sponsorship fees outlined above, to be paid in a single lump-sum upon execution of this Agreement and receipt of invoice by an authorized representative of SPONSOR.
 - b. The sponsorship payment described above shall constitute payment by SPONSOR solely for SPONSOR' right to sponsor and to be acknowledged by CURE SMA as a SPONSOR of the EVENT.
 - c. No sponsorship cancellation refunds will be granted due to ongoing promotions.
7. **CANCELLATION OF THE EVENT.** Should CURE SMA cancel the EVENT in the best interest of CURE SMA or its constituents, or in the best interests of the success of the EVENT or its attendees, and not reschedule, CURE SMA will apply SPONSOR payment as a 100% tax deductible donation to CURE SMA, or, at the request of SPONSOR, return to SPONSOR 100% of its SPONSOR payment. Should CURE SMA reschedule EVENT for another date in the same fiscal year (July 1 – June 30), SPONSOR may elect to apply or, at the option of SPONSOR, apply SPONSOR' payment to the same EVENT on its next scheduled date under the same terms and conditions set forth in this Agreement as long as it falls within previously stated time frame.
8. **RELATIONSHIP OF THE PARTIES.** The relationship of the parties to each other is that of independent contractors. Nothing herein shall create any association, joint venture, partnership, or agency relationship of any kind between the parties. Neither party is authorized to incur any liability, obligation, nor expense on behalf of the other, to use the other's monetary credit in conducting any activities under this Agreement, or to represent that CURE SMA is in the business of providing the products and/or services provided by SPONSOR.
9. **TERMINATION.** This Agreement shall terminate: (i) at the conclusion of the EVENT; or (ii) at any time upon the mutual written consent of both parties, or (iii) upon the occurrence of a breach of a material provision by one (1) of the parties hereto, if such breach is not cured within a commercially reasonable time (not to exceed ten (10) days) after written notice of such breach is received by the breaching party from the injured party identifying the matter constituting the material breach.
10. **MISCELLANEOUS TERMS**
 - a. **Waiver.** Either party's waiver of, or failure to exercise, any right provided for in this Agreement shall not be deemed a waiver of any other or future right under this Agreement.
 - b. **Assignment.** This Agreement may not be assigned, or the rights granted hereunder transferred or sub-licensed, by either party without the express prior written consent of the other party.
 - c. **Heirs, Successors, and Assigns.** This Agreement shall be binding upon and inure to the benefit of each party, its subsidiaries, affiliates, related entities, partners, shareholders, agents, officers, directors, employees, heirs, successors, and assigns, without regard to whether it is expressly acknowledged in any instrument of succession or assignment.
 - d. **Counterparts.** This Agreement may be executed in two (2) or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one (1) and the same instrument.
 - e. **Entire Agreement.** This Agreement: (i) constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; (ii) supersedes and replaces all prior agreements, oral and written, between the parties relating to the subject matter hereof; and (iii) may be amended only by a written instrument clearly setting forth the amendment(s) and executed by both parties.
 - f. **Severability.** All provisions of this Agreement are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the Agreement shall remain in full effect.
 - g. **Force Majeure.** Neither party shall be liable for failure to perform its obligations under this Agreement due to events beyond its reasonable control making performance illegal, impossible, or commercially impracticable, including, but not limited to, health related events, strikes, riots, wars, acts of terrorism, fire, acts of God, and acts in compliance with any applicable law, regulation, or order of any governmental body. The party so affected by such an event must give written notice to the other party within a commercially reasonable time.
 - h. **Notices.** Any notice pertaining to this agreement must be in writing and will become effective when delivered and received by the fulfillment contact outlined herein by one of the following methods:
 - i. Letter sent by certified mail or by overnight carrier, return receipt requested, postage prepaid to intended recipient, or hand-delivered with signed receipt.
 - iii. Electronic mail (email) transmission: Notice by email is effective when the sender of the email has written notice from the intended recipient that the email was received.

