

CUREBOUND
PRESENTS

Ed Sheeran



CONCERT FOR CURES

SPONSORSHIP OPPORTUNITIES



FRIDAY **OCT**
20TH
RADY SHELL
@ JACOBS PARK

TICKETS ON SALE AT
CUREBOUND.ORG

CUREBOUND
PRESENTS

Ed Sheeran

CONCERT FOR CURES

Concert for Cures is Curebound's premiere benefit concert raising awareness and funds for lifesaving cancer research. All proceeds fuel cutting-edge, collaborative research grants among the best and brightest minds from Southern California's top research institutions.

Direct from his record-breaking North American tour, Ed Sheeran joins Curebound for the 2023 Concert for Cures on Friday, October 20th at the Rady Shell.

Ed Sheeran burst onto the global music scene in 2011, rapidly establishing himself as a history making artist to become one of the world's biggest musical success stories of the 21st century. Named Artist of the Decade in 2020, Sheeran's songs have topped the charts with more than 150 million records sold worldwide. In addition to having the highest-grossing concert tour of all time, he is a four-time Grammy Award winner and six-time Billboard Music Award winner who has continued to push the boundaries of his songcraft with each album. After a series of hard-hitting personal events in 2022 including his wife Cherry's cancer diagnosis, Sheeran released his most soul-baring work to date with the bestselling album "-" ("subtract"), which reminds audiences why he remains one of the most gifted songwriters and lyricists of his generation.


Join Curebound for this unforgettable night in support of one vision: a world without cancer.

Become a Sponsor

Concert for Cures provides a variety of sponsorship opportunities to reach an influential audience of 5,000+ attendees and maximize your company's visibility as an exclusive partner for this high-profile, meaningful event. All sponsorship packages include priority tables in the Marina Section that offer the perfect opportunity to enhance your concert experience and share the evening with clients, family and friends.

Please find the enclosed sponsorship packages and should you have any questions, contact Shannon Gill at 619.314.5848 or shannon@curebound.org.

Thank you!



SPONSORSHIP OPPORTUNITIES

\$500K Curebound Partner | Multi-Year Commitment

- 2023 Presenting Sponsorship | October 20th, 2023
- 2024 Presenting Sponsorship | October 18th, 2024*
- Curebound Partnership Benefits:
 - ✓ Recognition in Curebound assets (website, annual report, social)
 - ✓ Special insider communications from Curebound leadership
 - ✓ Provide company story/quote for marketing promotions
 - ✓ Access to premier donor receptions and opportunities to engage with research teams to learn more about advancement of collaborative research projects

\$250K Presenting Sponsor

Exclusive - One opportunity


- Marquee logo placement
 - Opportunity to speak during pre-program or inclusion of pre-program video
 - (1) high profile table of six in VIP Seating Area (\$50K table or \$50K credit toward a table or seats*) with executive transportation
 - VVIP Meet & Greet for select guests pending Artist*
 - Logo on VIP Step & Repeat at red carpet
 - Exclusive artist memorabilia*
 - VIP experience including gift bag, wristband, etc.
 - Block of 20 single seats in front row of Skyline Section
 - Marquee logo placement on all marketing materials, website, social media, and concert video boards
 - Inclusion in the SDBJ Ad of appreciation
 - Inside cover ad of playbill
 - (6) tickets to 2024 Cure Prize Celebration*
 - Discount available for additional seating blocks (10% off additional seats)
 - Potential for onsite activation/display area with additional signage and brand ambassadors
- *Subject to change

\$100K Diamond Sponsor

- Premier logo placement in first position below title
- (1) high profile table of six in VIP Seating Area (\$30K value*) with executive transportation
- VIP experience including gift bag, wristband, etc.
- Inclusion in the SDBJ Ad of appreciation
- Block of 10 single seats in Skyline Section
- Prime logo placement on all marketing materials, website, social media, and concert video boards
- Priority full page ad in playbill
- (6) tickets to 2024 Cure Prize Celebration*
- Discount available for additional seats (10% off additional seats)
- Potential for onsite activation/display area with additional signage and brand ambassadors

Option to upgrade tables based on availability at the time of commitment.

The deadline for sponsor recognition on printed signage and materials is September 15.



SPONSORSHIP OPPORTUNITIES

\$50K Platinum Sponsor

- Top line logo placement in corporate sponsorship block
- (1) high profile table of four (\$20K value*)
- VIP experience including gift bag, wristband, etc.
- (2) Parking passes
- Logo placement on website, social media, and concert video boards
- Inclusion in the SDBJ Ad of appreciation
- Full page ad in playbill
- (4) tickets to 2024 Cure Prize Celebration*
- Discount available for additional seats (10% off additional seats)
- Potential for onsite activation/display area with additional signage and brand ambassadors

\$25K Gold Record

- Featured logo placement in corporate sponsorship block
- (1) table of four (\$10K value*)
- VIP experience including wristband for Marina access
- (2) Parking passes
- Logo placement on website, social media, and concert video boards
- Half page ad in playbill
- (4) tickets to 2024 Cure Prize Celebration*
- Discount available for additional seats (10% off additional seats)

\$15K Silver Record

- Logo placement in corporate sponsorship block
- (1) table of four (\$5K value*)
- VIP experience including wristband for Marina access
- (2) Parking passes
- Logo placement on website, social media, and concert video boards
- Quarter page ad in playbill
- Discount available for additional seats (10% off additional seats)

In-Kind Sponsorship or Donation

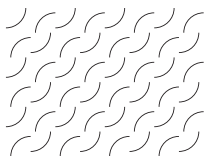
All in-kind sponsors receive:

- Logo recognition in corporate sponsorship block
- Logo placement on website, social media, and concert video boards
- Quarter page ad in playbill
- (2) concert tickets
- Discount available for additional seats (10%)

Option to upgrade tables based on availability at the time of commitment.

The deadline for sponsor recognition on printed signage and materials is September 15.

ABOUT CUREBOUND



1 in 2 people will be diagnosed with cancer.

It's a staggering statistic. Every person in the world has personally experienced cancer in some way and the need for better methods of prevention, detection, and treatment is critical. Curebound was created to accelerate cancer research into cures with the expectation that **we will see cures in our lifetime.**

Curebound was founded with a deeply held belief that cures are possible. We have entered a transformative era in the way we are able to understand and treat this disease. The advancing technologies and treatments, many of which are being pioneered by scientists here in San Diego, have shined a light on a future where cancer is managed and in some cases, cured. **Over the next decade, Curebound will invest \$100 million to accelerate innovative cancer research, bringing the best scientists together with one vision: a world without cancer.**

At the core of this vision is a **commitment to collaboration.** Our unique funding model creates collaboration across multiple disciplines and institutions, with early-phase, follow-on and clinical trial funding for specialized research teams to take on cancer's greatest challenges.

Headquartered in San Diego, one of the fastest growing life-science communities in the country, **Curebound is positioned amongst a powerful scientific hub that includes three NCI-designated cancer centers, top clinical care hospitals, and nearly 1,000 biotech and life-science companies.** Curebound is the catalyst to bring these resources together and expedite discovery to improve the lives of patients and families.

To date, we have raised \$50 million and funded 95 research grants across Curebound's scientific pillars:

- **Prevention and diagnostic tools**
- **Immunotherapies and personalized vaccines**
- **Cancer equities**
- **Pediatric cancers**
- **Novel approaches and new therapeutic platforms**

The most recent 2022-23 grants were announced in early June, awarding \$6 million in collaborative research including the first Cure Prize, a million-dollar grant for bold innovation in cancer research. The 2023 Cure Prize will fund a preventative screening innovation for ovarian cancer aimed to have patient application in 3-5 years.

We invite you to learn more about Curebound - the research we fund, the collaborations we foster, and the work we are doing so that the next generation does not hear the words "you have cancer" in the way we do today.

For more information, please visit curebound.org



Exploration



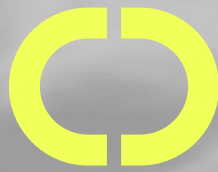
Acceleration



Collaboration




Cures



ACCELERATING CANCER RESEARCH INTO CURES
CUREBOUND.ORG

UC San Diego Health

salk
Where cures begin.

 **Sanford
Burnham
Prebys**

 **Rady
Children's**

**La Jolla
Institute**
FOR IMMUNOLOGY

 **Scripps
Research**