

# Brothers McMurray Family Charity, LTD. 2026 Partnership & Sponsorship Prospectus



**BECAUSE EVERY FAMILY DESERVES A SURVIVOR.**

**TWELVE SIBLINGS. FOUR SURVIVORS.  
ONE MISSION SINCE 1999 TO TURN OUR FAMILY'S JOURNEY  
INTO LIFE-SAVING RESEARCH AND CARE FOR ALL.**

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**For more than 25 years, the McMurray family has fought cancer with heart, purpose, and persistence.** This mission is deeply personal—and in 2026, we're inviting you to stand with us.

Join us at our **Annual Holiday Fundraiser in Chicago, Illinois** to put your brand in front of engaged, community-minded audiences who value trust, generosity, and action.

**This is more than sponsorship.** It's a chance to build brand visibility, strengthen community credibility, and connect with supporters who care about making a real impact across Illinois.

Together, we can turn family legacy into forward momentum—and turn partnership into hope for cancer research, patient care, and every family still in the fight. **Join us, and help conquer cancer together.**

Brothers McMurray is a 501(c)3 Illinois not-for-profit corporation. *Tax ID: 84-2507208*

# Your Brand. Our Fight. Greater Return.

It all began around a family dinner table in Peoria, Illinois, where twelve siblings learned early that love shows up best when life gets hard. From that table came a mission shaped by family, faith, and the kind of strength that only grows when people refuse to face pain alone.

Our father, **Ed**, and four siblings (**Dave, Jon, Mark, Mary**) who courageously survived cancer gave this cause its deepest purpose and turned our family's story into a legacy of hope.

**Partnering with Brothers McMurray** means aligning your brand with a trusted cause that has earned **25+ years of community goodwill**, while delivering meaningful **brand visibility** and deep audience trust. It's a strategic investment with real returns and a powerful way to lead in the community as we keep conquering cancer, one family at a time.

## Our Mission

Born from a bond of twelve siblings and the resilience of four survivors, we exist to **unite families and communities to provide life-saving research and relentless care in the fight against cancer.**

Since 1999, we have turned our personal journey into a community movement **fighting for your family as if they were our own.**

## Our Vision

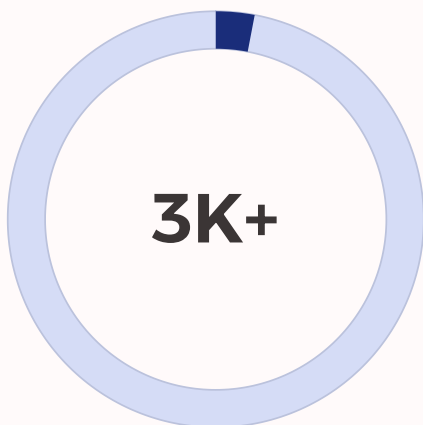
To ensure **"Care for ALL"** is a reality for every family imagining a world where the collective strength of our community has finally built a cancer-free future. No family left behind. No breakthrough out of reach.



## Elevate Your Brand. Empower a Cure.

When you partner with Brothers' McMurray, your brand earns more than event visibility — it gains **deep community trust**, **lasting emotional resonance**, and a place in a mission that families truly feel.

With our bold **"Care for ALL"** standard, your investment helps carry breakthroughs from the lab to the living room, delivering **real impact for real families** while elevating your brand as a leader in the community.



**3K+**

### Active Supporters

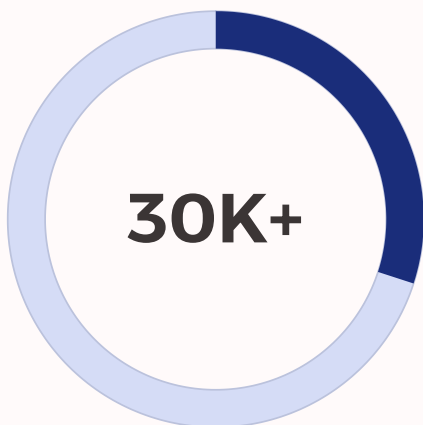
Engaged email subscribers and loyal advocates ready to hear from our partners.



**500+**

### Event Attendees

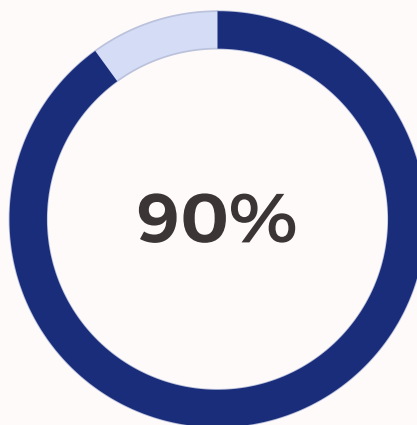
Enthusiastic, mission-aligned guests at our signature annual events.



**30K+**

### Social Reach

Expanding social media impressions across platforms and growing every season.



**90%**

### Sponsor Return Rate

Nine in ten sponsors return year after year — a testament to the undeniable value of this partnership.



## 26th Annual Holiday Fundraiser

December 5, 2026

7:00 pm - 11:00 pm

99th Floor at Skydeck Chicago

Willis Tower

233 S. Wacker Dr, Chicago, IL 60606

### Soaring to New Heights Together

For more than 25 years, this legacy evening has elevated brands and united partners around a mission to **conquer cancer together**. Brothers McMurray is proud to work alongside the **Robert H. Lurie Comprehensive Cancer Center at Northwestern University** in a valued community partnership.

More than 300 guests from across the United States gather for a night where your brand is woven into an electric, high-touch experience above the city. From gourmet bites and live music to a silent auction and heartfelt giving, sponsor visibility feels elevated and impossible to ignore.

To sponsor this evening is to stand inside a room filled with hope, generosity, and shared purpose. Your brand becomes part of a lasting impression rooted in community, compassion, and the difference we can make together.



#### Gourmet Mezze

Elevated bites and skyline dining make your brand part of every unforgettable moment.



#### Live Music

The energy and live entertainment create an evening your guests will remember.



#### Heartfelt Giving

Festive fun and generosity make the room feel joyful, electric, and unstoppable.



## Holiday Fundraiser Sponsorship Tiers

Step into a night of purpose, visibility, and impact — every tier helps power our mission to fight cancer while putting your brand at the center of the celebration.



 **Medallion —  
\$5,000+**

*1 available*

Own the crown jewel of the evening with exclusive "Powered by" naming rights, premier placement across event branding, 8 VIP tickets, and reserved seating. This is the ultimate power move for maximum prestige and visibility.



 **Silver —  
\$1,000-  
\$4,999**

*5 available*

Enjoy 4 VIP tickets and prominent silent auction visibility throughout the evening. A smart, high-value way to stay in front of mission-driven guests.



**Friends &  
Family  
\$500-\$999**

Recognition across all digital platforms before, during, and after the event, plus 2 Premium tickets. A warm, accessible way to support the mission and be part of the celebration.



**In-Kind  
Partner**

*Products/Goods for  
Silent Auction or  
Raffle*

Donate products or goods to the silent auction or raffle for a visible, meaningful contribution that helps make the event a success.

# Experience Partners

## Memorable Touchpoints. Unmatched Exposure.

Introducing our enhanced Experience Partner Tiers — exclusive, immersive brand experiences on the **99th floor of Skydeck Chicago at Willis Tower**, and the chance to **claim your spot before someone else does**.

1	2	3	4
<b>Entertainment Partner— \$4,000</b>	<b>Mezze &amp; Mixology Partner — \$2,000</b>	<b>Photography Sponsor — \$1,200</b>	<b>Coat Check Sponsor — \$800</b>
<i>1 Available</i>	<i>2 Available</i>	<i>2 Available at \$600 each</i>	<i>2 Available at \$400 each</i>
<b>Own the stage</b> with <b>exclusive main stage signage</b> and a <b>dedicated emcee introduction spotlight</b> .	<b>Your brand is literally in every guest's hand all night long</b> at every food station and bar on the 99th floor of Skydeck Chicago.	<b>Brand visibility on every guest photo</b> with step-and-repeat backdrop placement and a digital overlay on each image.	<b>First and last touch branding</b> at the entrance, greeting every guest as they arrive and leave.
Includes <b>6 VIP tickets</b> and <b>reserved seating</b> for your team.	Includes <b>4 VIP tickets</b> and <b>reserved seating</b> for your guests.	Includes <b>2 Premium tickets</b> to the event.	Includes <b>2 Premium tickets</b> to the event.



## Experience Partners

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1

### Elevated Experience Partners

This role goes **beyond the banner** with immersive custom experiences guests will talk about all year.

Experience ideas include:

- **\$1,800**  
**Naughty or Nice Ice Luge** with your company logo and a customized signature cocktail/mocktail. Includes **4 VIP tickets** **1 Available**
- **\$3,500**  
**Churned By Gelato Cart** with your company logo branded on cups or napkins with special *Churned By* signage. Includes **4 VIP tickets** **SOLD OUT**

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### Customizable Packages

Join a **creative session** to build unique sponsor experiences that elevate the attendee journey and showcase your commitment to our mission.

Have an idea you'd love to bring to life? We'd be excited to hear your creative sponsorship or partnership concept and explore how we can shape it into something memorable that elevates your brand and supports the mission.

**All VIP Tickets Include pre-event access to Chicago Museum and access the Ledge™ (103rd Floor)**

**All Premium Tickets Include pre-event access to Chicago Museum**

*"At Association Law Group LLC, we believe that professional excellence and community stewardship are inseparable. As The Law Firm for Meeting Professionals™, our commitment to service extends beyond the boardroom through our partnership with the Brothers McMurray Family Charity. Their vital mission to advance life-saving cancer research and provide compassionate care to those in need mirrors our own firm's dedication to integrity and long-term impact. We are proud to sponsor an organization that makes such a tangible difference by bringing people together to support families and fight for a cancer-free future." — The Association Law Group LLC*



## Illuminating the Horizon: Ways to Shine Together

Benefit	Medallion (\$5,000+)	Silver (\$1,000–\$4,999)	Friends & Family (\$500–\$999)
<b>Naming Rights</b>	✓ <b>Powered by [Company Name]</b> branding as presenting sponsor	—	—
<b>VIP Recognition</b>	✓ Emcee shout-out during welcome	✓ Emcee acknowledgment	—
<b>Reserved Seating</b>	✓ VIP table with premium signage	✓ VIP table with logo signage	—
<b>Brand Display</b>	✓ Exclusive check-in banner	✓ Exclusive auction/raffle banner	✓ Logo on slides, signage & website
<b>Digital &amp; Social</b>	✓ Logo on slides, signage, web & socials	✓ Logo on slides, signage, web & socials	✓ Digital signage & social media
<b>Swag Bag</b>	✓ Donate promo items	✓ Donate promo items	✓ Donate promo items
<b>Event Tickets</b>	✓ 8 VIP tickets	✓ 4 VIP tickets	✓ 2 Premium tickets
<b>Chicago Museum Access</b>	✓	✓	✓
<b>The Ledge (103rd Floor) Access</b>	✓	✓	—

<b>Benefit</b>	<b>Entertainment (\$4,000)</b>	<b>Mezze &amp; Mixology (\$2,000)</b>	<b>Photography (\$1,200)</b>	<b>Coat Check (\$800)</b>	<b>Elevated Experience Partner (Varies)</b>
<b>Signage</b>	Exclusive logo at stage/entertainment area.	Exclusive logo at food stations and bars.	Featured sponsor signage.	Featured coat check signage.	Featured signage TBD
<b>Recognition</b>	Intro of all acts; emcee mentions.	On-stage emcee acknowledgment.	On-stage emcee acknowledgment.	On-stage emcee acknowledgment.	On-stage emcee acknowledgment.
<b>Seating</b>	VIP table near stage with signage.	VIP table with logo and description.	—	—	—
<b>Digital &amp; Social</b>	Logo on slides, website, and socials.	Logo on slides, website, and socials.	Logo on slides, website, and socials.	Logo on slides, website, and socials.	Logo on slides, website, and socials.
<b>Event Tickets</b>	6 VIP guest tickets.	4 VIP guest tickets.	2 Premium tickets.	2 Premium tickets.	2 Premium tickets.
<b>Chicago Museum Tickets</b>	✓	✓	✓	✓	✓
<b>The Ledge (103rd Floor) Tickets</b>	✓	✓	—	—	—
<b>Giveaways</b>	Swag bag items.	Swag bag items.	Swag bag + photo area items.	Swag bag items.	Swag bag items.

JOIN THE MOVEMENT

## Become a Catalyst for Hope.



The families we fight for don't have time to wait — and neither do you. Secure your sponsorship early to guarantee premium placement in all pre-event marketing and lock in the visibility your brand deserves. Review your options, complete the online application, and take your place among an exclusive circle of distinguished partners who believe that business can be a force for extraordinary good.

### Email Us

[info@brothersmcmurray.org](mailto:info@brothersmcmurray.org)

Our team responds promptly and personally — because that's the McMurray way.

### Apply Online

[brothersmcmurray.org/sponsorship](https://brothersmcmurray.org/sponsorship)

Complete your application and secure your spot before premium tiers sell out.

McTOBERFEST

Holiday Fundraiser

### Join Our Family

90% of our sponsors return every year. Once you're in, you're part of something that lasts — a legacy twenty-seven years in the making.

*"Supporting The Brothers' McMurray Family Charity isn't just about giving, it's about being part of something bigger. Their events are a lot of fun and are a must attend on our calendar. Their mission is inspiring, and their impact is undeniable. At J&S Plumbing, we've built our business on strong relationships and a commitment to excellence, just like the Brothers' McMurray. Partnering with them has been an incredible journey, and we encourage others to join them in making a real difference." - Jon Romano, President, J&S Plumbing, Inc.*