



Sponsorship Information

Thursday, April 16th, 2026

NICHE | Wichita, KS

10th Annual Wine About Cancer

On April 16, 2026, we will celebrate the 10th Annual Wine About Cancer, a milestone that reflects a decade of community, generosity, and impact, making it one of Wichita's most-loved wine events. Guests enjoy unlimited wine tastings, bites from local restaurants, and a vibrant silent auction and raffle, all leading to a high-energy finale celebrating every dollar raised for families affected by cancer.

Why We Wine

Wine About Cancer was founded in 2016 by Tori Deatherage during her Leukemia & Lymphoma Society Woman of the Year campaign. What began as a one-time fundraiser has grown into a tradition of giving, rooted in both community and purpose. The cause has always been deeply personal, one that resonates with many. Tori's mom, Deanna, was a proud Wine About Cancer supporter and team member before losing her battle with metastatic breast cancer in 2021. Her strength and legacy continue to inspire our mission today.

Over the years, funds raised have supported the Leukemia & Lymphoma Society (now Blood Cancer United) and Survivor 2.0, a local program offering free classes that combine strength, recovery, and support for survivors. In 2026, we are expanding our reach through The Today Foundation, our newly launched 501(c)(3), allowing us to directly impact local families.

A Meaningful Goal of \$57,000

This 10th anniversary year carries special significance. Deanna would have turned 57 just days after the event, inspiring us to set our most ambitious goal yet: \$57,000. In 2025, we raised \$40,500. With your partnership, we can honor her legacy and exceed this meaningful milestone.

Why Partner With Us?

- Make a direct impact on Wichita-area families and vital cancer support programs
- Gain positive visibility with a sophisticated, community-minded audience
- Be recognized across event marketing, on-site signage, and media outreach

The attached sponsor packet details a range of partnership levels.

Commit by December 31, 2025, to lock in 2025 pricing before packages adjust in the new year.

Together, we can make the 10th Annual Wine About Cancer our most powerful night of giving yet, and reach the \$57,000 goal that honors Deanna's legacy.

With gratitude,

Tori Deatherage
Founder and Chair, Wine About Cancer
President, The Today Foundation

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Sponsorship Levels and Benefits

Wine About Cancer Sponsorship Benefits	Presenting Sponsor \$9,500	95 pt. Sponsor \$4,000	90 pt. Sponsor \$2,500	85 pt. Sponsor \$1,200
Opportunity to speak at event		--	--	--
Inclusion in all media promotions		--	--	--
Industry-exclusive sponsor		--	--	--
Emcee recognition at event			--	--
Opportunity to provide a featured silent auction or raffle package			--	--
Logo sponsor poster on display at event				--
Opportunity to have a vendor table/branded presence at event			Signage Only	--
Social media recognition	Prominent	Logo	Mention	--
Inclusion in print promotions (posters, program, etc)	Prominent	Large	Medium	Medium
Recognition on website	Prominent + Link	Large Logo + Link	Med Logo	Small Logo
All-access event tickets	20 (\$2,500 value)	10 (\$1,250 value)	8 (\$1,000 value)	6 (\$750 value)

Valid through 12/31/25

Interested in another form of sponsorship? Potential opportunities include, but are not limited to:

Wine Fridge Raffle Cigar Deck Entertainment Beer/Seltzers

Sponsorship perks are subject to print deadlines. All sponsor donations must be received no later than 30 days prior to the event and in-kind donations as agreed upon. Additional sponsorship types may be worked out on a case-by-case basis; please contact us for details.

Tori Deatherage | contact@wineaboutcancer.com | (316) 680-7755

Wine About Cancer - Sponsorship Commitment Form

April 16th, 2026 | NICHE

We elect to sponsor the Wine About Cancer benefitting at the following level:

- _____ Presenting Sponsor (\$9,500)
- _____ 95 pt sponsor (\$4,000)
- _____ 90 pt sponsor (\$2,500)
- _____ 85 pt sponsor (\$1,200)

In-kind/auction donation description, if applicable:

_____ Value: _____

_____ We cannot officially sponsor, but please accept our donation of \$_____.

_____ We would like to purchase _____ additional tickets.

Select one:

- ☐ I will mail a check made out to "Wine About Cancer" and it will be received no later than 30 days prior to the event
- ☐ Please send me a link to pay online
- ☐ I would like to pay cash

Partner Information:

Company Name (as it should appear in print): _____

Mailing Address: _____ City/State/Zip: _____

Contact Name: _____

Contact's Phone Number: _____ Contact's Email: _____

We agree to have all donations made by date listed above and to ensure appropriate art/logo/materials/etc are received by the print deadlines. We understand failure to do so may result in the respective sponsorship perk being passed to the next supporting sponsor.

Contact's Signature: _____ Date: _____

Please send hi-res logo files to: contact@wineaboutcancer.com
Tori Deatherage | 316.680.7755 | WineAboutCancer.com