

**NO**  
*laughing*  
**MATTER**

**WHERE LAUGHTER LEADS TO  
SILVER LININGS**

**10.22.26**

**NEW YORK ATHLETIC CLUB**



## THE CHILDREN'S BRAIN TUMOR PROJECT MISSION STATEMENT

The Children's Brain Tumor Project Foundation is a nonprofit organization solely dedicated to funding the pediatric brain tumor research lab led by **Dr. Mark Souweidane and Dr. Jeffrey Greenfield** at Weill Cornell Medical Center. Our mission is to improve outcomes for children with brain tumors by advancing scientific discovery and clinical research that focuses on targeted therapy, effective drug delivery, and low treatment-related toxicity. The Children's Brain Tumor Project has a single goal: to bring hope to children and their families who are confronted with the diagnosis of a rare and often incurable brain tumor.

# PREVIOUS EVENT HIGHLIGHTS



# EVENT DETAILS

## About the “No Laughing Matter” Fundraiser

This unique fundraising event at the New York Athletic Club, Central Park South, will host a variety of talented comedians, while also inviting children to the stage who have been impacted by a pediatric brain tumor diagnosis to share the honor (and humor!).

## Attendees

The sold-out event will be attended by a diverse community of 300 professionals from finance, fashion, entertainment, real estate, media, medicine, and science in NYC, making it a perfect opportunity for visibility and powerful fundraising for a worthy cause.

## Date

Thursday, October 22, 2026

## Time

6:00–7:30pm Cocktail Reception

7:30–10pm Dinner Program

## Location

New York Athletic Club 180 Central Park South

## Fund-A-Need

During the evening, attendees will be asked to help fund the expansion of the Children’s Brain Tumor Project research lab at Weill Cornell Medicine.



# PREMIER SPONSORSHIP "ALL KIDDING ASIDE"

## \$100,000

- VIP Invitation to Private Pre-Party for 20 with comedic talent (TBD)
- 4 Tables (40 tickets) with Preferred Seating

### Digital Media and Marketing

- Pre-Gala Bi-Weekly Social Media Posting (posts start upon signing/distribution on all social channels)
- Two Post-Gala Social Media Wrap-up, Including One Reel (on all social channels)

### Pre-Event Sponsor Visibility

- Logo on Registration Page
- Brought to You By Logo on The Children's Brain Tumor Project Newsletter and Website (exclusive)
- One Dedicated Blog Post
- Inclusion in Press Release

### Day-of-Event Sponsor Visibility & Recognition

- Logo Displayed on Step & Repeat
- Logo on Stage Backdrop and Screens
- On-Stage Recognition of Sponsorship
- Full-Page Program Ad (Back of Program)
- Logo on Event Signage in Foyer (exclusive)
- Logo on Gift Bag
- Option to Provide a Branded Gift Bag Item



# TITLE SPONSORSHIP "KINGS OF COMEDY"

## \$50,000

- VIP Invitation to Private Pre-Party for 20 with comedic talent (TBD)
- 2 Tables (20 tickets) with Preferred Seating

### Digital Media and Marketing

- Pre-Gala Bi-Weekly Social Media Posting (posts start upon signing/distribution on all social channels)
- Two Post-Gala Social Media Wrap-up (on all social channels)

### Pre-Event Sponsor Visibility

- Logo on Registration Page
- Logo on The Children's Brain Tumor Project Newsletter and Website (non-exclusive)
- One Dedicated Blog Post
- Inclusion in Press Release

### Day-of-Event Sponsor Visibility & Recognition

- Logo Displayed on Step & Repeat
- Logo on Stage Backdrop and Screens
- On-Stage Recognition of Sponsorship
- Full-Page Program Ad
- Logo on Event Signage in Foyer (exclusive)
- Logo on Gift Bag
- Option to Provide a Branded Gift Bag Item



# SPONSORSHIP "SIDE SPLITTING"

## \$25,000

- 2 Tables (20 tickets)

### **Digital Media and Marketing**

- Pre-Gala Monthly Social Media Posting (posts start upon signing/distribution on all social channels)
- One Post-Gala Social Media Wrap-up (distribution on all social channels)

### **Pre-Event Sponsor Visibility**

- Logo on Registration Page
- Logo on The Children's Brain Tumor Project Newsletter and Website (non-exclusive)
- Inclusion in Press Release

### **Day-of-Event Sponsor Visibility & Recognition**

- Logo on Stage Screens
- On-Stage Recognition of Sponsorship
- Full-Page Program Ad
- Logo on Event Signage in Foyer
- Option to Provide a Branded Gift Bag Item

# SPONSORSHIP "KNEE SLAPPER"

## \$15,000

- 1 Table (10 tickets)

### **Digital Media and Marketing**

- Pre-Gala Monthly Social Media Posting (posts start upon signing/distribution on all social channels)
- One Post-Gala Social Media Wrap-up (distribution on all social channels)

### **Pre-Event Sponsor Visibility**

- Logo on Registration Page
- Logo on The Children's Brain Tumor Project Newsletter and Website (non-exclusive)

### **Day-of-Event Sponsor Visibility & Recognition**

- On-Stage Recognition of Sponsorship
- Half-Page Program Ad
- Logo on Event Signage in Foyer
- Option to Provide a Branded Gift Bag Item

# AUCTION DONATIONS

## EXPERIENCES

- Seeking unique experiences such as celebrity meet-and-greets, sporting events, other entertainment opportunities
- Creativity is encouraged
- All donations will be recognized on event website and in printed event program
- Donors receive tax-deductible receipt
- May be auctioned live or via silent auction

## TRAVEL

- Seeking donations of vacation opportunities, unique lodging experiences, and airfare
- All donations will be recognized on event website and in printed event program
- Donors receive tax-deductible receipt
- May be auctioned live or via silent auction

## MERCHANDISE

- Seeking items with a minimum fair-market value of \$500
- Rare or unique items such as artwork or limited editions are highly sought after
- Donors receive tax-deductible receipt
- May be auctioned live or via silent auction



## Sponsor a Table

### Sponsor a Table for Families Impacted by a Pediatric Brain Tumor Diagnosis

- \$6,000
- 1 Table, 10 tickets (100% tax deductible)

## Individual Tickets

### Purchase Individual Tickets

- \$1,200 each, preferred seating
- \$600 each, regular tickets
- \$150 child's ticket (under 18 years old)

## Program Ads

### Printed/Distributed to All Event Attendees

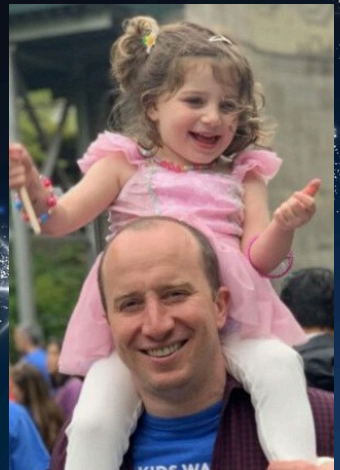
- \$1200 full page ad/5.5"x8.5"
- \$750 half page ad/5.5"x4.25"

The Children's Brain Tumor Project Foundation is a 501(c)3 nonprofit organization (**EIN 46-4537457**). Contributions are fully tax-deductible and all but **\$250 per ticket** is tax-deductible



# Our Children

We Are Powered by Families The CBTP Foundation was founded by families who have been impacted by a pediatric brain tumor diagnosis. We are an army of grateful families who want to give back, and bereaved families who want to drive change. There is no team more equipped to lead this charge than moms and dads on a mission, and we ask for your support in honor of our children: Our heroes Walker, Enzo, Taylor, and Stuart, and our angels Allie, Ty, Elizabeth M., Lucas, and Elizabeth D.



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*laughing*  
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**FOR MORE INFORMATION, PLEASE CONTACT:**

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WWW.CHILDRENSBRAINTUMORPROJECT.ORG

**TO SPONSOR, GET TIX, OR MAKE A DONATION:**

[HTTP://NOLAUGHINGMATTER2026.ORG](http://nolaughingmatter2026.org) (LINKED)

THE CHILDREN'S BRAIN TUMOR PROJECT FDN IS A 501(C)3 NONPROFIT ORGANIZATION (EIN 46-4537457). CONTRIBUTIONS ARE FULLY TAX-DEDUCTIBLE WITH THE EXCEPTION OF THE FAIR MARKET TICKET VALUE OF **\$250** PER TICKET.