

SPONSORSHIP OPPORTUNITIES

NO

laughing
MATTER

JOIN US ON OCTOBER 22
NEW YORK ATHLETIC CLUB



CHILDREN'S BRAIN TUMOR PROJECT FOUNDATION

THE CHILDREN'S BRAIN TUMOR PROJECT MISSION

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.



CHILDREN'S BRAIN TUMOR PROJECT FOUNDATION

THE LINEUP



At No Laughing Matter, our stage program has always reflected the heart of the evening.

The reason we gather is incredibly serious: children diagnosed with brain tumors desperately need better treatment options, and the research required to find them cannot wait. But alongside the stories that remind us why this work matters, we have always believed there should also be moments of pure joy — moments when a room full of people can laugh out loud, enjoy incredible entertainment, and remember just how good it feels to be together.

Because sometimes, laughter really is the best medicine. This year's program brings those two worlds together in a very special way, featuring an unforgettable musical performance by brain tumor survivor **Ryan Neal**, followed by our 2026 comedy headliner, **Zarna Garg**. Guiding us through the evening will be former WNBC anchor **Mary Civiello**.



CHILDREN'S BRAIN TUMOR PROJECT FOUNDATION

PREMIER TITLE SPONSORSHIP “ALL KIDDING ASIDE”

\$100,000

Event Attendance

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

Digital Media and Marketing

- **Sponsor Included in Event Title on All Materials**
- 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

THE CHILDREN'S
BRAIN TUMOR PROJECT

SPONSORSHIP "KINGS OF COMEDY"

\$50,000

Event Attendance

- VIP Invitation to Private Pre-Party for 20 with select 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 “SIDESPLITTING”

\$25,000

Event Attendance

- 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 "KNEESLAPPER"

\$15,000

Event Attendance

- 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



CHILDREN'S BRAIN TUMOR PROJECT FOUNDATION

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

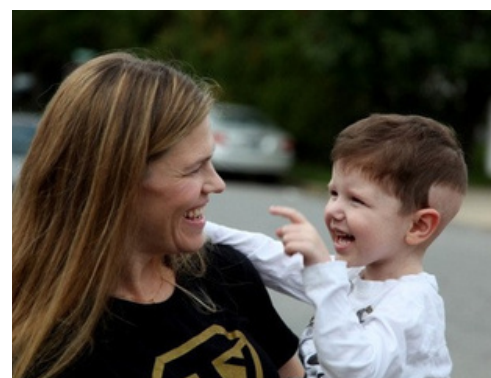
Printed/Distributed to All Event Attendees

\$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. Our angels Allie, Ty, Elizabeth M., Lucas, and Elizabeth D.





FOR MORE INFORMATION, PLEASE CONTACT: AMELIA
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WWW.CHILDRENSBRAINTUMORPROJECT.ORG

TO SPONSOR, GET TIX, OR MAKE A DONATION:
[HTTP://NOLAUGHINGMATTER2026.ORG](http://nolaughingmatter2026.org)

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.