

2025



**Signature Events
Partnership Opportunities**

Our First Why

*It was never a
fair fight...*

Jennifer (JLK) was a beautiful 6 year old who was born with glitter in her veins. She sparkled from the inside out and brought out the sparkle in everybody she met.

She was diagnosed with DIPG on her 6th birthday. DIPG is a type of brain tumor that has no real treatment options and no cure. It is terminal upon diagnosis. The average life span for someone with this tumor is 9 months from diagnosis. Jennifer lived 3 1/2 months.

We are not doing this for our Jennifer though... it is too late for her. I promised her shortly before she took her last breath that I would take care of her Daddy and her younger siblings. Unravel is how I am doing that. For our surviving children and the grandchildren I hope to one day be blessed with. I had no idea the realities of cancer research and the broken funding system until it was my child who had an oncologist. It is my deepest hope to save other parents from learning what we have, the same way we had to. To fight for a better tomorrow for all our children.

Until there is a cure ...

-Libby

Co-Founder of Unravel



The Unravel Mission



Cancer is the leading cause of death by disease in children. Yet, the federal government allocates less than 8% of its research funding to solving cancers that affect children.



Unravel raises awareness for critically needed pediatric cancer funding through impactful community events and by sharing inspiring stories of our childhood cancer warriors.



Pediatric cancer researchers have the tools to develop new, less toxic, and more effective treatments but lack the funding to make it happen —Unravel is closing that gap!

47

KIDS ARE
DIAGNOSED EACH
DAY IN THE U.S.



Unravel provides unrestricted funding to pediatric cancer researchers, removing bottlenecks and accelerating innovation.

This empowers researchers to quickly pursue promising findings without the delays of traditional funding, ultimately advancing the search for cures.



Olivia, Forever 9

TRADITIONAL
GRANT FUNDING



WE ARE
DISRUPTING
A BROKEN
SYSTEM



Unravel
pediatric cancer
FUNDING

Unravel
funds
INNOVATION

Clinical
Trials &
Existing
Science

Who We Fund



Our Scientific Review Committee, comprised of pediatric research scientists, consortium members, and pharmaceutical experts, identifies innovative pediatric cancer researchers who would benefit most from Unravel's funding model.

The Impact

"Support from Unravel helped us discover that DIPG and other H3K27M gliomas express high levels of antigen GD2 . . . we would not be where we are—closer to an effective therapy for DIPG without Unravel's support."

— Michelle Monje, MD, PhD

"Thank you all so much for your ongoing support of our lab . . . we added 4 new scientists to expand both the level of research and animal work. We are so honored to partner with you in Jennifer's memory and look forward to move the needle toward a cure."

— Nick Vitanza, MD



SCAN & SEE
THE SCIENCE



"There's so many people helping us raise money...to help scientists find research to a cure, and someday there WILL be a cure!"

Elayna

Since 2014, we've raised over



\$11 MILLION

and have funded innovative pediatric cancer research throughout the country.

The Value of Supporting

MAKE AN IMPACT: Your generosity will make a significant difference in the lives of children and families affected by childhood cancer.

BOOST EMPLOYEE ENGAGEMENT: Sponsoring Unravel's events can enhance your corporate social responsibility profile, leading to higher levels of employee satisfaction and engagement in the workplace.

ENHANCE COMPANY REPUTATION: By sponsoring our events, you can improve your public image and positively influence how employees perceive your organization, leading to increased motivation and productivity.

APPEAL TO THE FUTURE WORKFORCE: Partnering with us positions your organization as a forward-thinking, socially conscious employer of choice, particularly appealing to younger generations entering the job market.



Be In Good Company

Become a sponsor and join the company of top supporters that have made an impact at Unravel events.



Magnus, 13
Survivor

Help us *Unravel* pediatric cancer

This is your invitation to
be a part of something
extraordinary.



Don't **JUST** be sorry...
be active with us!

Contact Us & Learn More

✉ info@unravelpediatriccancer.org

🌐 unravelpediatriccancer.org



Bill Scharrenberg Memorial Golf Tournament

Friday, July 18, 2025 @ Cinnabar Hills Golf Club
23600 McKean Rd, San Jose, CA 95141

EVENT HIGHLIGHTS

The Annual Bill Scharrenberg Memorial Golf Tournament brings together golfers, philanthropists, and advocates for a cause that touches countless families - funding research to fight pediatric cancer.

Founded by Jennifer's grandfather, Bill 'Papa' Scharrenberg, this tournament was originally created to support research at Stanford University— where Jennifer's tumor cells continue to drive lifesaving discoveries. After Papa's passing from pancreatic cancer in 2021, the event was renamed in his honor, carrying forward both his mission and Jennifer's legacy. Today, proceeds from the tournament help advance Unravel's broader mission: to fund innovative, ground-breaking research across the country.

With a shotgun start, scramble play, exciting contests, tournament games, and raffle, the day promises friendly competition and unforgettable moments. After golf, players will enjoy a delicious dinner with drinks and wine included, followed by a brief program sharing how your support is driving real progress in the fight against pediatric cancer.

Sponsorships and auction donations are vital to making this event a success. Let's make a difference together and bring hope to families who need it. Until there is a cure...



Sponsorship Levels

SPONSORSHIP OPPORTUNITIES	EAGLE SPONSOR \$5,000 (Exclusive)	BIRDIE SPONSOR \$2,500	FAIRWAY SPONSOR \$1,500	TEE TIME SPONSOR \$500
Recognition in Event Name Presented by [Name]	Included			
Acknowledgement from Podium at Event	Included			
Branding Opportunities	Promotional Table on Course at Premium Location Gift Bag Item	Promotional Table on Course at Prime Location		
Logo Visibility	Tournament Swag, Golf Cart Display, Scorecard, Event Invitation, Event Website & Sponsor Signage Plus Exclusive Recognition at 4 Holes of Your Choice.	Golf Cart Display, Event Website & Sponsor Signage Plus Exclusive Recognition at 2 Holes of Your Choice	Event Website & Sponsor Signage Plus Recognition at 1 Prime Location Hole	Event Website & Sponsor Signage Plus Recognition at 1 Hole
Tournament Registrations	8 Entries (two teams)	4 Entries (one team)	2 Entries	2 Dinner Only
Social Media (15k followers)	3 Dedicated Posts	1 Dedicated Post	Group Mention	Group Mention

UNDERWRITING OPPORTUNITIES	PUTTING GREEN OR DRIVING RANGE \$2,000	ON COURSE BEVERAGES \$1,500	BAR SPONSOR \$1,000	DINNER SPONSOR \$3,000
Logo Visibility	Event Website & Sponsor Signage Recognition at the Driving Range or Putting Green	Event Website & Sponsor Signage Recognition at the On Course Coolers	Event Website & Sponsor Signage Recognition at the Bar	Event Website & Sponsor Signage Recognition at the Dinner Program & on Dinner Tables
Social Media (15k followers)	Group Mention	Group Mention	Group Mention	1 Dedicated Post
Tournament Registrations	4 Entries (one team)	2 Entries	4 Dinner Only	4 Entries (one team) + 4 Dinner Only

Please confirm sponsorship by June 30, 2025 for full benefits.

For sponsorship or underwriting questions,
please contact us at info@unravelpediatriccancer.org

Gilroy, Ca

Race2Unravel

10k & 5k

Saturday – August 16, 2025

@ Christmas Hill Park–Ranch Side



EVENT HIGHLIGHTS

The Race2Unravel is more than just a 5K&10k—it's a call to action for our community to come together and make a tangible impact in the fight against pediatric cancer. This inspiring event will bring together over 100 participants—fitness enthusiasts, friends, and local businesses—united in love, remembrance, and determination. By moving our bodies for a cause, we honor the children battling cancer, those we've lost too soon, and the future we are fighting to change.

Pediatric cancer remains critically underfunded, receiving less than 4% of federal cancer research funding, despite being the leading cause of death by disease in children. Every single day, more than a classroom of children is diagnosed, yet treatment options remain outdated and harsh.

The Race2Unravel is a powerful way to take action. By participating, donating, or sponsoring, you help fund groundbreaking research and bring hope to countless families facing the unimaginable. Together, we can turn awareness into action and make a lasting difference. Let's show that while pediatric cancer isn't fun, fighting it together can be. Become a sponsor today and stand with us in the Race2Unravel! Until there is a cure...



Sponsorship Levels

SPONSORSHIP OPPORTUNITIES	Presenting Pacesetter Sponsor (Exclusive)	Sprinter Sponsor	Jogger Sponsor	Power Walker Sponsor	Cheer Squad Sponsor
	\$3,000	\$1,500	\$500	\$250	\$100
Recognition in Event Name "Race2Unravel Presented by [Name]"	Included				
Dedicated Press Release	Included				
Acknowledgement from Announcer at Event	Included				
Promotional Booth	Included	Included	Included	Included	Included
Logo Recognition	Event Invitations, Event Website & Signage, 8 Race Course Signs & Tshirt	Event Website, Event Signage, 4 Race Course Signs & Tshirt	Event Website, Event Signage, 2 Race Course Signs & Tshirt	Event Website, Event Signage & Tshirt	Event Website, Event Signage & Tshirt
Advertising	Event Website & Printed Materials	Event Website	Event Website	Event Website	Event Website
Social Media Recognition (15k followers)	Two Dedicated Mentions	One Dedicated Mention	Group Mention	Group Mention	Group Mention
Race Entries	8 entries	4 entries	2 entries	1 entry	

Please confirm sponsorship by July 21, 2025 for full benefits.

For sponsorship or underwriting questions,
please contact us at info@unravelpediatriccancer.org.



GLITTER GALA

SATURDAY – OCTOBER 11, 2025 – PALO ALTO, CA

EVENT HIGHLIGHTS

The annual Glitter Gala brings together over 200 guests to celebrate hope, honor children impacted by childhood cancer, and fuel the fight for better treatments... until there is a cure. The evening is about more than raising funds—it's about making a lasting difference. Through shared connection and purpose, guests experience the joy of gathering while also gaining awareness of the reality that too many children never get the chance to grow up. Childhood cancer remains the leading cause of death by disease for our nation's children.

With partners like you, Unravel Pediatric Cancer is making a real impact. Your support will continue to fund innovative, groundbreaking research and honor our first "why"—Jennifer (JLK), a radiant 6-year-old who was born with glitter in her veins. Her legacy drives our fight for better treatments and a cure for ALL children.

The evening will feature a cocktail hour, an elegant dinner, live and silent auctions, and a night of dancing—all in support of the doctors and researchers who are working towards a cure.

Join us in this fight, because knowledge is like glitter – it sticks with you, and together, we will spread it, multiply it, and create a future where every child battling cancer has the chance to live a long, healthy life. Until there is a cure...



"The glitter gala is an amazing night where people come together to help fund groundbreaking research and innovation, turning generosity into action. As a long time supporter of Unravel, to me, being part of that is truly not just being sorry, but being active." ~Sarah P.

SPONSORSHIP LEVELS

SPONSORSHIP OPPORTUNITIES	Presenting Glitter Sponsor (Exclusive)	Gold Sponsor	Sparkle Sponsor	Twinkle Sponsor
	\$20,000	\$12,000	\$6,000	\$3,000
Recognition in Event Name - "Glitter Gala Presented by [Name]"	Included			
Dedicated Press Release	Included			
Acknowledgement from Podium at Event	Included	Included		
Logo Visibility	Event Invitations, Step & Repeat, Stage, Event Website & Sponsor Signage	Website & Event Signage	Website & Event Signage	Website & Event Signage
Advertising	Full Page in Event Program	Half Page in Event Program	Half Page in Event Program	Quarter Page in Event Program
Social Media Recognition (15k followers)	Two Dedicated Mentions	One Dedicated Mention	Included	Included
Seating	Two VIP Tables of 10 (20 tickets)	One VIP Table of 10 (10 Tickets)	6 tickets	4 tickets

UNDERWRITING OPPORTUNITIES	Event Entertainment (Exclusive)	Oli's Donut Station (2 Available)	Guest Gift (2 Available)	Bar Sponsor (4 Available)	Centerpiece Sponsor (6 Available)
	\$2,500	\$1,523	\$1,200	\$1,000	\$600
Logo Visibility	Signage at Entertainment	Signage at Donut Station	Logo on Guest Gift	Signage at Bar	Name Recognition on 2 Centerpieces
Advertising	Recognition in Program	Recognition in Program	Recognition in Program		
Seating	4 tickets	2 tickets	2 tickets		

Please confirm sponsorship by September 5, 2025 for full benefits.

For sponsorship or underwriting questions,
please contact us at info@unravelpediatriccancer.org

2025 Commitment Form

SPONSORSHIP LEVELS

Glitter Gala

- | | | |
|--|--|---|
| <input type="checkbox"/> Glitter
\$20,000 | <input type="checkbox"/> Sparkle
\$6,000 | |
| <input type="checkbox"/> Gold
\$12,000 | <input type="checkbox"/> Twinkle
\$3,000 | |
| <input type="checkbox"/> Event Entertainment
\$2,500 | <input type="checkbox"/> Oli's Donut Station
\$1,523 | <input type="checkbox"/> Centerpieces
\$600 |
| <input type="checkbox"/> Guest Gift
\$1,200 | <input type="checkbox"/> Bar Sponsor
\$1,000 | |

Bill Scharrenberg Memorial Golf Tournament

- | | |
|---|--|
| <input type="checkbox"/> Eagle
\$5,000 | <input type="checkbox"/> Fairway
\$1,500 |
| <input type="checkbox"/> Birdie
\$2,500 | <input type="checkbox"/> Tee Time
\$500 |
| <input type="checkbox"/> Putting Green or Driving Range
\$2,000 | <input type="checkbox"/> On Course Beverages
\$1,500 |
| <input type="checkbox"/> Dinner
\$3,000 | <input type="checkbox"/> Bar Sponsor
\$1,000 |

Race2Unravel

- | | | |
|---|---|--|
| <input type="checkbox"/> Pacesetter
\$3,000 | <input type="checkbox"/> Jogger
\$500 | <input type="checkbox"/> Cheer Squad
\$100 |
| <input type="checkbox"/> Sprinter
\$1,200 | <input type="checkbox"/> Power Walker
\$250 | |

SPONSOR INFORMATION

Name: _____
As you wish to appear in print.

Contact: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Will you be submitting a logo? ☐ YES ☐ NO

Website URL: _____

☐ YES, I/we would like to sponsor at the marked levels and will utilize the included tickets/registrations.

☐ YES, I/we would like to sponsor at the selected levels but will not utilize the included tickets or registrations. Use my full sponsorship as a donation.

☐ I/we cannot attend, but would like to make a 100% tax-deductible contribution of \$ _____.

PAYMENT INFORMATION

TOTAL 2025 COMMITMENT

\$ _____

☐ **Please send invoice** using contact information above.

☐ **I'm interested in a custom sponsorship.** Unravel would be happy to discuss custom package options. Contact us at info@unravelpediatriccancer.org.

To complete online, scan the code →
or visit: <https://unravelpediatriccancer.org/sponsors>



Unravel Pediatric Cancer is a tax-exempt organization.
Federal Tax ID# 46-5720960



Thank you for taking the time to learn more about Unravel and the foundation started in Jennifer's memory.



**KNOWLEDGE IS
LIKE GLITTER...
IT STICKS
WITH YOU!**