



A vibrant farm scene with yellow and pink flowers, a white tent, and people walking. The foreground is filled with rows of bright yellow flowers and green leafy plants. In the middle ground, a white tent is set up on a path, and several people are walking around. The background shows a hillside covered in pink flowers and some farm buildings.

**Support kids fighting cancer and
join us for culinary fun at the farm!**

**#Forkchildhoodcancer Walk for Kids
Sunday, April 28th 2024 at 3pm
Tanaka Farms, Irvine, CA**



Our #Forkchildhoodcancer Walk for Kids is held each spring at Tanaka Farms in Irvine. It's a beautiful family-friendly afternoon of community gathering, chef-led culinary tastings, and an interactive walk through the farm for childhood cancer families and community members. The 2024 event is expected to draw 1000+ attendees and an incredibly infectious love of produce!





Diamond | \$15,000

Partner Recognition

- Presenting Partner with logo inclusion and recognition as such on our website, all event materials, press release, and all event-related email blasts and social media posts
- Beer Garden presented by Partner
- Dedicated email blast and social media post
- Logo inclusion on the honorary sunflower bed installation
- Logo featured on event signage
 - Welcome sign
 - Directional signs
- Logo inclusion on partner recognition sign
- Logo featured on guest tote bags
- Partner Custom Event Booth
- VIP Access for 8

Platinum | \$10,000

Partner Recognition

- Logo inclusion on our website, all event materials, press release, and all event-related email blasts and social media posts
- Dedicated social media post
- Logo featured on u-pick station signs and partner recognition sign
- Logo inclusion on honorary sunflower bed installation garden stakes
- Logo featured on guest tote bags
- Partner 10x10 Event Booth
- VIP Access for 6

Gold | \$5,000

Partner Recognition

- Logo inclusion on our website, all event materials, press release, and all event-related email blasts and social media posts
- Logo inclusion on partner recognition sign
- Logo inclusion on honorary sunflower bed installation garden stakes
- Logo featured on guest tote bags
- Partner table in general event space
- VIP Access for 4

Silver | \$2,500

Partner Recognition

- Logo inclusion on our website, all event materials, press release, and all event-related email blasts and social media posts
- Logo inclusion on partner recognition sign
- Logo inclusion on honorary sunflower bed installation garden stakes
- Logo featured on guest tote bags
- VIP Access for 2

Bronze | \$1,000

Partner Recognition

- Logo inclusion on our website, all event materials, press release, and all event-related email blasts and social media posts
- Logo inclusion on partner recognition sign
- Logo inclusion on honorary sunflower bed installation garden stakes





2023 Event PR and Marketing Results



14 – PR Hits

The total number of stories, articles, mentions, etc. secured as a result of KTM's media outreach efforts.



39.8 M Impressions

The total number of impressions (defined as any interaction with a piece of content and an audience member - i.e. followers, subscribers, etc.) secured as a result of KTM's PR efforts.



\$45,000– Ad Cost Equivalency

This is the total estimated value of all publicity achieved, *if* that publicity been purchased as advertising with each outlet (versus secured editorially).

MEDIA OUTLET	TOTAL HITS	CIRCULATION/UVPM	IMPRESSIONS
Riviera OC Magazine (print)	2	42,302	84,604
Daily Pilot (online)	1	13,343,250	13,343,250
Daily Pilot (print)	1	30,000	30,000
Epoch Times (online)	2	11,000,000	22,000,000
Epoch Times (print)	1	400,000	400,000
EventCrazy	1	55,470	55,470
My City Scene	1	2,400	2,400
OC Register (online)	2	1,300,317	2,600,634
OC Register (print)	2	160,919	321,838
Patch.com	1	500,000	500,000
Scene Think	1	14,580	14,580
Yelp	1	500,000	500,000
TOTAL HITS:	16	TOTAL IMPRESSIONS:	39,852,776



Join the Thrive Revolution

MaxLove Project's mission is to increase the quality of life and reduce health risks for families surviving childhood cancer, related pediatric rare diseases, and chronic hospitalizations. We support families with evidence-based integrative healthcare with a focus on culinary medicine, whole-body wellness, emotional health, therapeutic social support, and expert-designed educational resources. Our programs are available nationwide online through our private app platform and also in-person at our office locations in California & Georgia. We believe that true health starts when families are empowered to be active partners in their child's healing.

Learn more at maxloveproject.org



Parent Testimonials

“I love being part of the MaxLove Project community where everyone understands what we are going through. We all feel appreciated.”

– Mother of a child with a brain tumor

“The knowledge and support I get from MaxLove are irreplaceable.”

– Father of a child with brain tumor

“MaxLove Project has been our saving grace! Being recently diagnosed, they helped bring us out of our DARK place.”

– Mother of a child with a brain tumor



Contact Information

PO BOX 105
Tustin, CA 92781

888-399-6511

info@maxloveproject.org

www.maxloveproject.org

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