



FORK CHILDHOOD CANCER
20 24
App-Off
MAXLOVE PROJECT
LOVE · HOPE · THRIVE



About MaxLove Project

MaxLove Project is a 501c3 nonprofit organization dedicated to improving the quality of life of families facing childhood cancers, pediatric rare diseases, and chronic hospitalizations with evidence-based culinary medicine, integrative care, and emotional health.

MaxLove Project is the only nonprofit organization that supports families facing childhood cancer, rare diseases, chronic hospitalizations, and medical trauma with evidence-based quality of life care.

Learn more about our approach, programs and impact at
www.maxloveproject.org



What is the Fork Childhood Cancer App-Off?

The Fork Childhood Cancer App-Off is an innovative, invitation-only, team-based, fundraising and culinary challenge where our donor champions team up with our Gold Apron Society chefs to raise money, friends, and partners for MaxLove Project. The App-Off consists of both a fundraising goal and a judged culinary competition finale event.

The App-Off Structure

The FCC App-Off begins with team formation and fundraising planning. Teams will be fundraising for MaxLove Projects programs and initiatives to support families facing childhood cancers, rare diseases, and health risks.

There are 40,000 children in treatment for cancer each year and 500,000 survivors of childhood cancer alive in the US today. In order to reach 10% of this population and rise to meet 10% of the need, MaxLove Project must grow. The only way for us to grow to meet the needs of our community is to become exponential. Thanks to our amazing teams for stepping up to make such a tremendous impact with us!

Teams are required to raise a minimum of \$25,000 and they have from the date of their inception through the evening of the finale event (9/14/2024) to fundraise.

The App-Off Finale

The FCC App-Off will be September 14th, 2024 at Tanaka Farms. The event will host 500 guests on the hillside at sunset. Each team will have a custom booth where they'll serve appetizer tastings paired with a special beverage while they share about their fundraising efforts and auction items. Fundraising continues throughout the evening and guests will have the opportunity to vote on their favorite team and dish as well as bid on their favorite team auction items. The event concludes with our celebrity judging decisions and awards ceremony.

Our 2023 Event!

A team-based culinary fundraiser, the Fork Childhood Cancer App-Off is an evolution of MaxLove Project's Farm to Fork Dinner that raised more than \$1.695 million since its inception in 2015. The new format celebrates months of team fundraising at a sunset reception featuring tastings of appetizers created by donors and their chef partners, judged by a panel that includes the New York Times best-selling author Tembi Locke, HGTV host Mike Pyle, chefs Jet and Ali Tila, and local OC food writer Cathy Thomas.

To kick off the challenge, each team selected one of MaxLove Project's evidence-based culinary medicine, integrative care, and emotional health programs to represent and fund in the months leading up to the 2023 App-Off Finale. Teams were required to raise a minimum of \$25,000, with fundraising opportunities continuing at the finale event. All four teams collectively raised more than \$310,000 successfully funding four important MLP programs for 2024.

Locally renowned chefs that participated in the Fork Childhood Cancer App-Off include MaxLove Project's Cathy McKnight with Andrew Johnson (Fierce Foods Academy); Sapphire Culinary Group's Azmin Ghahreman with the Klein and Balkhi families (Wellness Retreats); Electric City Butcher's Michael Puglisi with the DeArmey and Adzich families (Ohana Wellness Sessions); and Adya's Shachi Mehra with MaxLove Project mother Sophy Singer (Parents Rising).

MaxLove Project supporters had the ability to purchase tickets to celebrate the challenge at the App-Off Finale, where appetizers created by the donor-chef teams were served with a special wine or beverage pairing. Guests also had an opportunity to vote for their favorite appetizer before the celebrity judges announced the winners at the award ceremony. The 2023 Winning Team was Team Green, raising funds for MLP's Fierce Foods Academy!

Watch footage of our 2023 event here!

<https://bit.ly/361Fcmh>





Basic Team Information

Teams will be responsible for the following:

Team Members

- Fundraise collectively or personally for your team's overall goal
- Be present at your team booth at the App-Off Finale
- Communicate fundraising efforts to event guests and celebrity judges
- Assist Chefs with appetizer and distribution at team booth
- Assist wine partner with beverage tasting distribution at team booth
- Promote silent and live auction bidding
- Solicit people's choice vote during App-Off Finale

Custom Booth

- Set-up and prepare prior to App-Off Finale event start
- Maintain serving area throughout the event
- Display and replenish appetizers, as needed

Appetizer (500-550 guests)

- Serving plates/boats
- Cutlery/Utensils, if necessary
- Distribute an appetizer to every event guest at your team booth
 - Portion Size – small dish of food to stimulate one's appetite

Auction Items

- Procuring 1 live auction item
- Descriptions, images, and specifics
- Delivering and displaying auction items at App-Off Finale





Partnership Opportunities

Join us as a valued partner in the 2024 Fork Childhood Cancer App-Off and make a difference for families facing childhood cancer and rare diseases while bringing fantastic attention and premium visibility to your company.



Platinum * \$25,000

- Presenting Partner: lead event sponsor!
- Business name and logo featured most prominently on all event signs, materials, and MLP website
- Logo inclusion on the main FCC App-Off fundraising campaign page and auction page
- Business name featured in all press materials
- Targeted PR effort featuring Presenting Partner
- Dedicated email blast and 3 social media post by MaxLove Project
- One spot on the event judging panel
- VIP event access for 10

Gold * \$15,000

- Sponsor one of our four amazing teams!
- Logo featured on custom team booth and team fundraising page
- Business name displayed on team VIP table
- Dedicated social media post by MaxLove Project
- Dedicated email blast highlighting team and sponsor
- Inclusion in all MLP event emails
- Logo inclusion on all overall MLP campaign materials and dedicated
- Signage at the finale event
- VIP event access for 4
- **All participating chef/restaurant team leaders are placed at this level for an in-kind donation partnership which includes an in-kind donation receipt.**



Silver * \$10,000

- Dedicated social media post by MaxLove Project, inclusion in MLP event emails
- Business name inclusion in all press release materials
- Logo inclusion on team fundraising page
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- VIP event access for 2

Bronze * \$5,000

- Business name inclusion in all press release materials
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- General admission event tickets for 6

Fierce Advocate * \$2,500 (cash or in-kind)

- Business name inclusion in all press release materials
- Inclusion in all-partner recognition on social media and MLP email blasts
- Logo inclusion on team fundraising page
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- General admission event tickets for 4

Fierce Friend * \$1,000 (cash or in-kind)

- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- Inclusion in all-partner recognition on social media and MLP email blasts
- General admission event tickets for 2





In-Kind Partnership Opportunities

Culinary Sponsorships

- Tasting Station - Serving 500+ exclusive ticketed guests
- Your complimentary food offerings on display and distributed to all attendees
- Partner logo on website and event-related communications
- Marketing opportunities to distribute company materials at event booth

Beverage Sponsorships

- Libation Station – Serving 500+ exclusive ticketed guests
- Your complimentary beverage offerings on display and distributed to all attendees (21+ exclusions apply)
- Partner logo on website and event-related communications
- Marketing opportunities to distribute company materials at event booth

2023 Event PR and Marketing Results



17 - PR Hits

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



79.7M 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.



\$48,500 - Ad Cost Equivalency

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



2023 Event PR Hits

MEDIA OUTLET	TOTAL HITS	CIRCULATION/UVPM	IMPRESSIONS
EventCrazy	2	55,470	110,940
Fox 11 News / Good Day LA (TV)	1	4,300,000	4,300,000
My City Scene	2	2,400	4,800
Patch.com	2	500,000	1,000,000
Riviera OC (print)	1	42,302	42,302
San Diego Union Tribune (online)	1	52,000,000	52,000,000
San Diego Union Tribune (print)	1	7,825,000	7,825,000
Scene Think	2	14,580	29,160
SparkOC	1	1,560	1,560
Times OC (online)	1	13,343,250	13,343,250
Times OC (print)	1	30,000	30,000
Yelp	2	500,000	1,000,000
TOTAL HITS:	17	TOTAL IMPRESSIONS:	79,687,012

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

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MaxLove Project is a 501(c)(3) nonprofit organization,
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