



EVENT LOCATION

**Eli Cannon's
Brewing Collective**
49 Randolph Rd,
Middletown, CT 06457

Shining a Light on **Glioblastoma**

2026 Sponsorship Packet



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Who We Are

Our Mission

The Sok Up the Sun Foundation advocates for greater glioblastoma awareness while providing compassionate, meaningful support to patients and their families. We help ease the financial burdens of treatment, travel and care—empowering families as they navigate a GBM diagnosis.



ADVOCACY

Championing stronger representation & support for the GBM community through engagement education & action.



AWARENESS

Increasing public understanding of GBM by sharing knowledge, elevating patient experiences & driving visibility.



RELIEF

Reducing financial strain by helping cover costs related to treatment, travel, & care—empowering families during a GBM diagnosis.

The Sok Up the Sun Foundation is a registered nonprofit organization. All contributions are tax-deductible to the extent permitted by law.

EIN #: 93-1573592

Our Why...

Inspired by Michael Sokolowski

The Sok Up the Sun Foundation was founded in loving memory of Michael Sokolowski, affectionately called “Sok”, who faced Glioblastoma with extraordinary courage and grace during the final year of his life, before passing away in October of 2022.

Michael was a beloved figure in the Middletown, CT community and a trusted partner at Guilmartin, DiPiro & Sokolowski, where he built relationships rooted in loyalty, integrity, and genuine care. But more than anything, Mike cherished his time with the people he loved most.



His family carries that love forward through this foundation, honoring his fight in a way he would have wholeheartedly championed. We invite you to stand alongside us— for Mike, and for every GBM warrior and dedicated caregiver who deserves that same unwavering support.

A Message from Our Founder

“For years, I’ve felt called to create a nonprofit that raises awareness for this rare, life-altering disease, while simultaneously helping ease the financial burden glioblastoma places on both patients & caregivers. My dad met his diagnosis with extraordinary strength, choosing positivity and finding joy in the sunshine, and his spirit guides every part of this mission. I’m forever grateful to all who stand with us as we honor those fighting today, while remembering those who are no longer with us.”

Emma Sokolowski



The Reality of Glioblastoma

Glioblastoma, or GBM, is the most common and aggressive malignant primary brain tumor in adults. It grows rapidly, is difficult to treat and currently has no cure.

GBM by the Numbers

13,930

AVERAGE FROM LAST 5 YEARS

people are diagnosed with GBM in the United States each year.

8 MONTHS

MEDIAN OVERALL SURVIVAL
after a GBM diagnosis.

12 MONTHS

MEDIAN SURVIVAL WITH CARE
for patients receiving today's standard of care.

MORE THAN 50%

of malignant primary brain and central nervous system tumors are glioblastomas.

7%

of patients survive five years after diagnosis.

Stand With Us

Your sponsorship helps turn Mike's legacy into meaningful support for GBM patients, families and caregivers when they need it most.

For Mike—and for every family facing GBM.



Sok Up the Sun

Inaugural Fundraising Event

Join us in honoring Mike's legacy by raising critical funds for families facing glioblastoma.

Event Details

Date

October 17th, 2026

Time

5:30pm– 9:00pm

Location

49 Randolph Rd,
Middletown, CT 06457

Expected Attendance

250

Eli Cannon's Brewing Collective

With its relaxed brewery charm, open indoor and outdoor spaces, communal tables, and live performance stage, the venue creates the perfect backdrop for an unforgettable community celebration.

Event Highlights

- Live music
- Raffles
- Food & refreshments
- Sok Up the Sun Swag
- Opportunities to support patients & families

Our Fundraising Goal: \$30,000

Why Sponsor This Event?

- **Increase your community visibility and brand exposure** — showcase your name and logo to an engaged audience through event materials, promotions and outreach.
- **Align your brand with a meaningful cause** — demonstrate your organization's commitment to compassion, purpose and families affected by glioblastoma.
- **Reach a diverse, community-minded audience** — connect with local families, professionals, healthcare advocates and business leaders.
- **Demonstrate authentic corporate social responsibility** — show your customers, employees and community that you invest in the people around you.
- **Become part of Michael's lasting legacy** — join a meaningful effort to ensure that no family faces glioblastoma alone.

Your partnership is more than a sponsorship—it is an investment in hope, support and meaningful community impact

Sponsorship Opportunities

Founding Sponsor

\$5,000+

Premier Partner—Maximum Visibility and Year-Round Recognition

- Four complimentary VIP event tickets
- Fifteen complimentary raffle tickets
- Full-page advertisement in the event program
- Premier logo placement on event sponsor boards
- Social media recognition
- Verbal recognition during the event
- Recognition in event-related press releases
- Website and select promotional logo placement for one year
- Two complimentary event T-shirts
- Certificate of appreciation
- Optional five-minute speaking opportunity

Golden Sponsor

\$2,000–\$4,999

High-Value Partner with Premier Recognition

- Ten complimentary raffle tickets
- Half-page advertisement in the event program
- Logo displayed on the event sponsor board
- Social media recognition
- Verbal recognition during the event
- Recognition in event-related press releases
- Website and select promotional logo placement for one year
- One complimentary event T-shirt
- Certificate of appreciation

Sunshine Sponsor

\$1,000–\$1,999

Community Partner with a Strong Event Presence

- Five complimentary raffle tickets
- Quarter-page advertisement in the event program
- Name or logo displayed on the event sponsor board
- Social media recognition
- Verbal recognition during the event
- One complimentary event T-shirt
- Certificate of appreciation

More Ways to Sponsor on the Next Page →



Rays of Hope Sponsor

\$500–\$999

Supporting Partner—Making a Meaningful Difference

- Three complimentary raffle tickets
- Name displayed on the event sponsor board
- Social media recognition
- Certificate of appreciation

Friend of the Foundation

\$100–\$499

Community Supporter—Every Gift Makes a Difference

- One complimentary raffle ticket
- Name listed in the official event program
- Certificate of appreciation

In-Kind Sponsorship

We welcome in-kind contributions from businesses and individuals who wish to support the event through donated goods or services.

In-kind gifts are recognized at the sponsorship level that corresponds with their fair market value.

In-Kind Contributions May Include:

- Food and beverages
- Venue space or event equipment
- Printing and graphic design services
- Raffle items
- Gift cards, products and experiences
- Entertainment or professional service

To discuss an in-kind partnership, contact us at emma.sokolowski@sokupthesun.com or complete the commitment form included in this packet.

Ready to Become a Sponsor?

Complete the sponsorship commitment form to select your level and join us in supporting families facing glioblastoma.

[Become a Sponsor →](#)



Sponsorship Form

Please complete this form to confirm your sponsorship

Organization/Individual Name

Your answer

Primary Contact Name

Your answer

Contact Role/Title/NA

Your answer



Your Impact by the Numbers

Every contribution helps provide meaningful assistance to patients and families facing glioblastoma.

\$10,000 Create a significant pool of direct assistance for families facing treatment-related expenses

\$5,000 Provide meaningful travel and lodging assistance to multiple patients and families

\$2,500 Provide lodging, meals and travel assistance for a family seeking specialized care away from home

\$1,000 Funds a full month of travel expenses for a GBM patient commuting to treatment

\$500 Covers 2–3 weeks of transportation costs for a patient attending weekly treatment sessions

These examples illustrate how sponsorship funds may be used. Assistance is based on family needs and available foundation resources.

Every Contribution Makes a Difference

Your support helps ease financial burdens so patients and families can focus on what matters most: care, connection and time together.