Return of the Tumor Takedown Tailgate

We are a community excited to be united to defeat brain tumors once and for all.

April 18, 2022 By Adam Hayden

We could not be more excited to announce the return of the #TumorTakedownTailgate to benefit National Brain Tumor Society! We are so appreciative of your past support, and we invite you to join us on Sunday, April 24, 2022, to celebrate the return of the Tailgate and a chance to be together as the ONLY brain tumor specific fundraiser in Indiana! We are a community excited to be united to defeat brain tumors once and for all. We look forward to seeing you in April. Read on for details or go directly to our tickets page or event donation site.

Folktale Greenwood

Brought to you by our friends at Revery, this year's event is hosted at new event space, Folktale Greenwood, adjacent to the Revery property, in Old Town Greenwood, Indiana. This beautiful 1860s home in Greenwood has a storied history! In fact, an underground tunnel allegedly connects the speakeasy bar at Revery, Bar Rev, with the home that was used to sneak alcohol during Prohibition! We haven't confirmed that story, but it sounds pretty damn good to us!

Chef/Owner Mark Henrichs and team have worked tirelessly for more than a year to renovate the large home and grounds, restoring original features whenever possible, like the historic crown molding, large staircase, and hardwood floors. Hosting the event at Folktale offers access to the beautiful grounds and indoor space as needed. This is the perfect space to be together this Spring. Huge thanks to Mark for hosting the TTT and welcoming us again in 2022.

Food, Drink, Entertainment, and Auction

Our good friend J. Elliott is already on board to play at this year's Tailgate. All who know him love Jay, and he's been a friend of Adam and Whitney's since at least high school. To those who don't know him, Jay is a top notch singer songwriter with accolades, awards, and gigs all over town. His covers are pitch perfect, and Jay's original music is so good.

We're working through food and beverage right now, but we know that Revery's food truck, Dashboard, will be involved, and we have confirmation from Jack's Donuts for a donut table. We've already reached out to Mashcraft Brewing. You've been before, you know we always put together an incredible line up. Indy CD and Vinyl have an incredible donation for the silent auction that we're not teasing just yet. We're also working with past auction donors like Indy Eleven.

Tickets and Social Media

We're pricing tickets at $40 again this year. Tickets always include a couple drinks, food, access to the music and auction, and we always connect the event to the mission of National Brain Tumor Society so that you see how all the proceeds from your ticket purchase and donations help extend and enhance the lives of people living with brain cancer, like Adam!

Please be sure to follow us on these platforms, and we'd love it if you share the event page with your social network. Feel free to forward this email too! Find us on…

- Facebook
- Instagram
- Eventbrite

In addition to tickets, or in case you can't make it, tax deductible donations of any amount can be made to our dedicated Event Website!

Sponsorship Opportunities

If you personally or your organization are interested in sponsoring the Tumor Takedown Tailgate, sponsorship packages begin at $500, and all tiers include brand displays and ticket packages. Higher tiers include the opportunity to have a table at the event and optional open mic time. Reach out the team by replying to this email for more information. In-kind donations for auction is also accepted. Be in touch!

Event History

Launched in 2018, to date the TTT has raised over $40,000 to benefit National Brain Tumor Society! Pausing for COVID, we are making our return in 2022 to re-establish our annual event. Co-founders Adam and Whitney Hayden, with dear friend Lindsay Eichelman, and chef/owner Mark Henrichs are the core planning team. If you are interested in supporting planning efforts or providing a media or promotional opportunity, please do be in touch!

About Adam and Whitney #AandWTumorTakedown

Adam Hayden was diagnosed in June 2016 with an aggressive type of brain cancer called glioblastoma. Adam was given a prognosis of around 18 months. This year, he celebrates 6 years of survival! Adam and Whitney are tireless advocates for the brain tumor community, hosting fundraisers, participating in advocacy events, and supporting newly diagnosed patients through one-on-one support. In 2021 Adam was invited to join the National Brain Tumor Society Board of Directors, where he uses his experience to contribute strategically to the organization to be sure patients and families are center to all NBTS does.

About National Brain Tumor Society

National Brain Tumor Society unrelentingly invests in, mobilizes, and unites our community to

discover a cure, deliver effective treatments, and advocate for patients and care partners. As the largest brain tumor nonprofit in the country, NBTS is a major investor in cutting edge brain tumor research, and their programming offers patients and families support services, like patient navigation services and their monthly virtual support group that Adam co-facilitates.

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http://beta.docker.cancerhealth.com/blog/return-tumor-takedown-tailgate