

23RD ANNUAL HOPEBUILDERS 5K



SPONSORSHIP

GIVING CHILDREN HOPE FOR A HEALTHY FUTURE

Hopebuilders 5K

Saturday, October 13, 2018

8AM | Outside of Levine Children's Hospital

Presented by

BARINGS



23RD ANNUAL HOPEBUILDERS 5K

Sponsoring the 23rd annual Hopebuilders 5K provides you the unique opportunity to connect with the Charlotte-Mecklenburg community, to build brand awareness and show your company's support of an important cause.

As a corporate sponsor, your support offers hope to children and families in our region. This event reaches several key audience segments and provides a fun, entertaining and engaging way for you to “wow” clients, vendors, and community members. Feel good about supporting our local Children's Miracle Network Hospital as you enjoy an unforgettable event.



Meet Oliver

Just days after Oliver (now 8 years-old) was born, he was diagnosed with Hirschsprung's Disease (HD). For Oliver, the diagnosis meant that his entire colon and a portion of his small intestine did not work properly.

For the first several years of his life, Oliver was a “frequent flyer” at Levine Children's Hospital, undergoing multiple surgeries and receiving regular support from his GI medical team. With the help of his Levine Children's care team, including GI physician Dr. Jason Dranove, today Oliver is thriving!



For several years, Oliver and his family have formed a fundraising team in the Hopebuilders 5K called “Oliver's Army” to raise funds and awareness for the GI specialty at Levine Children's Hospital. This year, Oliver's community of supporters will continue to show their support by joining forces with his medical team at Atrium Health Levine Children's as the “GI Generals”!

Atrium Health:

SUPPORTING world-class pediatric care

At Atrium Health's Levine Children's Hospital, we have been providing world class care to children and families since 2007. For 10 consecutive years, we have been recognized as a “best children's hospital” by *US News & World Report* in multiple specialties. Thanks to the support of our community, the hospital opened debt-free, allowing Atrium Health to put resources into enhancing existing services, building new programs, attracting the country's best medical staff, and acquiring state-of-the-art equipment.

Sponsorship Opportunities

Hopebuilders **5K**

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Shooting Star: \$5,000

*(Choose One)

*Mile Marker Sponsor

- Company logo featured on signage placed at first and second mile-markers

*Community Cup Sponsor

- Company's logo featured on trophy awarded to Top Fundraiser

Unique benefits:

Plus the benefits of Shining Stars and Circle of Stars

- Logo featured on Hopebuilders email marketing campaign, with each message reaching 3,000(+) former and current participants and donors (typical campaign includes 8-10 email messages)
- Company featured in *Momentum* magazine, a donor publication reaching more than 10,000 donor households
- Company logo featured in post-event Atrium Health Foundation social media recognition and in post-event articles published on AtriumHealthFoundation.org.
- Company logo featured in a post-event recognition ad, full-color, in the *Charlotte Business Journal*
- Company to be recognized verbally during event-day announcements and awards ceremony
- Complimentary entry for 10 participants (discount code will be provided)

Shining Star: \$2,500

*(Choose One)

*Hydration Sponsor

- Company logo featured on signage at all water stations and/or (sponsor-provided) water bottles

*Pre & Post Race Nutrition Sponsor

- Company logo featured on signage at the food and beverage station

ATRIUM HEALTH'S LEVINE CHILDREN'S HOSPITAL

Ranked among the nation's "**Best Children's Hospitals**" in multiple specialties for seven consecutive years by *US News & World Report*.



Shining Star (unique benefits):

Plus the benefits of Circle of Stars

- Company Logo featured on Sponsor Page of event website with direct link to company webpage
- Company featured in Atrium Health Foundation post-event article on AtriumHealthFoundation.org
- Company logo featured on 1,200(+) event t-shirts
- Complimentary entry for 6 participants

Circle of Stars: \$1,500

Unique Benefits

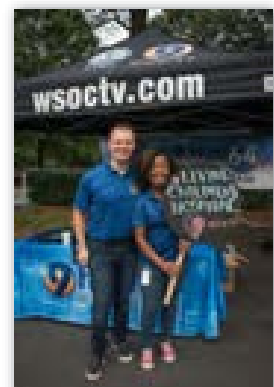
- Company name listed on event day signage and banners
- Company name listed on 1,200 (+) event t-shirts
- Opportunity to market special offers and products inside Sponsor Expo Tent
- Complimentary entry for 4 participants

Extend your company's visibility and increase brand loyalty:

Sponsorship of the Hopebuilders 5K provides your company recognition as a business that gives back to the community and defines itself by social responsibility. Consumers today look to companies and organizations who not only provide superior products and services, but also act as part of the solution for challenges we face in society. Our past sponsors have greatly benefited from their sponsorship, reporting that their sponsorship of the Hopebuilders 5K led to:

- Increased awareness of their brand and corporate identity
- Increased access to a targeted and captive audience of consumers
- Brand exposure through event-day presence resulting in B2C interactions with over 1,500 Hopebuilders participants and spectators
- Increased social media footprint with added exposure on Facebook, Twitter, and Instagram
- Gained valuable cause-marketing exposure via donor publications and digital fundraising campaigns reaching more than 10,000 donor households, and more than 40,000 web visitors*
- Gained valuable cross-promotion and networking opportunities with other sponsoring corporate entities

*40,000 = average event website visitation from launch of registration (June/July) to event-day (October/November).



Special Sponsorship Opportunity

Hopebuilders 5K

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Kids Helping Kids Day Sponsor: \$10,000



Help us celebrate the patients whose lives are touched by the world-class care Atrium Health's Levine Children's Hospital provides. In honor of Levine Children's Hospital's 11th anniversary, we are hosting a fun filled **Kids Helping Kids Day** event following the Hopebuilders 5K. **Kids Helping Kids Day** will include arts, crafts, music and more for families to enjoy!

Under the **Kids Helping Kids Day** tent, participating children and adults will be able to create unique items like get-well cards, blankets, and personal handprint tiles to lift the spirits of our patients, as well as learn how to host their own fundraisers for Levine Children's Hospital, and participate in a teddy bear clinic.

As the **Kids Helping Kids Day** Sponsor, you'll reach a broad audience through a variety of promotional and on-site media (plus the benefits of Shining Star and Circle of Star sponsors) including:

Digital:

- Logo featured on Hopebuilders email marketing campaign, with each message reaching 3,000(+) former and current participants and donors (typical campaign includes 8-10 email messages)
- Logo featured in Atrium Health Foundation and Levine Children's social media recognition, pre- and post-event
- Company name featured in web articles on the Foundation website (www.AtriumHealthFoundation.org) and hospital website (www.levinechildrenshospital.org), pre- and post-event

Print:

- Company featured in *Momentum* magazine, a donor publication reaching 10,000 donor households
- Company logo on recognition signage in the Ryan Seacrest Studios at Levine Children's Hospital
- Company logo featured in a post-event recognition ad, full-color, in the *Charlotte Business Journal*

Event Day:

- Company logo on Hopebuilders 5K sponsor banner and Kids Helping Kids Day banner
- Complimentary entry for 20 participants (for entry to run in the Hopebuilders 5K)
- Opportunity to market special offers and products at Hopebuilders in the Kids Helping Kids Day tent
- Company name to be recognized verbally during event-day announcements and awards ceremony (Hopebuilders)
- Corporate volunteer opportunities to increase visibility/engagement of employee volunteerism among your staff



23rd Annual Hopebuilders 5K

Saturday, October 13, 2018
Benefiting Levine Children's Hospital

(Please print)

Your Name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

How would you like your company name to appear in recognition materials?

Please send High Resolution logo (.eps or .ai) to kellie.mcgregor@atriumhealth.org.

Sponsorship Level/Item _____

Check Enclosed for \$ _____

Please Bill My Credit Card:

Card Type: _____ VISA/MC _____ AMEX _____ Discover

Credit Card # _____

Expiration Date _____

Name As It Appears On Card _____

CVV _____

Signature _____

Please make checks payable to **Atrium Health Foundation**

RETURN COMPLETED FORM TO:

Atrium Health Foundation

Attn: Kellie McGregor

208 East Blvd, Charlotte, NC 28203

704-355-0842

Contributions are tax deductible to the extent allowed by the IRS. Atrium Health Foundation's tax ID number is 56-6060481. Flexible payment schedules available for major sponsorship packages. For more information, please contact Kellie McGregor at 704-355-0842 or kellie.mcgregor@atriumhealth.org.

Thank you for your support!

Sponsorship Form