



KEEP POUNDING

5K STADIUM RUN BENEFITING LOCAL ADULT AND PEDIATRIC CANCER PROGRAMS



Sponsorship

9TH ANNUAL

Keep Pounding 5K

LATE SPRING / EARLY SUMMER 2019

8:00 am | Levine Cancer Institute | Charlotte, NC



Atrium Health
Foundation

One Team. One Fight. One Goal.

Keep Pounding with Atrium Health's Levine Cancer Institute and Levine Children's Hospital in the fight against cancer.

In 2018, the Keep Pounding 5K raised \$150,000 for pediatric and adult cancer research and patient services at Atrium Health. Together, we can have an even greater impact on cancer in 2019.

Run or walk the 5K, or sign up as a "virtual" fundraiser at KeepPounding5K.org today!



Donations to the Keep Pounding 5K (and year-round, to the Keep Pounding Fund) are used to fund:

Clinical Research

(Phase I & II cancer research trials)

Patient Navigators

Wellness and Survivorship Programs

Education and Outreach

State-of-the-art technology and equipment

(Improving cancer detection and treatment)

Event details:

- Spring 2019 (Starting line: outside of Levine Cancer Institute)
- Register to run/walk for \$30 (includes event t-shirt and race bib)
- Set up an individual or team fundraising page.
Fundraising requirement: Individuals are asked to raise a minimum of \$51 in memory of Sam Mills, Jr., #51 for the Carolina Panthers. We ask teams to reach a \$1,000 fundraising goal or more, collectively.

For every individual or team who raises / donates \$5,000 or more, you may designate your donation(s) to a specific cancer area * (Fund Designee) for Levine Cancer Institute or Levine Children's Hospital. A Foundation staff member will contact you to coordinate your gift-designation.

*All undesignated funds will be allocated to the cancer research areas of greatest need at Levine Children's Hospital and Levine Cancer Institute.

Uniting as One to Pound Out Cancer

Created by the Carolina Panthers and Atrium Health Foundation in 2004, the Keep Pounding Fund supports cancer research efforts throughout Atrium Health. Since its inception, the Keep Pounding Fund has raised more than \$2 million to help support cancer programs at Atrium Health's Levine Cancer Institute and Levine Children's Hospital. You can help make life better for a patient who is facing cancer, spread awareness, and contribute to vital research.

Your support enables both Levine Cancer Institute and Levine Children's Hospital to offer new Phase I and Phase II clinical trials. Thanks to these clinical trials, families have access to the most advanced treatments available where it matters most - close to home.

Sponsorship Opportunities

9TH ANNUAL

Keep Pounding 5K

Touchdown (Presenting) Sponsor – \$15,000

All Field Goal Sponsor benefits, plus:

Pre-event Recognition and Exposure:

Company name and logo prominently featured:

- Exclusively featured on all key sections of official event website
- In event signage at Levine Children's Hospital and Levine Cancer Institute (digital information stations)
- In CAROLINA PANTHERS ROAR magazine advertising

Company name featured or mentioned:

In on-hold messages* at Atrium Health prior to the race.

Additional benefits:

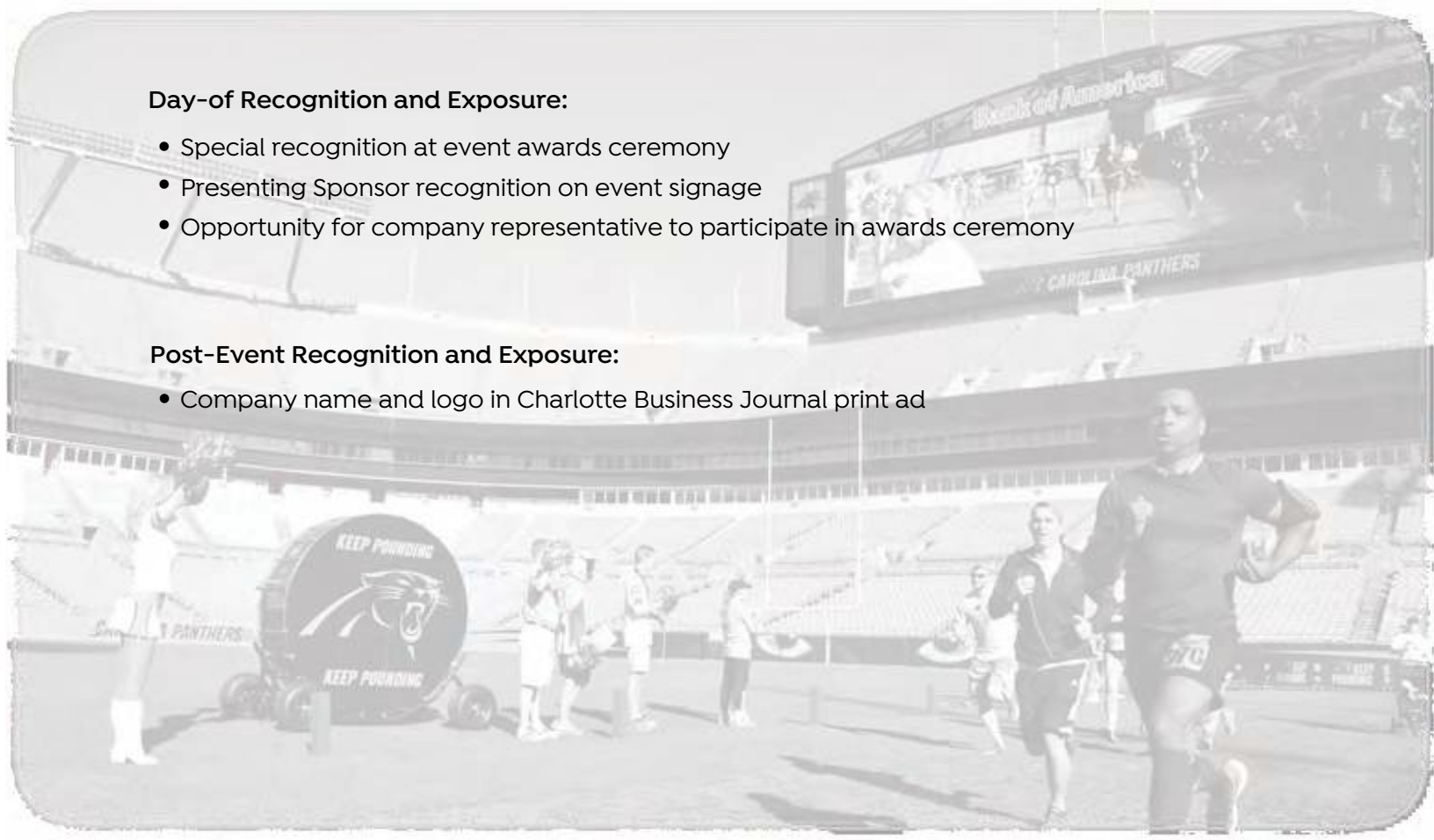
- Complimentary entry for up to ten participants
- Marketing and media opportunities with media sponsor

Day-of Recognition and Exposure:

- Special recognition at event awards ceremony
- Presenting Sponsor recognition on event signage
- Opportunity for company representative to participate in awards ceremony

Post-Event Recognition and Exposure:

- Company name and logo in Charlotte Business Journal print ad



Field Goal Sponsors – \$10,000 each (select one of the following)

Timing Sponsor: Company name/logo featured on participant race bibs

Water Station Sponsor: Company name/logo displayed on all water station signage

Mile Marker Sponsor: Company name/logo printed on each mile marker

All First Down Sponsor benefits, plus:

- Company logo with link to corporate website prominently featured on event website Sponsor Page
- Opportunity for company employees to receive a behind-the-scenes tour of Levine Children's Hospital / Levine Cancer Institute
- Complimentary entry for up to eight participants
- Company featured on Atrium Health Foundation social media (Facebook, Instagram, Twitter)
- Company name and logo listed on event kick-off email sent to former participants, sponsors, and donors

First Down Sponsor – \$5,000

All Kick Off Sponsor benefits, plus:

Post-Event Recognition and Exposure:

Company name and logo featured:

- Company logo featured on email marketing campaign, with each message reaching 3,000(+) former and current participants and donors (typical campaign includes 8-10 email messages)

Post-Event Recognition and Exposure:

- Company featured in articles published by Atrium Health Foundation, including *Momentum* magazine, a donor publication reaching 10,000 households in the Greater Charlotte area and beyond.

Kick Off Sponsor – \$2,500

Pre-event Recognition and Exposure:

Company name and logo featured:

- Company logo with link to corporate website featured on event website Sponsorship Page

Company name featured:

- In a minimum of five official emails to participants, donors, and sponsors

Additional benefits:

- Complimentary entry for up to five participants

Day-of Recognition and Exposure:

- Logo placement on race-day event banner and all other signage
- Sponsor mention at awards ceremony at the conclusion of the race
- Logo placement on event shirts

Keep Pounding 5K

BENEFITING ATRIUM HEALTH'S LEVINE CANCER INSTITUTE AND 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 AtriumHealthFoundation@atriumhealth.org.

Sponsorship Level _____

Check Enclosed for \$ _____

To pay by credit card:

Visit AtriumHealthFoundation.org/KeepPounding or call Atrium Health Foundation at (704) 355-4048.

Accepted credit cards include: VISA/MC, American Express, and Discover

Sponsorship

Please make checks payable to Atrium Health Foundation
RETURN COMPLETED FORM TO:

Atrium Health Foundation
208 East Boulevard, Charlotte, NC 28203

Contributions are tax deductible to the extent allowed by the IRS. Atrium Health Foundation's EIN (tax ID number) is 56-6060481. Flexible payment schedules available for major sponsorship packages. For more information, please contact Atrium Health Foundation at (704) 355-4048 or email: AtriumHealthFoundation@atriumhealth.org.

Thank you for your support!