

# Sponsorship



OCTOBER 1-25 | JOIN US FOR 25 DAYS OF BUILDING HOPE | HOPEBUILDERS5K.ORG

25 YEARS  
OF HOPE  
FOR OUR CHILDREN

## Hopebuilders Virtual 5K

BENEFITING LEVINE CHILDREN'S HOSPITAL

PRESENTED BY:

BARINGS



Atrium Health  
Foundation

# Hopebuilders Virtual 5K

OCTOBER 1-25, 2020 | CELEBRATING 25 DAYS OF HOPE

Sponsoring the 25<sup>th</sup> 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 gives 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.

## SOFIA'S FIGHT FOR A BETTER FUTURE

After complaining of intermittent leg pain for months, with no clear diagnosis in sight, Sofia was referred to Levine Children's Hospital. Here she received extensive testing which confirmed the worst – Sofia had Acute Lymphoblastic Leukemia and would need to begin treatment immediately. She spent most of 2016 fighting for her life at Levine Children's, but she didn't have to do it alone. Sofia was backed by an expert medical team and a family who went the extra step to bring her the best care for a brighter future. Despite all of the setbacks and obstacles she faced, Sofia remained courageous and optimistic throughout her treatment. In 2018, she ended her treatment at Levine Children's Hospital with the ceremonial ringing of the bell. She is healthy and thriving today in large thanks to her family and friends, her world-class medical team, and the philanthropic support that benefits essential childhood cancer programs at Levine Children's.



**Your support gives kids like Sofia hope for a healthy childhood and future.**

### 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 over a decade, 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.

PRESENTED BY:

# BARINGS



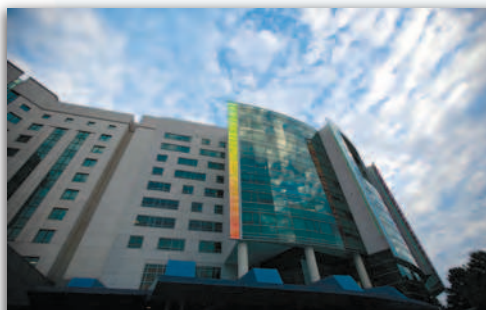
# Hopebuilders Virtual 5K

OCTOBER 1-25, 2020 | CELEBRATING 25 DAYS OF HOPE

## *Giving Children Hope for a Healthy Future*

This year marks an important milestone for the Hopebuilders 5K as we join patients, families, community supporters and Levine Children's Hospital staff in celebrating the 25<sup>th</sup> year of a beloved community event that brings hope to sick and injured children.

To protect the safety of our participants, this year's event will be held as a virtual celebration. While we will not gather in person as we have in years past, we are committed now more than ever to building hope for our pediatric patients. Atrium Health Foundation is proud to share that our team has thoughtfully put together an event that will be creative, inspiring and engaging!



This year's theme will be "25 Days of Hope," beginning Thursday, October 1, as we share stories of why our community builds hope for the most vulnerable patients we serve - something that is critical now more than ever before. The virtual event will culminate on Sunday, October 25 with a special "Victory Parade" that will recognize our top fundraisers and sponsors.

Join us as we raise crucial funds for Levine Children's Hospital patients. **BECOME A SPONSOR TODAY!**



**Atrium Health**  
**Levine Children's**

 Your Children's Miracle Network Hospital

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**ATRIUM HEALTH FOUNDATION**

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# Hopebuilders Virtual 5K

OCTOBER 1-25, 2020 | CELEBRATING 25 DAYS OF HOPE

## Shooting Star Sponsor

\$5,000

### *Benefits of Shining Stars and Circle of Stars, plus:*

#### Pre-event Recognition and Exposure:

- Company logo with link to corporate website prominently featured on event website.
- Opportunity to record 30-60 second video which will be shared on Atrium Health Foundation social media (Facebook, Twitter, Instagram) during the “25 Days of Hope” campaign.
- 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.

#### Event Day Recognition and Exposure:

- Opportunity for two representatives to participate in the “Victory Parade” on Sunday, October 25.

#### Post-event Recognition and Exposure:

- Company name included in post-event social media recognition (Facebook, Instagram, Twitter).

## Shining Star Sponsor

\$2,500

### *Benefits of Circle of Stars, plus:*

#### Pre-event Recognition and Exposure:

- Company name and 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).

#### Event Day Recognition and Exposure:

- Two small branded items included in canvas swag bag which will be distributed to top fundraisers.

#### 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.

BENEFITING THE LEVINE CHILDREN'S HOSPITAL ADVANCEMENT FUND

# Hopebuilders Virtual 5K

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## Circle of Stars Sponsor

\$1,500

### *Benefits include:*

#### Pre-event Recognition and Exposure:

- Company logo with link to corporate website featured on event website.
- Company name featured in a minimum of three official emails to participants, donors, and sponsors.

#### Event Day Recognition and Exposure:

- Logo placement on event t-shirts.
- One small branded item included in canvas swag bag which will be distributed to top fundraisers.
- Sponsor mention during “Victory Parade” social media live stream celebration on Sunday, October 25.

#### Post-event Recognition and Exposure:

- Company name listed in post-event Atrium Health Foundation article published on [AtriumHealthFoundation.org](http://AtriumHealthFoundation.org).

## 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.
- 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 (Aug) to event-month (Oct).

BENEFITING THE **LEVINE CHILDREN’S HOSPITAL ADVANCEMENT FUND**



# Hopebuilders Virtual 5K

OCTOBER 1-25, 2020 | CELEBRATING 25 DAYS OF HOPE

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number/Fax \_\_\_\_\_

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

\_\_\_\_\_

*Please send a high-resolution logo (.eps or .ai) to [Kathleen.LeFever@atriumhealth.org](mailto:Kathleen.LeFever@atriumhealth.org).*

Sponsorship Level \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_

Visit [Hopebuilders5K.org](https://www.hopebuilders5k.org) to pay online.

Please make checks payable to [Atrium Health Foundation](#)

## PLEASE RETURN COMPLETED FORM TO:

Atrium Health Foundation

ATTN: Kellie McGregor

208 East Blvd

Charlotte, NC 28203

Contributions are tax deductible to the extent allowed by the IRS.

Atrium Health Foundation's tax ID number is 56-6060481.

For more information, please visit our website at [Hopebuilders5K.org](https://www.hopebuilders5k.org) or contact Kellie McGregor at [704-491-5307](tel:704-491-5307) or [Kellie.McGregor@atriumhealth.org](mailto:Kellie.McGregor@atriumhealth.org).



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