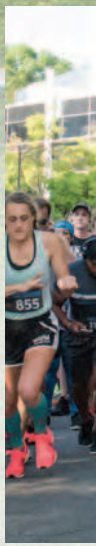


sponsorship



MAY 31-JUNE 5, 2021 | VIRTUAL 5K | IT TAKES A TEAM

# ***KEEP POUNDING* 5K**

**IT TAKES A TEAM!**



BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH  
AND PATIENT PROGRAMS AT LEVINE CANCER INSTITUTE  
AND LEVINE CHILDREN'S HOSPITAL.



**Atrium Health  
Foundation**



# KEEP POUNDING 5K

MAY 31-JUNE 5, 2021 | VIRTUAL 5K | IT TAKES A TEAM

## One Team. One Goal.



**Keep Pounding** with Atrium Health's Levine Cancer Institute and Levine Children's Hospital in the fight against cancer. Since 2011, the Keep Pounding 5K has raised over \$1 million for pediatric and adult cancer research and patient services at Atrium Health. Last year, despite the challenges we all faced during the pandemic, the 2020 virtual Keep Pounding 5K gained the support of more than 1,050 virtual runners and numerous fundraising teams who banded together to pound out cancer. Together, we can have an even greater impact on cancer in 2021.

**Run or walk the 5K, or sign up as a "virtual" fundraiser at [KeepPounding5K.org](https://KeepPounding5K.org) today!**



BENEFITING CANCER RESEARCH AND PATIENT SERVICES AT ATRIUM HEALTH



# KEEP POUNDING 5K

MAY 31-JUNE 5, 2021 | VIRTUAL 5K | IT TAKES A TEAM

## 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 \$3 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 trials, families have access to the most advanced treatments available where it matters most—close to home.

The mantra "Keep Pounding" was first spoken by the late Panthers linebacker and coach Sam Mills Jr. and has since become the collective battle cry of countless Panther fans across the country who continue to band together in the fight to cure cancer.

Pictured: Panthers coach Sam Mills III, who carries on his fathers' legacy as a supporter of the Keep Pounding Fund and 5K.



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

- 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)

**BENEFITING CANCER RESEARCH AND PATIENT SERVICES AT ATRIUM HEALTH**



# KEEP POUNDING 5K

MAY 31-JUNE 5, 2021 | VIRTUAL 5K | IT TAKES A TEAM

## Event Details

- Race week: May 31-June 5
- Be active in honor of the Keep Pounding Initiative by running, walking, biking, or completing any activity
- Be creative: Walk 5,100 steps in honor of the late Sam Mills (#51) during training! Dedicate your Peloton® ride to the cause!
- Register to be a virtual participant for \$30 (includes event t-shirt and participant packet)
- Set up an individual or team fundraising page

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.**

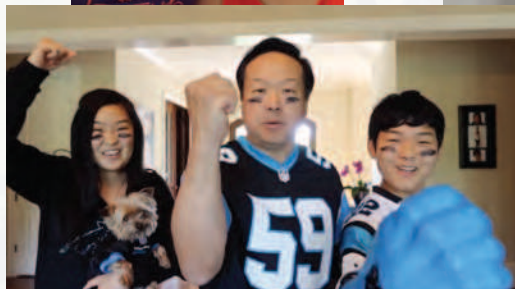
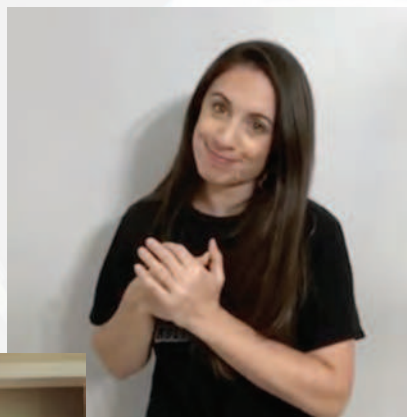
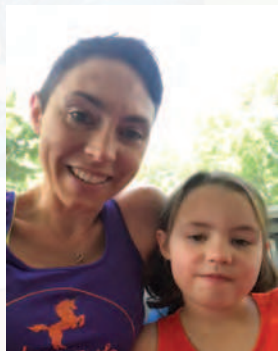
\*All undesignated funds will be allocated to the cancer research areas of greatest need at Levine Children's Hospital and Levine Cancer Institute.

We want to hear  
from you!

IT TAKES A  
TEAM!

What is your Keep  
Pounding  
message?

#KeepPoundingTogether



BENEFITING CANCER RESEARCH AND PATIENT SERVICES AT ATRIUM HEALTH



# KEEP POUNDING 5K

MAY 31-JUNE 5, 2021 | VIRTUAL 5K | IT TAKES A TEAM

## Sponsorship Opportunities

### Field Goal Sponsor - \$10,000

- Company logo with link to corporate website prominently featured on event website
- Company logo included on "Wellness Wednesday" motivational social posts
- Opportunity for a behind-the-scenes tour of Levine Children's Hospital or Levine Cancer Institute when current restrictions are lifted
- Complimentary entry for up to 20 virtual 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



Your brand will reach  
our 7,116+ followers.

In addition to all First Down Sponsor benefits, as follows:

### First Down Sponsor - \$5,000

Event Recognition and Exposure:

- 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)
- 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
- Complimentary entry for up to 10 virtual participants

In addition to all Kick Off Sponsor benefits, as follows:

### Kick Off Sponsor - \$2,500

Event Recognition and Exposure:

- Company logo with link to corporate website featured on event website
- Company name featured in a minimum of five official emails to participants, donors, and sponsors
- Complimentary entry for up to five virtual participants

Virtual Race-Week Recognition:

- Option to include item of choice in participant registration packets
- Logo placement on all shirts

BENEFITING CANCER RESEARCH AND PATIENT SERVICES AT ATRIUM HEALTH



# KEEP POUNDING 5K

MAY 31-JUNE 5, 2021 | VIRTUAL 5K | IT TAKES A TEAM

(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 a high-resolution logo (.eps or .ai) to [AtriumHealthFoundation@atriumhealth.org](mailto:AtriumHealthFoundation@atriumhealth.org).

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

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

**To pay by credit card:**

Visit: [AtriumHealthFoundation.org/KeepPounding](https://AtriumHealthFoundation.org/KeepPounding)

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

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

**RETURN COMPLETED FORM TO:**

**Atrium Health Foundation  
ATTN: Elizabeth Rodriguez  
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**

**Elizabeth Rodriguez with Atrium Health Foundation at (704) 890-8859  
or email: [Elizabeth.Rodriguez1@AtriumHealth.org](mailto:Elizabeth.Rodriguez1@AtriumHealth.org)**

**Thank you for your support!**

**BENEFITING CANCER RESEARCH AND PATIENT SERVICES AT ATRIUM HEALTH**