

sponsorship



JUNE 4, 2022 | 8 AM | STARTING LINE AT LEVINE CANCER INSTITUTE

# ***KEEP POUNDING*** **5K**



## **12TH ANNUAL**

BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH  
AND PATIENT PROGRAMS AT ATRIUM HEALTH LEVINE  
CANCER INSTITUTE AND ATRIUM HEALTH LEVINE CHILDREN'S

PRESENTED BY

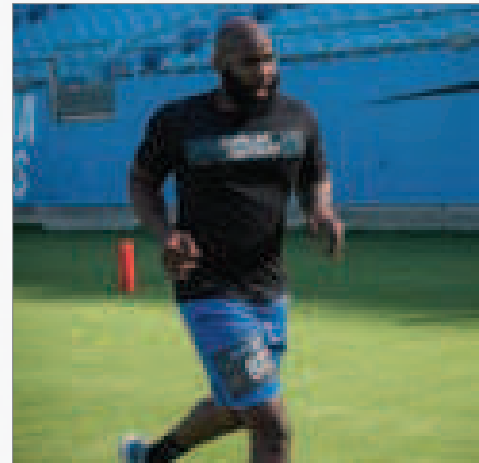
**JELD-WEN**

**RODGERS**  
Our Passion is Building®

# KEEP POUNDING 5K

JUNE 4, 2022 | 8 AM | STARTING LINE AT LEVINE CANCER INSTITUTE

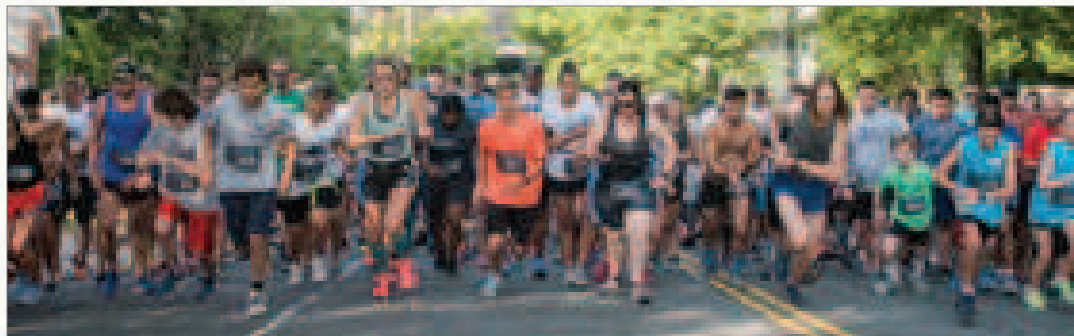
## One Team. One Fight. One Goal.



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

This year, we are thrilled to welcome participants back to Bank of America Stadium for this beloved community event as we raise vital funds for cancer research and patient care at Atrium Health Levine Cancer Institute and Atrium Health Levine Children's.

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



BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH AT ATRIUM HEALTH

# KEEP POUNDING 5K

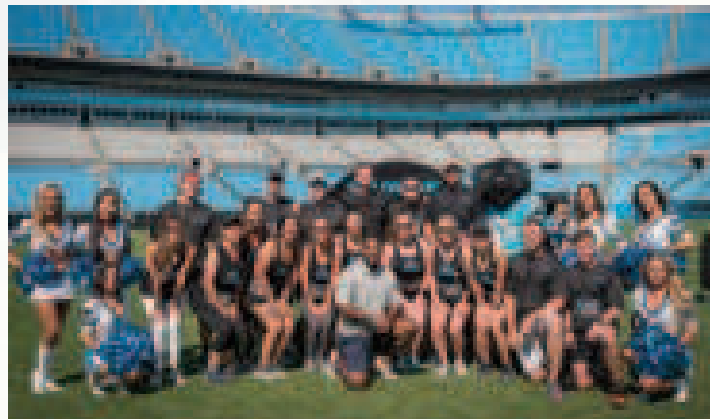
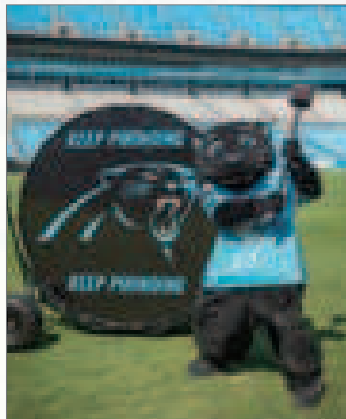
JUNE 4, 2022 | 8 AM | STARTING LINE AT LEVINE CANCER INSTITUTE

## Uniting as One to Pound Out Cancer

Created by the Carolina Panthers and Atrium Health Foundation in 2004, the Keep Pounding Fund benefits cancer research and patient care across Atrium Health. Since then, year-round contributions and proceeds from the Keep Pounding 5K have exceeded more than \$3.6 million to help support cancer programs at Levine Cancer Institute and Levine Children's. Your support will bolster our efforts to improve cancer outcomes and quality of life for all patients fighting cancer by funding Phase I and Phase II clinical research trials, as well as restorative wellness and support programs for patients and their caregivers.

**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)



**BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH AT ATRIUM HEALTH**

# KEEP POUNDING 5K

JUNE 4, 2022 | 8 AM | STARTING LINE AT LEVINE CANCER INSTITUTE

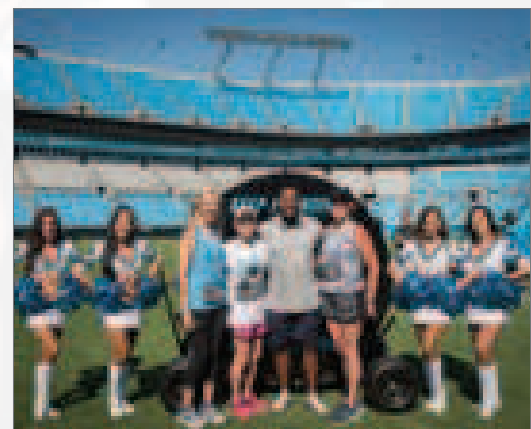
## Event Details

- June 4, 2022  
*Concluding on the field in Bank of America Stadium*
- Register to run/walk for \$30  
*Includes race-bib and t-shirt*
- Set up an individual or team fundraising page

Suggested Fundraising Goal: Individuals are asked to raise a minimum of \$51 in memory of Sam Mills, Jr., #51 for the Carolina Panthers. We encourage 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 areas of greatest need within cancer care at Levine Children's Hospital and Levine Cancer Institute.



BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH AT ATRIUM HEALTH

# KEEP POUNDING 5K

JUNE 4, 2022 | 8 AM | STARTING LINE AT LEVINE CANCER INSTITUTE

## Sponsorship Opportunities

### Field Goal Sponsors - \$10,000 each

#### Sponsor benefits:

- Company logo with link to corporate website prominently featured on event website
- Opportunity for a behind-the-scenes tour of Levine Children's Hospital or Levine Cancer Institute (as in-person tours become available in the coming year)
- Complimentary entry for up to 20 participants
- Company featured on Atrium Health Foundation social media (Facebook, Instagram, Twitter, LinkedIn)

#### Opportunity to select one of two exclusive offers:

- **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.

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

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

#### Sponsor benefits:

- Company logo featured on email marketing campaign, with each message reaching 2,900(+) 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 mailed to 3,500+ households in the Greater Charlotte area and beyond
- Complimentary entry for up to 10 participants

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

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

#### Sponsor benefits:

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

BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH AT ATRIUM HEALTH



# KEEP POUNDING 5K

JUNE 4, 2022 | 8 AM | STARTING LINE AT LEVINE CANCER INSTITUTE

(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 using our secure online platform visit **[KeepPounding5K.org](https://KeepPounding5K.org)**.

Accepted online payments include: VISA, Master Card, American Express, Discover, Apple Pay, Google Pay, and Microsoft Pay.

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 at (704) 355-0933  
or email: [Elizabeth.Rodriguez1@atriumhealth.org](mailto:Elizabeth.Rodriguez1@atriumhealth.org).

Thank you for your support!

BENEFITING ADULT AND PEDIATRIC CANCER RESEARCH AT ATRIUM HEALTH