

Sponsorship



12.18.2022 | SPONSOR RECEPTION 6PM | BYRON'S SOUTH END

In the NIC OF TIME

BENEFITING THE COTTIE & CAKE FUND
FOR NEONATAL INTENSIVE CARE

In the NIC OF TIME

SUNDAY, DECEMBER 18, 2022 | SPONSOR RECEPTION 6PM | BYRON'S SOUTH END

Sponsorship Opportunities

Host Couple: \$500

Event Recognition

- Recognized during the Sponsor Reception and Committee Celebration and on event signage
- Recognized in Momentum magazine (distributed to 7,500+ households)
- One additional youth entry to Committee Celebration

Presenting Sponsor: \$15,000

Event Recognition:

- Presenting Sponsor to be recognized verbally and in signage at Sponsor Reception + Committee Celebration
- Invitation to attend, and opportunity to speak at, Sponsor Reception

Brand exposure and sponsor recognition:

- Social media recognition on Atrium Health Foundation, Levine Children's, and NIC of Time accounts
- Sponsor signage on 7th floor of Levine Children's Hospital
- Logo and hyperlink on NIC of Time webpages and email campaigns
- Opportunity to host a virtual Seacrest Studio program broadcast to patient rooms hospital-wide
- Month-long sponsor recognition on Seacrest Studio broadcasts (September)
- Prominent recognition in NICU family welcome packets
- Sponsor recognized in Momentum magazine (dist. to 7,500+ donor households)
- Sponsor recognized in Charlotte Business Journal ad

Premie Champion: \$7,500

Event Recognition:

- Sponsor logo included on signage at Sponsor Reception + Committee Celebration
- Invitation to attend Sponsor Reception

Brand exposure and sponsor recognition:

- Social media recognition (Atrium Health Foundation + NIC of Time)
- Sponsor signage on 7th floor of Levine Children's Hospital
- Logo on NIC of Time webpages and email campaigns
- Month-long sponsor recognition on Seacrest Studio broadcasts (September)
- Recognition in NICU family welcome packets
- Sponsor recognized in Momentum magazine (dist. to 7,500+ donor households)
- Sponsor recognized in Charlotte Business Journal ad

Guardian Angel: \$5,000

Event Recognition:

- Sponsor logo included on signage at Sponsor Reception
- Invitation to attend Sponsor Reception

Brand exposure and sponsor recognition:

- Social media recognition (Atrium Health Foundation + NIC of Time)
- Sponsor signage on 7th floor of Levine Children's Hospital
- Logo on NIC of Time webpages and email campaigns
- Month-long sponsor recognition on Seacrest Studio broadcasts (September)
- Sponsor recognized in Momentum magazine (dist. to 7,500+ donor households)
- Sponsor recognized in Charlotte Business Journal ad

Bundle of Joy: \$2,500

Event Recognition:

- Sponsor logo included on signage at Sponsor Reception
- Invitation to attend Sponsor Reception

Brand exposure and sponsor recognition:

- Social media recognition (Atrium Health Foundation + NIC of Time)
- Logo on NIC of Time (Atrium Health Foundation) webpages + email campaigns
- Month-long sponsor recognition on Seacrest Studio broadcasts (September)
- Sponsor recognized in Momentum magazine (dist. to 7,500+ donor households)

Everyday Miracles: \$1,000

Event Recognition:

- Sponsor logo included on signage at Sponsor Reception
- Invitation to attend Sponsor Reception

Brand exposure and sponsor recognition:

- Social media recognition (Atrium Health Foundation + NIC of Time)
- Logo on NIC of Time (Atrium Health Foundation) webpage
- Sponsor recognized in Momentum magazine (dist. to 7,500+ donor households)

Sponsor today via your smartphone.
Use the QR code to the right to contribute:



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The story behind In the NIC of Time

After a complicated, high-risk pregnancy, Meghan and Steve Hampton lost one of their twin girls, Katelyn, in 2010 during childbirth. Sister Scotlynn ("Scottie") was born a mere two pounds and thrust into the fight of her life. With the love and support of Levine Children's Hospital's Neonatal Intensive Care Nurse, Scottie recovered and today, lives her life to the fullest. To honor their children and show their appreciation for the care they received, Meghan and Steve – along with Meghan's parents Fran and Don Russ, M.D. – started the Cottie and Cake Fund to support neonatal and fetal care at Atrium Health Levine Children's.

Since 2011, more than \$500,000 has been raised through the annual fundraising initiative In the NIC of Time.

As the only high school student-led fundraising initiative of its kind in the Greater Charlotte Region, In the NIC of Time provides philanthropic support to advance Neonatal care at Atrium Health Levine Children's.



The Impact of Our Efforts

Dornier Diode Laser

The only Intrautero Fetoscopic Laser Ablation in the Southeast.

NicView Webcams

Giving families secure, real-time viewing of their infant when they cannot be in the hospital's neonatal nurseries.

Bead Journey Program

Allowing parents a memorable way to celebrate their infant's NICU journey and medical milestones.

NICN Family Sleep Rooms

Equipped with necessary medical resources and the comforts of home to accommodate families with twins.

Privacy Screens

Allowing families to bond with their babies and have privacy, while giving medical teams necessary access to infants.

OUR GOAL FOR 2022 IS TO FUND THESE VITAL MEDICAL RESOURCES AT LEVINE CHILDREN'S NICN:

NIC-View Camera
Upgrades: \$200,000

Transport Isolettes:
\$120,000 each

4 iPads for Family
Education: \$12,000



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NAME	EMAIL	ADDRESS	GIFT AMOUNT	METHOD OF PAYMENT

Give by smartphone
using the QR code
shown to the right:



Your gift is administered by Atrium Health Foundation. You will receive an acknowledgement of your gift at the mailing and/or email address provided on this form. Your gift may be eligible for tax-deduction in accordance with IRS guidelines. Our EIN / Tax ID is 56-6060481.

To opt-out of future communication from Atrium Health Foundation, please email ahfoptout@atriumhealth.org, telephone 704-355-4048, or write to Atrium Health Foundation at 208 East Boulevard, Charlotte, NC 28203.

