

Hopebuilders 5K

BENEFITING LEVINE CHILDREN'S HOSPITAL



NOVEMBER 5 | TRUIST FIELD | HOPEBUILDERS5K.ORG

Sponsorship

OPPORTUNITIES

27 YEARS
OF HOPE
FOR OUR CHILDREN

BENEFITING



Atrium Health
Levine Children's

HOSTED BY:



Hopebuilders 5K

NOVEMBER 5, 2022 | TRUIST FIELD

Give Children Hope for a Healthy Future

By sponsoring the 27th Annual Hopebuilders 5K, your organization has the unique opportunity to connect with the community, build brand awareness, and offer an exciting and memorable employee engagement opportunity – all while giving hope to children and families in our region. The Hopebuilders 5K reaches several key audience segments and provides an entertaining and engaging way for you to “wow” employees, clients, vendors, and community members as a sponsor while feeling good about supporting your local children’s hospital.

We look forward to hosting the Hopebuilders 5K in a new location in the heart of Uptown Charlotte! This high-energy event will conclude at Truist Field, home of the Charlotte Knights. **Please join us as we raise crucial funds for Levine Children’s Hospital.**

YOUR SUPPORT GIVES KIDS LIKE SARAH HOPE

Sarah was adopted from China at the age of 2, and her parents quickly learned she was born with a double outlet right ventricle (DORV), a congenital heart disease. Doctors were amazed at how Sarah’s body was doing, considering she had no previous treatment for her condition prior to adoption. Sarah had her first heart catheterization and open-heart surgery in June 2012. Although Sarah was new to the family, did not speak English, and everything around her was completely new, she kept a smile on her face. Sarah underwent her second open heart surgery in July 2013 and again, had amazing results! Her condition never stopped her from being a kid



and participating in her favorite activities, including her very favorite, gymnastics. During a follow-up appointment in July 2020, Sarah’s doctors noticed new concerns that led to her third open heart surgery to insert a pacemaker and defibrillator. After some complications, it was clear that a heart transplant would be necessary to save Sarah’s life. On February 12, 2021, Sarah received her new heart. Today, 12-year-old Sarah is still doing cartwheels and handstands and you would never guess she had a heart transplant just a year ago!

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

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SUPPORTING world-class pediatric care

At Atrium Health 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 U.S. News & World Report in multiple specialties. Thanks to the rallying support of our community 15 years ago, 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.



A History of Building Hope

The Hopebuilders 5K was founded 27 years ago by two local families whose children, both battling cancer, had to seek medical care outside of Charlotte. Although they sadly lost their fight to the terrible disease, their families decided to join forces and make a difference for others. Since that time, the Hopebuilders 5K has become a flagship community fundraising event for Atrium Health Levine Children’s Hospital, bringing together more than 1,000 runners, donors, sponsors, and advocates annually to build hope for sick and injured children. We are excited to host this year’s Hopebuilders 5K in Uptown Charlotte at Truist Field. **Join us on November 5th as we help build hope for patients of Levine Children’s Hospital.**



Named a “Best Children’s Hospital” for 15th Consecutive Year

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SPONSORSHIP

PRESENTING SPONSOR

\$30,000

Enjoy benefits of Home Run Sponsor, plus:
Company receives exclusive event naming rights.

Pre-event Recognition:

- Opportunity to record a short video (under 1 minute) to be placed prominently on the race website and shared on Atrium Health Foundation social media (Facebook, Twitter, Instagram, and LinkedIn accounts)
- Company featured exclusively on Atrium Health Foundation social media post (Facebook, Twitter, Instagram and LinkedIn).
- Company recognized exclusively in pre-event article published on [AtriumHealthFoundation.org](https://www.AtriumHealthFoundation.org).

Race Day Recognition:

- Opportunity for company representative to briefly speak at awards ceremony on race day.
- Company logo on event race bibs.
- Complimentary registration for 35 employees.

Post-event Recognition:

- Presenting Sponsor prominently recognized in Momentum magazine, a donor publication reaching more than 4,000 households in the Greater Charlotte area and beyond.
- Opportunity for a behind-the-scenes tour of Levine Children's Hospital pending COVID-19 visitation restrictions.
- Presenting Sponsor recognized prominently in Charlotte Business Journal Thank-You Ad



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HOME RUN SPONSOR

\$20,000

Benefits of Bases Loaded Sponsor, plus the 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.

Pre-event Recognition:

- Opportunity to record a short video (under 1 minute) to be shared on social media (Atrium Health Foundation's Facebook, Twitter, Instagram, and LinkedIn accounts).

Event Week Recognition:

- Company logo placed on videoboard and concourse TV monitors at Truist Field.
- Company name to be recognized verbally on race day.
- Complimentary registration for 30 employees.

Post-event Recognition:

- Company name, logo, and hyperlink included in post-event article on Atrium Health Foundation's website.
- Company to be recognized in digital signage at the Seacrest Studios (Levine Children's Hospital).



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BASES LOADED SPONSOR

\$10,000

Benefits of Strike-Out Sponsor, plus:

Pre-event Recognition:

- Company logo with link to corporate website prominently featured on event website.

Event Week Recognition:

- Company name to be recognized verbally on race day.
- Company logo placed on videoboard and concourse TV monitors at Truist Field.
- Complimentary registration for 25 company employees

Post-event Recognition:

- Company name and logo included in post-event article on Atrium Health Foundation's website.
- Company recognized in post-event social media (Atrium Health Foundation's Facebook, Instagram, Twitter, and LinkedIn accounts).

STRIKE-OUT SPONSOR

\$5,000

Benefits of Double-Play Sponsor, plus:

Pre-event Recognition:

- Company recognized in pre-event social media (Atrium Health Foundation's Facebook, Instagram, Twitter, and LinkedIn accounts)
- Opportunity for company-branded item at packet-pickup.



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Strike-Out Sponsor Benefits continued:

Event Week Recognition:

- Opportunity for representation on November 5.
- Company logo prominently featured on event t-shirts (high-resolution, print-quality file required)
- Complimentary registration for 15 employees.

Post-event Recognition:

- Sponsor recognition in Charlotte Business Journal Thank-You Ad

DOUBLE-PLAY SPONSOR

\$2,500

Benefits of Curve Ball Sponsor, plus:

Pre-event Recognition:

- Company name and logo featured in Hopebuilders email campaigns sent to participants, donors, and sponsors.

Event Week Recognition:

- Complimentary registration for 8 employees.

Post-event Recognition:

- Sponsor recognition in Momentum magazine, a donor publication reaching more than 4,000 households in the Greater Charlotte area and beyond.



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CURVE BALL SPONSOR

\$1,500

Benefits include:

Pre-event Recognition:

- Company logo with link to corporate website featured on Hopebuilders event website.
- Company name listed in Hopebuilders email campaigns sent to participants, donors, and sponsors.

Event Week Recognition:

- Sponsor mention on social media during race week.
- Complimentary race registration for 5 employees.
- Table onsite at event (staffed by sponsor).
- Company logo included on event t-shirts.

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 7,000 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)

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Prefix:

First Name:

Last Name:

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, preferably in vector format (.eps, .ai, or .psd file type) to:
Kathleen.LeFever@atriumhealth.org

Sponsorship Level _____

Check enclosed for \$ _____

Please make checks payable to **Atrium Health Foundation** with "Hopebuilders" and sponsor level written in the memo line.

PLEASE RETURN COMPLETED FORM TO:

Atrium Health Foundation

ATTN: Kelsey Wilson

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
or contact Kelsey Wilson at (803) 554-3980 or Kelsey.Wilson@atriumhealth.org.



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