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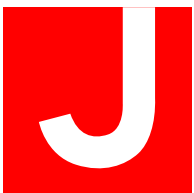
2023 SPONSOR PACKET



11th Annual Levine JCC Kids Triathlon

Benefitting Pediatric Rehabilitative Services at Levine Children's Hospital and the Adaptive Sports and Adventures Program and Adaptive and Special Needs Programming at the Levine JCC

Sunday, May 21, 2023 • 2pm
Levine Jewish Community Center
www.ljcckidstri.org



Levine Jewish Community Center, 5007 Providence Road, Charlotte, NC 28226 • 704-366-5007 • charlottejcc.org

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The Levine JCC Kids Triathlon (LJCC Kids Tri) is about more than just good, fun athletic competition – it is about giving back.

Children of all ages, athletic abilities and cultural backgrounds participate in swimming, biking and running for a cause: raising awareness of and funds for pediatric rehabilitative services at Levine Children's Hospital and the Adaptive Sports and Adventures Program, and, new for this year, adaptive and special needs programming at the Levine JCC.

Your support is critical to our efforts. When your organization invests in a sponsorship of the LJCC Kids Tri, you invest in your community. You invest in the lives of your family, colleagues, employees, neighbors and friends and define yourself by social responsibility.



In addition, sponsorship also provides a unique opportunity to:

- Expand your reach of engagement in the community
- Provide brand exposure through event-day presence, resulting in interactions with more than 800 participants, spectators and volunteers
- Connect to a loyal customer base or new audience
- Increase your social media presence
- Build employee engagement in the community
- Demonstrate your commitment to help families whose children have suffered a traumatic injury or illness

Since the inception of the event in 2012, through past sponsorships and individual fundraising, the Levine JCC has donated almost \$925,000 to the programs at LCH and ASAP.

About the LJCC Kids Tri Beneficiaries:

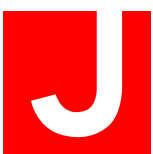
When a child or teen experiences a serious illness or injury, his or her parents' greatest hope is that he or she will recover and return to a normal life. It is **Levine Children's Hospital's (LCH)** greatest hope, too. Its best-in-class pediatric rehabilitation program gives children the care they need to get better – and get back home. With state-of-the-art equipment, a large care team covering every pediatric rehabilitation specialty, and therapy spaces and programs specially designed for children, LCH is focused on helping children regain maximum function in an environment tailored exclusively to their needs.

As part of a full-service children's hospital, parents and children have access to the

full range of medical specialties available, if needed, as well as access to the many child-friendly amenities, activities and events that go on within its walls.

The Adaptive Sports and Adventures Program (ASAP) is designed to challenge youth and adults with physical disabilities to develop skills that will lead to and enhance an active and productive lifestyle – one without barriers or limits. Its mission: ASAP exists to provide competitive and recreational adaptive sport opportunities for individuals with physical disabilities in the community and to support and promote the achievement of personal goals of adaptive athletes. Its vision: ASAP will be recognized as the leader in facilitating recreational opportunities for the individuals with physical disabilities whom it serves.

A portion of the proceeds from the 2023 Kids Triathlon will stay with the **Levine Jewish Community Center** for adaptive and special needs programming at its facility. The LJCC will partner with ASAP to have an on-site presence and will both bring back and develop new LJCC programming for our community members. The goal is to provide ongoing after-school courses, special events and assistance for special needs kids at Camp Mindy.



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Success Story

In 2017, 4-year old Annie Nichols suffered a traumatic brain injury from a fall on concrete. After spending nine days receiving traumatic care, Annie transferred to the inpatient pediatric unit at LCH. At that time, she needed help moving around her bed and transferring from it to a chair; she could only walk short distances with help; she could not do any of her age-appropriate activities of daily living; she had no movement in her right arm; she had difficulty communicating and required a feeding tube. After 3 ½ weeks in rehab,



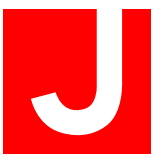
Annie went home having made tremendous improvements: she was able to walk up to 300 feet with only supervision needed; she could move around her bed and transfer without help; she required just supervision or minor assistance to complete her ADLs and she could use her right arm for daily tasks. Annie's communication improved significantly and she was back to eating and drinking anything she wanted. In June of 2019, Annie completed the *8th Annual LJCC Kids Tri!*



Success Story

McKenna Woodhead sustained a spinal cord injury in the summer of 2018. She completed her inpatient rehabilitation at LCH and tried a handcycle for the first time while there. Since then she has continued to live an active healthy lifestyle via the Adaptive Sports and Adventures Program and now plays on its Wheelchair Rugby Team.

McKenna, age 16, continues to improve her game and strives hard to become better each practice; she will be competing for the first time in fall 2019.



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11th Annual LEVINE JCC KIDS TRIATHLON

2023 SPONSOR LEVELS & BENEFITS

	Presenting \$20,000	Platinum \$15,000	Iron Man \$10,000	Marathoner \$5,000	Sprinter \$2,500	Warrior \$1,000	Friend \$500
Company Name in Event Title ("Kids Tri Presented By ABC Company")	✓						
Host packet pick-up event	✓						
(10) 2-Week Free LJCC Membership Passes	✓						
Company Logo on Race Bib	✓	✓					
(5) 2-Week Free LJCC Membership Passes		✓	✓				
Naming Rights to an Event Area			✓				
Event Collateral	Logo	Logo	Logo				
Event Route Map Poster	Logo	Logo	Name				
Pre & Post Event Email	Logo & Link	Logo & Link	Logo	Logo			
Complimentary Race Entries	(4)	(4)	(2)	(1)			
Company Name Featured in Atrium Health Foundation's "Momentum" Publication	✓	✓	✓	✓			
Inclusion in Local Press Release	✓	✓	✓	✓	✓		
Space At Event	✓ Covered	✓ Covered	✓ Covered	✓ Covered	✓ Grass	✓ Grass	
Event T-Shirts	Logo	Logo	Logo	Logo	Logo	Name	Name
Sponsor Banner	Logo	Logo	Logo	Logo	Logo	Name	Name
Event Website	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name	Name
PA Announcements on Race Day	✓	✓	✓	✓	✓	✓	✓

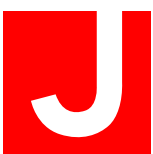
- **In-kind Sponsor Information:** Each in-kind sponsor will be placed in a sponsorship category based on the value of its in-kind donation.
- **Logo Information:** All logos need to be emailed to marisa.jackson@charlottejcc.org
- **Expiration of Benefits:** T-Shirts (3 weeks prior to event date); Event-Day Signage & Banners (2 weeks prior to event date).

Please inquire about specific event deadlines.

NOTE: Pledges must be paid 3 weeks prior to event date to receive benefits.

For inquiries regarding sponsorship opportunities, please contact melanie.hersch@charlottejcc.org.

Payments may be made by check payable to the Levine Jewish Community Center (sent to the attention of Melanie Hersch) or online at: www.charlottejcc.org/donate.



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