

Hopebuilders 5K

BENEFITING LEVINE CHILDREN'S HOSPITAL



OCTOBER 14 | TRUIST FIELD | HOPEBUILDERS5K.ORG

Sponsorship OPPORTUNITIES

BENEFITING



At Atrium Health Levine Children's Hospital, we have been providing world-class care to children and families since 2007. Thanks to the philanthropic support of our community, the hospital opened debt-free, allowing Atrium Health to put resources into enhancing existing services, building new pediatric programs, attracting the best and brightest medical minds, and acquiring state-of-the-art equipment.

Give Children Hope for a Healthy Future

By sponsoring the 28th 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 hope you will join us this year, as a sponsor of the Hopebuilders 5K. Together, we will RUN, WALK, and BUILD HOPE for sick and injured children in our community.

Proceeds from the Hopebuilders 5K exclusively benefit the Levine Children's Advancement Fund administered by Atrium Health Foundation (Tax ID/EIN 56-6060481).



Named a “**Best Children's Hospital**” for the 16th consecutive year, Levine Children's was recently ranked among the **Top 50** children's hospitals in the country in **8 pediatric specialties** – including the cardiology and heart surgery program, which ranked **No. 8 in the nation.**

IN PARTNERSHIP WITH:



CONTACT US: Alicia Morris Rudd | (704) 355-0904 | Alicia.Morris@atriumhealth.org

2023 Hopebuilders 5K

SPONSORSHIP OPPORTUNITIES:

Premier Race Benefits

HOME RUN PRESENTING SPONSOR (\$20,000):

- Fully customizable benefits

ENGAGEMENT OPPORTUNITIES

- Race day employee engagement opportunities
- Opportunity to privately tour Levine Children's Hospital and Seacrest Studios

MARKETING & RECOGNITION

- Exclusive "presenting" naming rights on all race materials
- Special acknowledgement during event remarks
- Media coverage with exclusive speaking opportunities
- Opportunity to include branded items inside all race packets

HYDRATION SPONSOR (SOLD):

- Logo featured on signage at all water stations along race route
- Opportunity to include branded items inside all race packets

BASES LOADED SPONSOR (\$10,000):

- Opportunity to include branded items inside all race packets

MILE-MARKER SPONSOR (\$5,000):

- Company logo prominently displayed on mile marker signage



Traditional Race Benefits

HOME RUN PRESENTING
SPONSOR
\$20,000

HYDRATION
SPONSOR
(SOLD)
\$15,000

BASES LOADED
SPONSOR
\$10,000

MILE-MARKER
SPONSOR
(3 AVAILABLE)
\$5,000

DOUBLE PLAY
SPONSOR
\$2,500

LOGO RECOGNITION

- FOUNDATION PARTNER PAGE
- TRUIST FIELD DIGITAL DISPLAYS
- RACE T-SHIRTS FOR SPONSORS
CONFIRMED BY 9/22



SOCIAL MEDIA RECOGNITION

PRE AND POST-EVENT

6+ posts

3 posts

1 post

1 post

1 post

LOGO ON EVENT WEBSITE AND 10 EMAIL MESSAGES

*WITH HYPERLINK



RECOGNITION IN CHARLOTTE BUSINESS JOURNAL AD (PRINT)

Logo

Logo

Logo

Name

RECOGNITION IN MOMENTUM MAGAZINE

DIST. TO 3,500 HOUSEHOLDS

Logo

Logo

Logo

Name

Name

RACE ENTRIES

30

20

15

10

6

TABLE AT EVENT STAFFED BY SPONSOR



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