

2024 Keep Pounding 5K Sponsorship Opportunities

The annual Keep Pounding 5K is a fundraising and awareness event that unites hundreds of runners and walkers of all ages in the spirit of supporting cancer research and patient support programs at Atrium Health Levine Cancer and Atrium Health Levine Children's. The event is hosted in partnership with the Carolina Panthers and benefits the Keep Pounding Fund at Atrium Health Foundation, which has received over \$4.5 million in charitable gifts to impact cancer care at Atrium Health.

| Keep Pounding 5K Saturday, June 22, 2024 Bank of America Stadium | Presenting \$15,000 SOLD | Healthcare Hero \$10,000 | Community Champion \$5,000 | Catalyst \$2,500 | Supporting \$1,000 |
|--|---------------------------------------|--------------------------------|----------------------------------|---------------------|-----------------------|
| Day of Event Benefits Opportunity to speak at the event | √ | | | | |
| Special recognition in opening remarks at the event | √ | √ | | | |
| Race Entries | 30 | 20 | 10 | 5 | 2 |
| Information table at event staffed by Sponsor | √ | √ | √ | √ | √ |
| Logo Recognition: Foundation Partner Page, Event website, Race T-shirts & event day materials | √ | √ | √ | √ | √ |
| Marketing Recognition on select event marketing, print materials, signage, press releases and media coverage | √ | √ | | | |
| Media Recognition Charlotte Business Journal Ad (Print) | Logo | Logo | Name | | |
| Momentum Magazine Distributed to 3,500+ households | Logo | Logo | Name | Name | |
| Social Media Recognition Pre and Post-Event | 6+ mentions | 3 mentions | 2 mentions | 1 mention | 1 mention |

Contact Alicia Morris Rudd at Alicia.Morris@atriumhealth.org to discuss sponsorship opportunities.

