



21ST ANNUAL

HOPEBUILDERS5K

GIVING CHILDREN HOPE FOR A HEALTHY FUTURE

SATURDAY, OCTOBER 8, 2016

• PRESENTED BY •

Babson
CAPITAL MANAGEMENT

ABOUT LEVINE CHILDREN'S HOSPITAL

At Levine Children's Hospital our world revolves around children. In 2007, Levine Children's Hospital opened its doors as the most comprehensive children's hospital between Atlanta and Washington, D.C. Because of our generous community, Levine Children's Hospital opened debt free allowing Carolinas HealthCare System to put resources into enhancing existing services, building new programs, attracting the best medical staff in the country, and acquiring state-of-the-art equipment.

Since opening, the hospital has grown to include more than 30 pediatric specialties and has received national recognition from U.S. News & World Report as one of "America's Best Children's Hospitals" in five different categories.



MAKE A DIFFERENCE ... and have fun doing it!

IT' SA WIN-WIN

Sponsoring the 21st annual Hopebuilders 5K provides you the unique opportunity to connect with the Charlotte-Mecklenburg community, to build brand awareness and show your company's support of an important cause.

As a corporate sponsor, your support offers hope to children and families in our region. This event reaches several key audience segments and provides a fun, entertaining and engaging way for you to "wow" clients, vendors, and community members. Feel good about supporting our local Children's Miracle Network Hospital at Carolinas HealthCare System's Levine Children Hospital as you enjoy an unforgettable event.



WE' LL FIND THE RIGHT FIT

Looking for an opportunity to become a part of one of the biggest events of the year? Want to put your company name in front of hundreds of avid runners and walkers? Want to show your employees and key stakeholders your dedication to our community? Consider a sponsorship at the \$5,000, \$2,500, or \$1,500 level.





GREAT EXPOSURE FOR YOUR COMPANY

Sponsorship of the race 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 and shared with us the following from their positive experience with us:

- Build awareness and equity for brand names and corporate identities
- Access to a targeted and captive audience of consumers
- Brand exposure through event-day presence producing face-to-face interaction with over 1,800 participants and spectators
- Social Media marketing on Facebook, Twitter, and Instagram
- Direct marketing via hospital publications and e-philanthropy campaign reaching over 50K community members
- Cross-promotion and networking with other sponsors
- High-traffic website exposure on Carolinas HealthCare Foundation website



TRADITIONAL SPONSORSHIPS PACKAGES & BENEFITS

If you have been involved with Hopebuilders 5K in the past, we would like to thank you for your support and invite you to partner with us again this year. If you are considering a sponsorship for the 2016 race, we welcome you and ask you also to join us in fulfilling our mission by giving children hope for a healthy future.

LEVEL I: SHOOTING STAR • \$5,000

Choose One

Kid Zone Sponsor

Company's logo featured at Kids Zone Tent

Mile Marker Sponsor

Company's logo featured on signage placed at first and second mile marker

Community Cup Sponsor

Company's logo featured on trophy presented to Top Fundraiser

Unique Benefits

Plus the benefits of Shining Star and Circle of Stars

Logo featured on Hopebuilders email marketing blast sent to 3,000 participates and donors

Company featured in Carolina Kids Magazine distributed to over 20,000 parents

Company featured in Show & Tell publication distributed to over 17,000 donors

Company logo featured in post event Thank You ads featured in Charlotte Business Journal

Company recognition during event day announcement and award ceremony

Complimentary entry for 10 participates

LEVEL II: SHINING STAR • \$2,500

Choose One

Hydration Sponsor

Company's logo featured on signage at the water station or on water bottles

Pre & Post Race Nutrition Sponsor

Company's logo featured on signage at the food and beverage station

Unique Benefits

Plus the benefits of Circle of Stars

Company logo featured on Sponsor page with direct link to company webpage

Company featured on Carolinas HealthCare Foundation and Levine Children's Hospital website digital publications

Company logo featured on over 1,800 event t-shirts

Opportunity to market special offers and products in Sponsor Expo tent

Complimentary entry for 6 participates

LEVEL III: CIRCLE OF STARS • \$1,500

Unique Benefits

Company name listed on event day signage and banners

Company name listed on over 1,800 event t-shirts

Opportunity to market special offers and products in Sponsor Expo tent

Complimentary entry for 4 participates



2016 INTENT TO SPONSOR

Please complete the following form to confirm your chosen sponsorship package.

Return forms to Kellie McGregor by mail or email:

Carolinas HealthCare Foundation
Attn: Kellie McGregor
208 East Boulevard
Charlotte, North Carolina 28203

Kellie.Mcgregor@carolinashealthcare.org
Subject Line: Hopebuilders 5K Sponsor - Company Name

COMPANY INFORMATION

Name of Company: _____
Street Address: _____
City: _____ State: _____ Zip Code: _____
Contact Person: _____
Day Phone: () _____ - _____ Fax: () _____ - _____
Email: _____

VALUE OF SPONSORSHIP

Level I: Shooting Star (\$5,000)
Level II: Shining Star (\$2,500)
Level III: Circle of Stars (\$1,500)

Sponsorship Level: _____

Sponsor's Information: _____

Print company name exactly as it should appear on all printed and digital materials. Tag lines and slogans excluded.

BILLING INFORMATION

Flexible payment schedule are available for all packages.

- Enclosed is a check
Please make checks payable to Carolinas HealthCare Foundation.
- Please send me an invoice
- Please contact me to bill my credit card

Your support is sincerely appreciated. Proceeds benefit Levine Children's Hospital. Contributions are tax deductible to the full extent allowed by the IRS.

Printed Name and Title

Signature of Authorized Sponsoring Company Representative

Date

Thank you for considering partnering with Levine Children's Hospital in helping us fulfil our mission for this special event!

www.hopebuilders5k.org