



BENEFITING CAROLINAS HEALTHCARE SYSTEM'S NEUROSCIENCES INSTITUTE



Sponsorship



1ST ANNUAL

# Neuro Walk & Roll

Saturday, October 15, 2016

5-7:30 pm | Southpark Mall | Charlotte, NC



Carolinan HealthCare Foundation

# Walk & Roll. Shine the light. Spark change.

## Brighten the night and the lives of those served by the Neurosciences Institute.

Join us for the first annual Neuro Walk & Roll, an evening of music, light, and hope benefiting Carolinas HealthCare System's Neurosciences Institute. The event will kick off with rockin' music provided by 99.7 The Fox, great food and local beer, and a silent auction. Then we'll light up the night with a short ceremonial walk (or roll) to celebrate patients, families, and friends served by the Neurosciences Institute. Bring your lawn chairs and blankets and enjoy live music. All ages are welcome.



One hundred percent of the net proceeds stay local and will provide critical funding for patient support programs, innovative research, and education and treatment initiatives at the Neurosciences Institute.

**Alzheimer's/Dementia · Amyotrophic Lateral Sclerosis (ALS) · Epilepsy · Multiple Sclerosis (MS) · Muscular Dystrophy · Parkinson Disease/ Movement Disorders · Stroke**

### Event Details:

- Saturday, October 15, 2016 at SouthPark Mall, 5-7:30 p.m.
- General admission is \$25 and includes a t-shirt and special lights for the walk.
- Set up a personal fundraising page and encourage your friends and family to raise \$100. Participants may earmark their funds raised for the neurological area of their choice (listed left).

## Igniting Support for the Neurosciences Institute

Carolinas HealthCare System's Neurosciences Institute leads the North and South Carolina region in advanced neurological care with treatment, research, rehabilitation and specialty programs. Our team includes specialized neurologists and neurosurgeons who provide a level of expertise unmatched in the region. Our physicians work with referring physicians and patients to determine a personalized care plan based on the patients specific needs.

We are national leaders in the development of quality improvement and clinical outcomes programs in the neurosciences. We partner with our patients to provide the best neurological care possible and we use prospective data collection to improve the efficiency of care delivery.

Current Neurosciences Institute locations include offices in Charlotte, Matthews, Concord, Denver, and Huntersville, North Carolina, with additional sites in the region dedicated to pediatric neurology.



1<sup>st</sup> ANNUAL

# Neuro Walk & Roll



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## Sponsorship Opportunities

### Platinum Record (Presenting) Sponsor - \$10,000

#### **Pre-event Recognition and Exposure:**

- Company name and logo prominently featured on all promotional materials and posters at Neurosciences Institute locations
- Company audio mention on promotional radio PSAs on 99.7 The Fox
- Prominent company name and logo featured in Neuro Walk & Roll brochure available in print and online
- Company logo (linked to company website) exclusively featured and prominently placed on the homepage and on the footer of all key sections of the official Neuro Walk & Roll website
- Company logo featured in official email blasts to participants, donors, and sponsors
- Corporate name featured in article promoting Neuro Walk & Roll on People Connect; a webpage visible to all area CHS employees (approx. 20,000) prior to accessing the internet
- Company logo with link to corporate website featured in post event article on Carolinas HealthCare Foundation website, [givecarolinas.org](http://givecarolinas.org)

#### **Day of Recognition and Exposure:**

- Special recognition and mention during event program
- Premier logo placement on event t-shirts
- Company logo featured as Presenting Sponsor on event banner
- Company logo on honor walk hand-held signs
- Vendor table and opportunity to market special offers to participants and supporters at event
- Complimentary entry for up to 10 walkers/event participants

#### **Post-event Recognition and Exposure:**

- Company featured in article in Carolinas HealthCare Foundation's newsletter distributed to over 3,000 key supporters and friends

### **Gold Record Sponsor - \$5,000**

Gold Record Sponsors have the opportunity to serve as the primary sponsor for the neurological area of their choice. Available areas include:

- Alzheimer's Disease/Dementia
- Amyotrophic Lateral Sclerosis (ALS)
- Epilepsy
- Multiple Sclerosis (MS)
- Muscular Dystrophy
- Parkinson's Disease/Movement Disorders
- Stroke

### **Benefits include the following:**

- Company logo featured on promotional material and posters at Neurosciences Institute locations
- Prominent logo placement on event t-shirts and banner
- Vendor table and opportunity to market special offers to participants and supporters at event
- Company logo featured in Neuro Walk & Roll brochure available in print and online
- Prominent logo placement and link to corporate website on Neuro Walk & Roll website
- Company logo featured in email blast to participants, donors, and sponsors
- Company name listed in post event article on Carolinas HealthCare Foundation website [www.givecarolinas.org](http://www.givecarolinas.org)
- Company logo featured in post-event article in Carolinas HealthCare Foundation's newsletter distributed to over 3,000 key friends and supporters
- Company name listed in post event article on Carolinas HealthCare Foundation website, [givecarolinas.org](http://givecarolinas.org)
- Sponsorship mention during event program
- Complimentary entry for up to eight walkers/event participants

### **Chart Topper Sponsor - \$2,500**

Please select one of the following:

- Information Signage Sponsor – Company name and logo featured on signage along one mile route displaying facts and statistics about neurological conditions
- Music Sponsor – Logo featured on music-related signage around stage
- T-shirt Sponsor – Logo featured in exclusive location on event t-shirts
- Refreshment Station Sponsor – Company name and logo prominently displayed at the water and refreshment station (company may sponsor special water cups with company logo)



**Benefits include the following:**

- Logo placement on event t-shirts and banner
- Vendor table and opportunity to market special offers to participants and supporters at event
- Company name listed in email blast to participants, donors, and sponsors
- Company logo featured on Neuro Walk & Roll website
- Company logo featured in Neuro Walk & Roll brochure available in print and online
- Company name featured in post-event article in Carolinas HealthCare Foundation's newsletter distributed to over 3,000 key friends and supporters
- Company name listed in post event article on Carolinas HealthCare Foundation website, [givecarolinas.org](http://givecarolinas.org)
- Sponsorship mention during event program
- Complimentary entry for up to five walkers/event participants

**Top 40 Sponsor - \$1,500**

- Logo placement on event t-shirts
- Company name listed on Neuro Walk & Roll website
- Company name featured in Neuro Walk & Roll brochure available in print and online
- Sponsorship mention during event program
- Complimentary entry for up to two walkers/event participants

**For more information, contact:**

**Rachel Ellis: 704-355-1818, [Rachel.Ellis@CarolinasHealthCare.org](mailto:Rachel.Ellis@CarolinasHealthCare.org)**



# 1st Annual Neuro Walk & Roll

Benefiting Carolinas HealthCare System's Neurosciences Institute

(Please print)

Your name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number/Fax \_\_\_\_\_

How would you like your company name to appear in recognition materials? \_\_\_\_\_

Please send High Resolution logo (.eps or .ai) to [Rachel.Ellis@CarolinasHealthCare.org](mailto:Rachel.Ellis@CarolinasHealthCare.org)

Sponsorship Level \_\_\_\_\_

Check Enclosed for \$ \_\_\_\_\_

Please Bill My Credit Card:

(Visit [givecarolinas.org/neurowalk](http://givecarolinas.org/neurowalk) to pay online)

Card Type: \_\_\_\_\_ VISA/MC \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name As It Appears on Card \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to Carolinas HealthCare Foundation  
RETURN COMPLETED FORM TO

Carolinas HealthCare Foundation  
208 East Boulevard, Charlotte, NC 28203

704-355-1818

Contributions are tax deductible to the extent allowed by the IRS. Carolinas HealthCare Foundation tax ID number is 56-6060481. Flexible payment schedules available for major sponsorship packages. For more information, please contact Rachel Ellis at 704-355-1818 or [Rachel.Ellis@CarolinasHealthCare.org](mailto:Rachel.Ellis@CarolinasHealthCare.org)

## Thank you for your support!

# Sponsorship