

# 22<sup>ND</sup> ANNUAL HOPEBUILDERS 5K



## SPONSORSHIP

GIVING CHILDREN HOPE FOR A HEALTHY FUTURE

# Hopebuilders 5K

Saturday, October 14, 2017

8AM | Outside of Levine Children's Hospital

Presented by

**BARINGS**



Carolina's HealthCare Foundation

# 22<sup>ND</sup> ANNUAL HOPEBUILDERS 5K

Sponsoring the 22<sup>nd</sup> 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.



## Meet Wyatt



A familiar face for the past several Hopebuilders 5K events has been 4-year-old Wyatt, along with his family and friends who call themselves “Wyatt’s Warriors”.

Wyatt was born with three life-threatening congenital heart defects: an Aortic Coarctation, a Bicuspid Aortic Valve, and an Atrial Septal Defect. Because doctors detected the defects and made the diagnosis in utero, Wyatt's family was able to develop a plan to treat and correct the conditions soon after his birth.

At just two weeks-old, Wyatt underwent surgery at Levine Children's Hospital to repair his Aortic Coarctation. The date of his procedure, September 26, is one his family now refers to as Wyatt's “Happy Heart-day”. The surgery was a success, requiring only an annual checkup with a cardiologist since that time.

Carolinas HealthCare System:

## SUPPORTING world-class pediatric care

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.

# Sponsorship Opportunities

Hopebuilders 5K

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## Kids Helping Kids Day Sponsor: \$10,000



Help us celebrate the patients whose lives are touched by the world-class care Levine Children's Hospital provides. In honor of Levine Children's Hospital's 10th anniversary, we are hosting a fun filled **Kids Helping Kids Day** event following the Hopebuilders 5K. **Kids Helping Kids Day** will include arts, crafts, music and more for families to enjoy!

Under the **Kids Helping Kids Day** tent, participating children and adults will be able to create unique items like get-well cards, blankets, and personal handprint tiles to lift the spirits of our patients, as well as learn how to host their own fundraisers for Levine Children's Hospital, and participate in a teddy bear clinic.

As the **Kids Helping Kids Day** Sponsor, you'll reach a broad audience through a variety of promotional and on-site media (plus the benefits of Shining Star and Circle of Star sponsors) including:

### Digital:

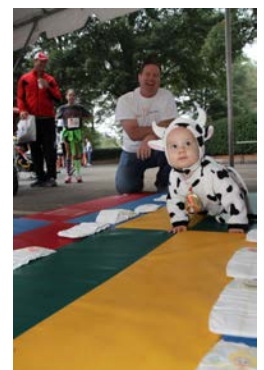
- Logo featured on Hopebuilders email marketing campaign, with each message reaching 3,000(+) former and current participants and donors (typical campaign includes 8-10 email messages)
- Logo featured in Carolinas HealthCare Foundation and Levine Children's Hospital social media recognition, pre and post-event
- Company name featured in web articles on the Foundation website ([www.givecarolinas.org](http://www.givecarolinas.org)) and hospital website ([www.levinechildrenshospital.org](http://www.levinechildrenshospital.org)), pre and post-event

### Print:

- Company featured in Give Carolinas magazine, a donor publication reaching 10,000 donor households in the Greater Charlotte area, and beyond.
- Company logo on Thank You signage in the Seacrest Studios at Levine Children's Hospital
- Company logo featured in a post-event recognition ad, full-color, in the Charlotte Business Journal

### Event Day:

- Company logo on Hopebuilders 5K sponsor banner and Kids Helping Kids Day banner
- Complimentary entry for 20 participants (for entry to run in the Hopebuilders 5K)
- Opportunity to market special offers and products at Hopebuilders in the Kids Helping Kids Day tent
- Company name to be recognized verbally during event-day announcements and awards ceremony (Hopebuilders)
- Company logo in the 'diaper dash' toddler race area under the Kids Helping Kids Day tent
- Corporate volunteer opportunities to increase visibility/engagement of employee volunteerism among your staff



Above: One of our youngest participants enjoying the Diaper Dash



# Sponsorship Opportunities

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## Shooting Star: \$5,000

\*(Choose One)

### \*Mile Marker Sponsor

- Company logo featured on signage placed at first and second mile-markers

### \*Community Cup Sponsor

- Company's logo featured on trophy awarded to Top Fundraiser

## Unique benefits:

*Plus the benefits of Shining Stars and Circle of Stars*

- Logo featured on Hopebuilders email marketing campaign, with each message reaching 3,000(+) former and current participants and donors (typical campaign includes 8-10 email messages)
- Company featured in Give Carolinas magazine, a donor publication reaching 10,000 donor households in the Greater Charlotte area, and beyond.
- Company logo featured in post-event Carolinas HealthCare Foundation social media recognition and in post-event articles published on GiveCarolinas.org.
- Company logo featured in a post-event recognition ad, full-color, in the Charlotte Business Journal
- Company to be recognized verbally during event-day announcements and awards ceremony
- Complimentary entry for 10 participants (discount code will be provided)

## Shining Star: \$2,500

\*(Choose One)

### \*Hydration Sponsor

- Company logo featured on signage at all water stations and/or (sponsor-provided) water bottles

### \*Pre & Post Race Nutrition Sponsor

- Company logo featured on signage at the food and beverage station

## LEVINE CHILDREN'S HOSPITAL

Ranked among the nation's "**Best Children's Hospitals**" in multiple specialties for 6 consecutive years by *US News & World Report*.





## Shining Star (unique benefits):

*Plus the benefits of Circle of Stars*

- Company Logo featured on Sponsor Page of event website with direct link to company webpage
- Company featured in Carolinas HealthCare Foundation post-event article on GiveCarolinas.org
- Company logo featured on 1,200(+) event t-shirts
- Complimentary entry for 6 participants

## Circle of Stars: \$1,500

### Unique Benefits

- Company name listed on event day signage and banners
- Company name listed on 1,200 (+) event t-shirts
- Opportunity to market special offers and products inside Sponsor Expo Tent
- Complimentary entry for 4 participants

## Extend your company's visibility and increase brand loyalty:

Sponsorship of the Hopebuilders 5K 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, reporting that their sponsorship of the Hopebuilders 5K led to:

- Increased awareness of their brand and corporate identity
- Increased access to a targeted and captive audience of consumers
- Brand exposure through event-day presence resulting in B2C interactions with over 1,500 Hopebuilders participants and spectators
- Increased social media footprint with added exposure on Facebook, Twitter, and Instagram
- Gained valuable cause-marketing exposure via donor publications and digital fundraising campaigns reaching more than 10,000 donor households, and more than 40,000 web visitors\*
- Gained valuable cross-promotion and networking opportunities with other sponsoring corporate entities

\*40,000 = average event website visitation from launch of registration (June/July) to event-day (October/November).



# 22nd Annual Hopebuilders 5K

Saturday, October 14, 2017  
Levine Children's Hospital

(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 [kellie.mcgregor@carolinas.org](mailto:kellie.mcgregor@carolinas.org).

\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Level/Item \_\_\_\_\_

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

Please Bill My Credit Card:

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

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

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

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

CVV \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to Carolinas HealthCare Foundation

RETURN COMPLETED FORM TO:

Carolinas HealthCare Foundation

**Attn: Kellie McGregor**

208 East Blvd, Charlotte, NC 28203

704-355-0842

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 Kellie McGregor at 704-355-0842 or [kellie.mcgregor@carolinas.org](mailto:kellie.mcgregor@carolinas.org).

## Thank you for your support!

Sponsorship Form