

Sponsorship



SUNDAY, OCTOBER 24 - SATURDAY, OCTOBER 30 | HOPEBUILDERS5K.ORG

Hopebuilders 5K

Set the Pace, Choose the Place!

BENEFITING LEVINE CHILDREN'S HOSPITAL



**Atrium Health
Foundation**

Hopebuilders 5K **Set the Pace, Choose the Place!**

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Partnering with Atrium Health Foundation for the annual Hopebuilders 5K provides you the unique opportunity to connect with the Charlotte-Mecklenburg community to build brand awareness and show your organization's support of an important cause. As a partner, your support gives 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 hospital as you enjoy an unforgettable family-friendly event.

Your support gives kids like Nolan hope for a healthy childhood and future.

Nolan was diagnosed in utero with Hypoplastic Left Heart Syndrome, a congenital heart defect where the left side of the heart is severely underdeveloped. A week after he was born, Nolan had his first open-heart surgery. During this time, his family witnessed the generosity of their community and the incredible support from the staff at Levine Children's Hospital. At seven-months-old, Nolan had his second surgery, which went well and resulted in his shortest hospital recovery. During his third heart surgery, at the age of three, Nolan had a brief loss of oxygen to his brain which resulted in a traumatic brain injury. Though he had a rough recovery, he was able to go home to regain his strength and come off his feeding tube. Nolan started school and showed how bright he was and has grown to love math, the alphabet, and science. He also has a love for owls and horses. Today, Nolan is enjoying second grade alongside his twin brother and continues to live life to the fullest.



ATRIUM HEALTH:

SUPPORTING world-class pediatric care

Atrium Health's Levine Children's Hospital has been providing world-class care to children and families since 2007. This year, marked the 14th consecutive year that Levine Children's Hospital was ranked as a Best Children's Hospital by U.S. News & World Report. Thanks to the support of our community, the hospital opened debt-free, allowing Atrium Health to put resources into enhancing existing services, building new programs, attracting the country's best medical staff, and acquiring state-of-the-art equipment.

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Giving Children Hope for a Healthy Future

The Hopebuilders 5K was founded 26 years ago by two local families whose children, both battling cancer, had to seek medical care outside of Charlotte. Although they sadly lost their fight to the terrible disease, their families decided to join forces and make a difference for others. Since that time, the Hopebuilders 5K has become a flagship community fundraising event for Atrium Health Levine Children's Hospital, bringing together more than 1,000 runners, donors, sponsors, and advocates annually to build hope for sick and injured children.



Set the Pace, Choose the Place!

To ensure the safety of our patients, teammates, and the greater Charlotte community, Atrium Health Foundation will transition this year's Hopebuilders 5K to a fully virtual race and celebration. From Sunday, October 24 to Saturday, October 30, "set the pace and choose the place" as we help build hope for patients of Levine Children's Hospital!

BECOME A SPONSOR TODAY!



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Presenting Sponsor \$30,000

Benefits include:

Company receives exclusive event naming rights.

Pre-event Recognition and Exposure:

- Company recognized exclusively in pre-event article published on AtriumHealthFoundation.org.
- Opportunity to record a 1-minute video which will be shared on Atrium Health Foundation's social media (Facebook, Instagram, Twitter).
- Company recognized exclusively on Atrium Health Foundation's social media (Facebook, Instagram, Twitter, LinkedIn).
- Company logo with link to corporate website prominently featured on event website.
- Company 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).
- Opportunity to include a logo item with the race t-shirt mailed to each registrant.

Event Week Recognition and Exposure:

- Opportunity to help virtually host a Halloween-themed bingo for Levine Children's Hospital patients on Wednesday, October 27 in partnership with Seacrest Studios.
- Company logo placed on large banner which will be displayed on the highly visible crossing of East and South Blvd.
- Company logo on event t-shirts.
- Complimentary registration for 25 employees.

Post-event Recognition and Exposure:

- One-page feature in Momentum magazine, a donor publication reaching more than 7,000 households in the Greater Charlotte area and beyond.
- Opportunity to record a "ThankView" video message that will be sent to participating employees following the event. Alternatively, a Foundation representative can record the message on your behalf.
- Company logo included in post-event Atrium Health Foundation social media recognition (Facebook, Instagram, Twitter, LinkedIn).
- Company recognized in post-event article published on AtriumHealthFoundation.org.

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Supernova Super Star \$20,000

Benefits include:

- “Pumpkins of Hope” design challenge Sponsor – Company logo featured on contest photos posted on AHF social media channels and company named award.

Pre-event Recognition and Exposure:

- Opportunity to record a 30-second video which will be shared on Atrium Health Foundation social media (Facebook, Twitter, Instagram) during the campaign.
- Company featured on Atrium Health Foundation social media (Facebook, Instagram, Twitter, LinkedIn).
- Company logo with link to corporate website prominently featured on event website.
- Company 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).
- Opportunity to include a logo on t-shirt with the race t-shirt mailed to each registrant.
- Company logo included on “Wineless Wednesday” social media posts.

Event Week Recognition and Exposure:

- Company logo placed on race banner which will be displayed on the highly visible crossing of East and South Blvd.
- Company logo on event t-shirts.
- Complimentary registration for 20 employees.

Post-event Recognition and Exposure:

- Company logo featured in Momentum magazine, a donor publication reaching more than 7,000 households in the Greater Charlotte area and beyond.
- Company logo included in post-event Atrium Health Foundation social media recognition (Facebook, Instagram, Twitter, LinkedIn).
- Company name listed in post-event article published on AtriumHealthFoundation.org.

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Super Star Sponsor \$10,000

Benefits Include:

- Costume Contest Sponsor – Company logo featured on contest photos posted on AHF social media channels and company named award.

Pre-event Recognition and Exposure:

- Company featured on Atrium Health Foundation social media (Facebook, Instagram, Twitter, LinkedIn).
- Company logo with link to corporate website prominently featured on event website.
- Company 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).
- Opportunity to include a logo item with the event t-shirt mailed to each registrant.

Event Week Recognition and Exposure:

- Company logo placed on large banner which will be displayed on the highly visible crossing of East and South Blvd.
- Company logo on event signage.
- Complimentary registration for 5 employees.

Post-event Recognition and Exposure:

- Company logo featured in Momentum magazine, a donor publication reaching more than 7,000 households in the Greater Charlotte area and beyond.
- Company logo included in post-event Atrium Health Foundation social media recognition (Facebook, Instagram, Twitter, LinkedIn).
- Company name listed in post-event article published on AtriumHealthFoundation.org.



Atrium Health
Levine Children's

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Shooting Star Sponsor \$5,000

Benefits Include:

Pre-event Recognition and Exposure:

- Company featured on Atrium Health Foundation social media (Facebook, Instagram, Twitter, LinkedIn).
- Company logo with link to corporate website prominently featured on event website.
- Company 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).
- Opportunity to include a logo item with the race t-shirt mailed to each registrant.

Event Week Recognition and Exposure:

- Company logo placed on large banner which will be displayed on the highly visible crossing of East and South Blvd.
- Company name listed on event t-shirts.
- Complimentary registration for 10 employees.

Post-event Recognition and Exposure:

- Company featured in Momentum magazine, a donor publication reaching more than 7,000 households in the Greater Charlotte area and beyond.
- Company name included in post-event Atrium Health Foundation social media recognition.
- Company name listed in post-event article published on AtriumHealthFoundation.org.

Shining Star Sponsor \$2,500

Benefits Include:

Pre-event Recognition and Exposure:

- Company name featured on event website.
- Company name 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).
- Opportunity to include a logo item with the race t-shirt and bib mailed to each registrant.

Event Day Recognition and Exposure:

- Company logo placed on signs which will be prominently placed throughout our community.
- Company name listed on event t-shirts.
- Complimentary registration for 6 participants.

Post-event Recognition and Exposure:

- Company name listed in post-event article published on AtriumHealthFoundation.org.

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Circle of Stars Sponsor \$1,500

Benefits include:

Pre-event Recognition and Exposure:

- Company name featured on event website.
- Company name 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).

Event Week Recognition and Exposure:

- Company logo placed on large banner which will be displayed on the highly visible crossing of East and South Blvd.
- Company name listed on event t-shirts.
- Complimentary registration for 4 employees.

Post-event Recognition and Exposure:

- Company name listed in post-event article published on AtriumHealthFoundation.org.

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.
- 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 7,000 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 (Aug) to event-month (Oct)

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Your Name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

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

Please send a high-resolution logo (.eps or .ai) to Kathleen.LeFever@atriumhealth.org.

Sponsorship Level _____

Check enclosed for \$ _____

Visit Hopebuilders5K.org to pay online.

Please make checks payable to [Atrium Health Foundation](#)

PLEASE RETURN COMPLETED FORM TO:

Atrium Health Foundation
ATTN: Kelsey Wilson
208 East Blvd
Charlotte, NC 28203

Contributions are tax-deductible to the extent allowed by the IRS.
Atrium Health Foundation's tax ID number is 56-6060481.

For more information, please visit our website at Hopebuilders5K.org
or contact Kelsey Wilson at 803-554-3980 or Kelsey.Wilson@atriumhealth.org.



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