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2025 Corporate Partnerships

MAKING A DIFFERENCE IN THE HEALTH AND WELL-BEING OF OUR COMMUNITY



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Corporate Partner PROGRAM OVERVIEW

The Corporate Philanthropy Partners program is an alliance between corporations, foundations, and business leaders dedicated to investing in top-quality health care.

Partnering with Atrium Health

Through an annual consolidated request for financial support, we work with businesses—large and small—to develop meaningful programs tailored to your company's philanthropic interests or unique marketing needs, consisting of prominent recognition, employee engagement and event sponsorship opportunities, and other benefits. Recognition benefits may include naming opportunities that allow organizations to leave their legacy permanently on buildings, in public spaces, and outside patient rooms throughout the Atrium Health system.

Atrium Health programs supported by philanthropy:

- **Cancer Survivorship and Supportive Medicine**
 - Yoga, Acupuncture, Art & Music Therapy, Nutritional Support, Nurse Navigators
- **Community Access to Care**
 - School-Based & Community Virtual Primary Care
 - Virtual Behavioral Health Care
- **Mobile medicine units specializing in:**
 - Family Medicine
 - Lung Cancer Screening
 - Women's Health
- **Scholarships for Carolinas College of Health Sciences, a public non-profit college owned by Atrium Health**
- **Virtual Nurse Observation**
- **Workforce Development**
 - Propelling Adolescents Towards Careers in Healthcare (PATCH)
 - Rise to Success

Atrium Health Foundation will provide donors with a good faith estimate of the fair market value of the goods or services the donor will receive when discussing specific sponsorships and programs. Atrium Health Foundation will also provide a disclosure statement on all invoices.





4 Key Benefits of Corporate Sponsorship:



PROMOTE
a positive brand



REACH a wider
demographic



INCREASE
brand awareness



ENHANCE
customer experience

(Source: Forbes)

Highlight Your Business Through Our Channels:

Atrium Health = 237.7K+ followers



Atrium Health Foundation = 12.4K+ followers



Become a Member: Big 3 Event Sponsorships — Year-Round Branding and Exposure

KEEP POUNDING 5K | LEVINE CHILDREN'S GALA | HOPEBUILDERS 5K

Exclusive "Big 3" bundle benefits for Keep Pounding 5K, Levine Children's Gala, & Hopebuilders 5K	Presenting \$160,000 (1 available)	Healthcare Hero \$75,000 (2 available)	Community Champion \$40,000 (6 available)	Catalyst \$25,000	Supporting \$15,000	Customized Sponsorship Price TBD Pick one sponsorship level for each of our Big 3 events.
Year-round marketing recognition as a Big 3 Sponsor on select event marketing, print materials, signage, press releases and media coverage	√	√	√	√	√	√
Thank you event for Big 3 corporate donors	√	√	√	√	√	√
Signage/digital recognition in benefiting facilities	√	√	√			Subject to selected sponsorship levels
Tour of benefiting facility	√	√	√			Subject to selected sponsorship levels
Teammate engagement opportunity at Seacrest Studios	√	√	√			Subject to selected sponsorship levels
Presenting Sponsor for Keep Pounding 5K, Levine Children's Gala & Hopebuilders 5K	√					Subject to selected sponsorship levels
Partner story in Momentum magazine	√					Subject to selected sponsorship levels
Corporate promotional video	√					Subject to selected sponsorship levels
Healthcare Hero Sponsor for Keep Pounding 5K & Hopebuilders 5K. Either the VIP Reception or After Party \$50K sponsorship for the Levine Children's Gala		√				Subject to selected sponsorship levels
Invitation to AHF Annual Donor Stewardship Reception	√	√				Subject to selected sponsorship levels
Logo placement in event video	√	√				Subject to selected sponsorship levels
Quarterly social media recognition	√	√				Subject to selected sponsorship levels
Early registration access to Big 3 Events	√	√				Subject to selected sponsorship levels
Community Champion Sponsor for Keep Pounding 5K & Hopebuilders 5K. \$25K "Pick One" sponsorship for the Levine Children's Gala				√		Subject to selected sponsorship levels
Catalyst Sponsor for Keep Pounding 5K & Hopebuilders 5K. VIP table sponsorship for Levine Children's Gala					√	Subject to selected sponsorship levels
Supporting Sponsor for Keep Pounding 5K & Hopebuilders 5K. General table sponsorship for Levine Children's Gala					√	Subject to selected sponsorship levels

Big 3 Event Sponsorships Supporting the Greater Charlotte Market

Throughout the year, Atrium Health Foundation hosts three signature events: the Keep Pounding 5K, the Levine Children's Gala, and the Hopebuilders 5K. Sponsorship — at any level — of these three events provides additional donor benefits that do not apply to single-event sponsorships. These additional benefits are listed on the previous page.

The **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 services at Atrium Health Levine Cancer Institute and Atrium Health Levine Children's in Charlotte. This run/walk is hosted in partnership with the Carolina Panthers and has raised over \$4.5 million since the Keep Pounding initiative began 20 years ago.

The **Hopebuilders 5K** was founded by two local families who had to seek medical care for their children outside of Charlotte. Since that time, Levine Children's was built and has quickly grown into a nationally renowned facility where children receive high-quality care, close to home and family. Almost 30 years since its inception, the Hopebuilders 5K continues to be our flagship community fundraising event for Levine Children's.

Since 2015, the **Levine Children's Gala** has been our largest fundraiser, raising more than \$2 million annually. The annual black tie fundraiser features celebrity guests, musical performances, a live auction, and after party. The evening highlights our Levine Children's caregivers, patients, and families.

Keep Pounding 5K Spring/Summer 2025 Bank of America Stadium Hopebuilders 5K Fall 2025 Location TBD	Presenting \$15,000 (2 Available)	Healthcare Hero \$10,000	Community Champion \$5,000	Catalyst \$2,500	Supporting \$1,000
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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	Logo	Name	Name	Name	Name
Marketing recognition on select event marketing, print materials, signage, press releases and media coverage	√	√			
Media Recognition Charlotte Business Journal ad (print)	Logo	Name	Name		
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name	
Social Media Recognition Pre and post-event	6+ mentions	3 mentions	2 mentions	1 mention	1 mention

Levine Children's Gala Saturday, March 29, 2025 Location TBD	Presenting \$150,000	Entertainment \$100,000	VIP Reception or After Party \$50,000	Supporting \$25,000 (Pick one*)
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Invitation to annual donor stewardship reception	√	√		
Day of Event Benefits: Opportunity to speak at the event	√			
Special recognition in opening remarks at the event	√	√		
Reserved tables (eight per table) and VIP reception access	2 tables/ 16 total guests	2 tables/ 16 total guests	2 tables/ 16 total guests	1 table/ 8 total guests
Marketing recognition on the corporate partner page of AHF website, event website	√	√	√	√
Logo Recognition: Foundation partner page, event website & event day materials	√	√	√	√
Media Recognition Charlotte Business Journal ad (print)	Logo	Logo	Name	Name
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name
Social Media Recognition: Pre and post-event	6+ mentions	4 mentions	3 mentions	2 mentions
VIP table sponsorship \$15,000 includes one table and VIP reception access for 8 guests, name recognition at table and in printed materials General table sponsorship \$8,000 includes one table for 8 guests, name recognition at table and in printed materials				

* Supporting sponsors pick one: valet, grand entrance, photo op, auction, dessert

ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

Golf Tournaments

The **Atrium Health Pineville Golf Invitational** raises funds to help Atrium Health Pineville fulfill its mission of delivering advanced, personalized care to the Greater Charlotte region.

Pineville Golf Fall 2025 Location TBD	Presenting \$10,000	Award Reception \$5,000	Healthcare Hero \$3,500	Community Champion \$2,500	Golf Cart \$1,500	Supporting \$1,000 (Pick one*)
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Day of Event Benefits Opportunity to speak at the event	√					
Special recognition in opening remarks at the event	√	√	√			
# of four-member teams green fees, breakfast, lunch, snacks, drinks, awards ceremony	3	2	1	1		
Hole sponsorship	2 (Sponsor gets to select holes)	1	1			If hole sponsorship is selected
Information table at event staffed by sponsor	√	√	√	√	√	√
Logo Recognition: Foundation partner page, event website & event day materials	Logo	Name	Name			
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name		
Social Media Recognition Pre and post-event	2+ mentions	1 mention	1 mention	1 mention	1 mention	1 mention

\$2,000 four-member teams includes: green fees, lunch, snacks, drinks, awards ceremony
\$100 reception ticket for non-golfers

* Supporting sponsors pick one: driving range, putting green, hole sponsor or golf contest (closest to the pin or longest drive)

The **University City/Dr. Ed Stubbs Memorial Golf Invitational** honors the life and career of Dr. Stubbs, a beloved obstetrician/gynecologist who practiced medicine at Atrium Health University for nearly a decade. Funds raised will benefit the Atrium Health University Community Outreach Fund.

University City/Dr. Ed Stubbs Memorial Golf Fall 2025 Location TBD	Presenting \$10,000 (1) OR \$5,000 (2)	Lunch \$5,000	Healthcare Hero \$3,500	Community Champion \$2,500	Golf Cart \$1,500	Supporting \$1,000 (Pick one*)
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Day of Event Benefits Opportunity to speak at the event	√					
Special recognition in opening remarks at the event	√	√	√			
# of four-member teams green fees, breakfast, lunch, snacks, drinks, awards ceremony	3 (for \$10K) 2 (for \$5K)	2	1	1		
Hole sponsorship	2 (Sponsor gets to select holes)	1	1			If hole sponsorship is selected
Information table at event staffed by sponsor	√	√	√	√	√	√
Logo Recognition: Foundation partner page, event website & event day materials	Logo	Name	Name	Name	Name	Name
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name		
Social Media Recognition Pre and post-event	2+ mentions	1 mention	1 mention	1 mention	1 mention	1 mention

\$2,000 four-member teams includes: green fees, lunch, snacks, drinks, awards ceremony
\$100 reception ticket for non-golfers

* Supporting sponsors pick one: driving range, putting green, hole sponsor or golf contest (closest to the pin or longest drive)

Hosted every other year, the **Save Your Skin Melanoma Awareness Golf Classic** raises funds to support melanoma and immunotherapy research initiatives at Atrium Health Levine Cancer Institute, enabling us to expand our program across Levine Cancer Institute's 26-location network and educate our community about sun safety.

Save Your Skin Golf Tournament October 20, 2025 Ballantyne Country Club	Presenting \$10,000 (2 available)	Award Reception \$5,000	Healthcare Hero \$3,500	Community Champion \$2,500	Golf Cart \$1,500	Supporting \$1,000 (Pick one*)
Day of Event Benefits # of four-member teams green fees, breakfast, lunch, snacks, drinks, awards ceremony	3 (for \$10K) 2 (for \$5K)	2	1	1		
Special recognition in opening remarks at the event	√	√				
Information table at event staffed by sponsor	√	√	√			
Hole sponsorship	2 (Sponsor gets to select holes)	1	1			If hole sponsorship is selected
Logo Recognition: Foundation partner page, event website & event day materials	Logo	Name	Name	Name	Name	Name
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name		
Social Media Recognition Pre and post-event	3+ mentions	2 mentions	1 mention	1 mention	1 mention	1 mention
\$2,000 four-member teams includes: green fees, lunch, snacks, drinks, awards ceremony \$100 reception ticket for non-golfers						

* Supporting sponsors pick one: driving range, putting green, hole sponsor or golf contest (closest to the pin or longest drive)



ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

5K Races and Fun Runs

The **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 services at Atrium Health Levine Cancer Institute and Atrium Health Levine Children's. This run/walk is hosted in partnership with the Carolina Panthers and has raised over \$4.5 million since the Keep Pounding initiative began 20 years ago.

Keep Pounding 5K Spring/Summer 2025 Bank of America Stadium	Presenting \$15,000 (2 Available)	Healthcare Hero \$10,000	Community Champion \$5,000	Catalyst \$2,500	Supporting \$1,000
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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	Logo	Name	Name	Name	Name
Marketing recognition on select event marketing, print materials, signage, press releases and media coverage	√	√			
Media Recognition Charlotte Business Journal ad (print)	Logo	Name	Name		
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name	
Social Media Recognition Pre and post-event	6+ mentions	3 mentions	2 mentions	1 mention	1 mention

The **Hopebuilders 5K** was founded by two local families who had to seek medical care for their children outside of Charlotte. Since that time, Levine Children's was built and has quickly grown into a nationally renowned facility where children receive high-quality care, close to home and family. Almost 30 years since its inception, the Hopebuilders 5K continues to be our flagship community fundraising event for Levine Children's.

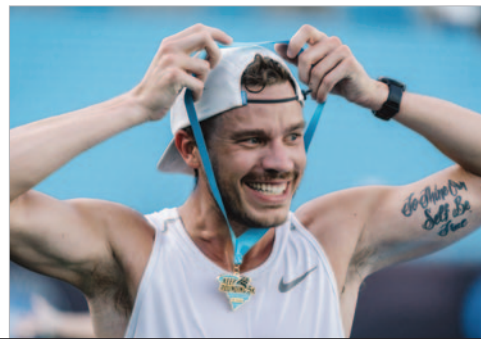
Hopebuilders 5K Fall 2025 Location TBD	Presenting \$15,000 (2 Available)	Healthcare Hero \$10,000	Community Champion \$5,000	Catalyst \$2,500	Supporting \$1,000
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Day of Event Benefits Opportunity to speak at the event	√				
Special recognition in opening 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	Logo	Name	Name	Name	Name
Marketing recognition on select event marketing, print materials, signage, press releases and media coverage	√	√			
Media Recognition Charlotte Business Journal ad (print)	Logo	Name	Name		
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name	
Social Media Recognition Pre and post-event	6+ mentions	3 mentions	2 mentions	1 mention	1 mention

Proceeds from the **Cupid's Cup 5K** benefit Cardiac Rehabilitation programs and patients at Atrium Health CMC, Pineville, Union and Cabarrus locations by providing funding for education, outreach, rehabilitation equipment, and patient scholarships.

Cupid's Cup 5K & 1 Mile Walk Saturday, February 8, 2025 Atrium Health CMC Myers Park	Presenting \$8,000 (2 Available)	Healthcare Hero \$5,000	Community Champion \$2,500	Catalyst \$1,000	Supporting \$500
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Day of Event Benefits					
Opportunity to speak at the event	√				
Special recognition in opening remarks at the event	√	√			
Race entries	16	10	5	2	1
Information table at event staffed by sponsor	√	√	√	√	√
Logo Recognition: Foundation partner page, event website, race t-shirts & event day materials	Logo	Name	Name	Name	Name
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name	
Social Media Recognition Pre and post-event	2+ mentions	1 mention	1 mention	1 mention	





ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

Levine Children's Gala

Since 2015, the **Levine Children's Gala** has been one of our largest fundraisers, raising more than \$2 million annually. The annual black tie fundraiser features celebrity guests, musical performances, a live auction, and after party. The evening highlights Atrium Health Levine Children's caregivers, patients, and families.

Levine Children's Gala Saturday, March 29, 2025 Location TBD	Presenting \$150,000 SOLD	Entertainment \$100,000	VIP Reception or After Party \$50,000	Supporting \$25,000 (Pick one*)
Invitation to annual donor stewardship reception	√	√		
Day of Event Benefits Opportunity to speak at the event	√			
Special recognition in opening remarks at the event	√	√		
Reserved tables (eight per table) and VIP reception access	2 tables/ 16 total guests	2 tables/ 16 total guests	2 tables/ 16 total guests	1 table/ 8 total guests
Marketing recognition on the corporate partner page of AHF website, event website	√	√	√	√
Logo Recognition: Foundation partner page, event website & event day materials	√	√	√	√
Media Recognition Charlotte Business Journal ad (print)	Logo	Logo	Name	Name
Momentum Magazine Distributed to 3,500+ households	Name	Name	Name	Name
Social Media Recognition: Pre and post-event	6+ mentions	4 mentions	3 mentions	2 mentions
VIP table sponsorship \$15,000 includes one table and VIP reception access for 8 guests, name recognition at table and in printed materials General table sponsorship \$8,000 includes one table for 8 guests, name recognition at table and in printed materials				

* Supporting Sponsors Pick One: Valet, Grand Entrance, Photo Op, Auction, Dessert

Corporate Investor Program launching in 2025

Organizations that give an annual gift of \$25,000 or more will be invited to join our new Corporate Investor program. Members will receive special invitations to events as well as teammate engagement and recognition opportunities. Membership is based on the calendar year. Gifts can be designated toward specific areas of Atrium Health (for example Atrium Health Carolinas Rehabilitation Charlotte, Levine Cancer Institute, Levine Children's, Sanger Heart & Vascular Institute), research, or programs supporting access to care, workforce development, mobile medicine units, scholarships, or survivorship programs. Contact Alicia Morris Rudd at alicia.morris@atriumhealth to discuss.

Corporate Partners in Philanthropy	\$100,000	\$75,000	\$50,000	\$25,000
Events A VIP Table at Atrium Health's signature Levine Children's Gala including VIP reception (8 guests)	√			
Invitation for 2 guests to annual donor stewardship reception	√	√		
Tickets to the Atrium Health suite for select Carolina Panthers, Charlotte FC, or Charlotte Knights games*	12 tickets	8 tickets	6 tickets	
Teammate Engagement Engagement opportunity at Seacrest Studios for up to 5 guests	√	√		
Tour of benefiting facility for up to 10 guests	√	√	√	
Marketing & Logo Recognition Partner story in Momentum magazine	√			
Momentum Magazine Distributed to 3,500+ households twice a year	Name	Name	Name	Name
Signage/digital recognition in benefiting facilities	√	√	√	
Corporate partner listing on website throughout the calendar year	√	√	√	√
Social Media Recognition Quarterly social media recognition	4 mentions	3 mentions	2 mentions	1 mentions

* Spots for athletic games are limited





**Atrium Health
Foundation**

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