



**Atrium Health
Foundation**

2026

CORPORATE PARTNERSHIPS



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



Corporate **PARTNERSHIP**

Partnering with Atrium Health

Philanthropy is often the fuel that funds a program or resource that otherwise would not exist. By partnering with Atrium Health, you are ensuring that patients and families in the Charlotte region are receiving world-class care, close to home.

Our team can help you develop meaningful programs tailored to your philanthropic interests while offering prominent recognition, sponsorship benefits, and employee engagement opportunities.

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

Atrium Health Programs Supported by Philanthropy:

- **Cancer Survivorship and Supportive Medicine**
 - Yoga, Art & Music Therapy, Accupuncture, Nutritional Support
- **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 Health Sciences**
- **Nurse Navigators**
- **Workforce Development**
 - Propelling Adolescents Toward Careers in Healthcare (PATCH)
 - Rise to Success





4 Key Benefits of Corporate Sponsorship:



PROMOTE
a positive brand



REACH
a wider demographic



INCREASE
brand awareness



ENHANCE
customer experience

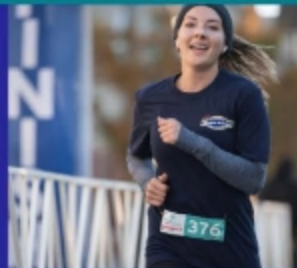


Highlight Your Business Through Our Channels:

Atrium Health = 275K+ followers



Atrium Health Foundation = 15K+ followers



2026 Voices of Hope Sponsorship Opportunities

Join Atrium Health Foundation for a meaningful evening supporting Atrium Health Levine Cancer's work in Charlotte across all areas of cancer. Guests will select one breakout session led by physicians at the forefront of innovative cancer research and treatment before the main dinner reception. The dinner program will feature inspiring speakers sharing powerful cancer stories.

Voices of Hope Thursday, November 19, 2026 The Westin	Presenting Sponsor \$25,000 (1 available)	Discovery Partner \$10,000 (3 available)	Catalyst \$5,000	Host Table \$2,500
Day-of Benefits: Information table at event staffed by sponsor	✓			
Special recognition in opening remarks	✓	✓	✓	
Reserved tickets to the event	16	8	8	8
Breakout session recognition		✓		
Recognition in event-day materials (digital and print signage)	Logo	Logo	Logo	Name
Marketing Recognition: Event Website	Logo	Logo	Name	Name
Media Recognition: Charlotte Business Journal Ad	Logo	Logo	Name	
Momentum Magazine Recognition (Publication mailed to 3,500+ households)	Name	Name	Name	
Social Media Recognition (via Atrium Health Foundation channels)	3 Mentions	2 Mentions	1 Mention	



Contact Kate Donnelly at katelyn.donnelly@advocatehealth.org for sponsorship opportunities.

2026 Keep Pounding 5K Sponsorship Opportunities

The annual Keep Pounding 5K is a fundraising and awareness event uniting runners and walkers of all ages in the spirit of supporting cancer research and patient support programs at Atrium Health Levine Cancer and Atrium Health Levine Children's in Charlotte. The event is hosted in partnership with the Carolina Panthers and benefits the Keep Pounding Fund at Atrium Health Foundation, which has received over \$4.5 million in charitable gifts to impact cancer care at Atrium Health.

Keep Pounding 5K Fall 2026 Bank of America Stadium	Presenting Sponsor \$15,000 (2 available)	Healthcare Hero \$10,000	Community Champion \$5,000	Catalyst \$2,500	Supporting \$1,000
Day-of Benefits: Opportunity to speak at event*	✓				
Special recognition in opening remarks	✓	✓			
Race entries	30	20	10	5	2
Information table at event staffed by sponsor	✓	✓	✓	✓	✓
Logo Recognition: Event website, race t-shirts, and event day materials	✓	✓	✓	✓	✓
Marketing Recognition: Select event marketing, print materials, signage, press releases & media coverage	✓	✓			
Media Recognition: Charlotte Business Journal ad	Logo	Logo	Name		
Momentum Magazine Recognition (Publication mailed to 3,500+ households)	Name	Name	Name	Name	
Social Media Recognition (via Atrium Health Foundation channels)	6+ Mentions	3 Mentions	2 Mentions	1 Mention	1 Mention



For more information regarding sponsorship opportunities please contact Kate Donnelly:
katelyn.donnelly@advocatehealth.org

*Remarks are subject to approval by Atrium Health Foundation

2027 Cupid's Cup 5K Sponsorship Opportunities

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

Cupid's Cup 5K & 1 Mile Walk February 2027 Atrium Health Myers Park	Presenting Sponsor \$8,000 (2 available)	Healthcare Hero \$5,000	Community Champion \$2,500	Catalyst \$1,000	Supporting \$500
Day-of Benefits: Opportunity to speak at event*	✓				
Special recognition in opening remarks	✓	✓			
Race entries	16	10	5	2	1
Information table at event staffed by sponsor	✓	✓	✓	✓	✓
Logo Recognition: Event website, race t-shirts, and event day materials	Logo	Name	Name	Name	Name
Momentum Magazine Recognition (Publication mailed to 3,500+ households)	Name	Name	Name	Name	
Social Media Recognition (via Atrium Health Foundation channels)	2+ Mentions	1 Mention	1 Mention	1 Mention	

For more information regarding sponsorship opportunities please contact Kate Donnelly:
katelyn.donnelly@advocatehealth.org

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2026 Atrium Health Pineville Golf Invitational

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.

Atrium Health Pineville Golf Invitational September 28, 2026 Carolina Lakes Golf Club	Presenting Sponsor \$10,000 (2 available)	Wellness Warrior \$5,000	Healthcare Hero \$3,500	Community Champion \$2,500	Supporting \$1,000 *Pick One
Day of Event Benefits # of four-member teams green fees, breakfast, lunch, snacks, drinks, awards ceremony	3	2	1	1	
Opportunity to speak at the event	✓				
Special recognition in opening remarks at the event	✓	✓	✓		
Mulligans: Each player gets 1 (4 to a foursome)	✓	✓	✓		
Information table at event staffed by sponsor	✓	✓	✓	✓	✓
Hole sponsorship	2	1	1		If hole sponsorship is selected
Logo Recognition: Foundation partner page, event website & event day materials	Logo	Name	Name	Name	Name
Momentum Magazine Recognition (Publication mailed to 3,500+ households)	Name	Name	Name	Name	
Social Media Recognition (via Atrium Health Foundation channels)	2 Mentions	1 Mention	1 Mention	1 Mention	1 Mention

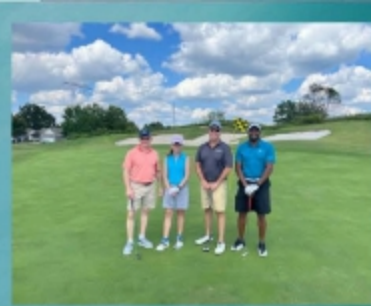
Additional Participation Opportunities:

\$2,000 four-member teams includes: green fees, lunch, snacks, drinks, & awards ceremony

\$50: reception ticket for non-golfers

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

Contact Kate Donnelly at katelyn.donnelly@advocatehealth.org for sponsorship opportunities.



2026 Atrium Health University City Golf Tournament

The Atrium Health University City Golf Tournament raises funds to help Atrium Health University City fulfill its mission of delivering advanced, personalized care to the Greater Charlotte region.

University City Dr. Ed Stubbs Memorial Golf September 14, 2026 North Stone Country Club	Presenting Sponsor \$10,000 (2 available)	Wellness Warrior \$5,000	Healthcare Hero \$3,500	Community Champion \$2,500	Supporting \$1,000 *Pick One
Day of Event Benefits # of four-member teams green fees, breakfast, lunch, snacks, drinks, awards ceremony	3	2	1	1	
Opportunity to speak at the event	✓				
Special recognition in opening remarks at the event	✓	✓	✓		
Mulligans: Each player gets 1 (4 to a foursome)	✓	✓	✓		
Information table at event staffed by sponsor	✓	✓	✓	✓	✓
Hole sponsorship	2	1	1		*Photo sponsorship is selected
Logo Recognition: Foundation partner page, event website & event day materials	Logo	Name	Name	Name	Name
Momentum Magazine Recognition (Publication mailed to 3,500+ households)	Name	Name	Name	Name	
Social Media Recognition (via Atrium Health Foundation channels)	2 Mentions	1 Mention	1 Mention	1 Mention	1 Mention

Additional Participation Opportunities:

\$2,000 four-member teams includes: green fees, lunch, snacks, drinks, & awards ceremony

\$50: reception ticket for non-golfers

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

Contact Kate Donnelly at katelyn.donnelly@advocatehealth.org for sponsorship opportunities.



Join us to support the
Levine Children's Gala

Save the Date
2027 Levine Children's Gala
April 17, 2027

Sponsorship Opportunities
from \$15,000 - \$150,000

Contact Louisa Glenn at louisa.glenn@advocatehealth.org
for more information





INTERESTED IN LEARNING OTHER WAYS TO GIVE?



Become a Partner through Children's Miracle Network

Children's Miracle Network is a network of over 170 children's hospitals partnering with national and local businesses to raise funds for local children's hospitals in their communities. All donations benefit local member hospitals to fund the greatest needs—like life-saving treatments and health care services, innovative research, pediatric medical equipment, child life services that put kids' and families' minds at ease during difficult hospital stays, and financial assistance for families who could not otherwise afford these health services. Atrium Health Levine Children's Hospital has been a member of Children's Miracle Network (CMN) Hospitals since 1988. All donations through CMN stay local. Most of these donations are gifted a dollar (or even cents) at a time through retail campaigns, including point-of-sale giving.



Invite your customers to share your passion through Point-of-Sale Fundraising:

Make a meaningful impact on the lives of families in our community through a point-of-sale campaign benefiting Levine Children's Hospital. Invite your customers to share your passion for the health and well-being of our patients. It's simple:



Ask customers to round up to the nearest dollar at the register.



Display change canisters and QR codes near entrances and registers.



Promote giving "challenges" and donate a portion of proceeds during a designated time period.



Ask customers to purchase a CMN balloon icon for display, and offer coupons or discounts.



PARTNERSHIP BENEFITS:

Private tour of the Levine Children's Hospital campus

Personalized check presentation available to all partners

Individualized partnership planning and consultation with the pediatric development team



Atrium Health Foundation

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