



Dear Friend of UPMC Children's Hospital of Pittsburgh,

We invite you to join us in support of the 9th Annual Walk for Children's on June 8, 2024. This community event takes place at both Schenley Park and virtually around the country and celebrates the courage of patients and families, and the expert care, hope, and healing that UPMC Children's Hospital of Pittsburgh provides as a top 10 nationally ranked pediatric hospital.

Sponsoring this event demonstrates your support of UPMC Children's Hospital. Through the combined efforts of supporters like you, Walk for Children's has raised over \$6.5 million since its inception in 2016, with a record-breaking \$1,033,000 in 2023!

Please see the attached corporate sponsorship packet for this signature event, which provides an overview of the impact and reach of Walk for Children's, as well as the sponsorship opportunities and inclusions for your business and employees.

There are many benefits to serving as a corporate sponsor, including:

- Connecting with fellow corporate leaders
- Employee engagement opportunities
- Corporate visibility and promotional opportunities
- Supporting a vital community asset

We welcome the opportunity to answer any questions you may have, or you can contact Rob Ewing from our Foundation team directly at robert.ewing@chp.edu or 412-692-5007 to make your pledge of commitment as a sponsor of Walk for Children's.

Thank you for your consideration in supporting the families and children served at UPMC Children's.

Sincerely,

Greg Lignelli
Event Co-Chair

Jake Ploeger
Event Co-Chair

Jamie Rogers
Event Co-Chair

2024 Walk for Children's Committee

Maris Dauer	Courtney Lyons Snyder
Jarrold J. Duffy	Mark Snyder
Chris McElroy	John A. Staley V
Josh Roberts	Nicholas D. Varischetti



2024 WALK FOR CHILDREN'S SPONSORSHIP OPPORTUNITIES

benefiting UPMC Children's Hospital of Pittsburgh

YOUR SPONSORSHIP:

IMPACT

- **Walk for Children's has raised over \$6.5 million** since 2016 to support the patients and families at UPMC Children's Hospital of Pittsburgh
- UPMC Children's Hospital is ranked **a top 10 pediatric hospital** in the nation by U.S. News & World Report
- UPMC Children's sees **1 million+ patients** annually
- In 2021, the hospital provided \$38.1 million in free & uncompensated care, benefiting more than 29,523 patients

BENEFITS

- **Brand visibility** to the greater Pittsburgh community including physicians, healthcare employees, and the families of our network of care
- **Employee engagement** through event participation and team fundraising activities
- **Caring for the community** by supporting patients and families at UPMC Children's

MEDIA REACH

- Walk for Children's marketing and media strategy incorporates **comprehensive and integrated paid, earned, and owned media** tactics by sharing patient stories and inspiring individuals to fundraise and walk
- **Media campaigns run from January to June** and include print ads, paid digital banners and blogs, paid social, organic social, billboards, broadcast (TV and radio), press releases, celebrity social promotion, and communications to UPMC's 110,000 employees
- **UPMC Children's fosters an active and engaged social media following** including 89,000+ Facebook, 28,000+ Instagram, and 32,900+ Twitter followers
- **12 million+ estimated media impressions** annually

AUDIENCE

- Patient families and their community of supporters, both locally and nationally
- Other corporations in our region that value supporting UPMC Children's Hospital
- Women, and heads of household age 25-54 in the Western Pennsylvania region and beyond
- Employees and physicians of UPMC, UPMC Children's, and Children's Community Pediatrics



UPMC Children's Hospital provides care to 1.7+ million inpatients and outpatients annually.



Cutting-edge research conducted by 70 Principal Investigators working on more than 550 studies.



Our Community Health Initiatives positively impact the 1 in 5 Pittsburgh families that live below the poverty line.

SPONSORSHIP OPPORTUNITIES

HERO SPONSORSHIP: \$50,000

- Logo prominently displayed on event t-shirt
- Recognition from emcee during the event
- Sponsor highlight feature in Walk E-Newsletter
- Logo featured on each Walk E-Newsletter
- Inclusion in Celebration Video
- Sponsor logo featured on Walk website homepage
- Opportunity to provide a giveaway item at the event
- 3 Mentions via social media posts
- Walk team kickoff event, featuring a patient family story
- Hospitality tent provided at the event
- Customized Walk team recruitment toolkit
- Recognition on the big screen at the event
- Sponsor logo on event signage
- 200 complimentary Walk entries for employees, friends, family, etc.

BELIEVER SPONSORSHIP: \$25,000

- Logo prominently displayed on event t-shirt
- Recognition from emcee during the event
- Sponsor highlight feature in Walk E-Newsletter
- Logo featured on each Walk E-Newsletter
- Inclusion in Celebration Video
- Logo on Walk website
- Opportunity to provide a giveaway item at the event
- 2 Mentions via social media posts
- Customized Walk team recruitment toolkit
- Recognition on the big screen at the event
- Sponsor logo on event signage
- 175 complimentary Walk entries for employees, friends, family, etc.

SPONSORSHIP OPPORTUNITIES

SUPPORTER: \$15,000

- Company name displayed on event t-shirt
- Logo on Walk website
- Opportunity to provide a giveaway item at the event
- 1 mention via social media posts
- Digital Walk team recruitment toolkit
- Recognition on the big screen at the event
- Sponsor logo on signage at the event
- 150 complimentary Walk entries for employees, friends, family, etc.

CHAMPION: \$10,000

- Company name displayed on event t-shirt
- Logo on Walk website
- Opportunity to provide a giveaway item at the event
- Digital Walk team recruitment toolkit
- Recognition on the big screen at the event
- 100 complimentary Walk entries for employees, friends, family, etc.

PATRON SPONSOR: \$5,000

- Company name displayed on event t-shirt
- Company name on Walk website
- Opportunity to provide a giveaway item at the event
- Digital Walk team recruitment toolkit
- 50 complimentary Walk entries for employees, friends, family, etc.

THANK YOU TO OUR 2023 SPONSORS FOR A RECORD-BREAKING YEAR!

— PRESENTING SPONSORS —

UPMC LIFE
CHANGING
MEDICINE

UPMC HEALTH PLAN

— CELEBRATION SPONSOR —

 **ACRISURE®**

— HERO SPONSOR —

 **PJ DICK
TRUMBULL
LINDY GROUP**

— BELIEVER SPONSORS —

 

 **PEOPLES™**  **PNC** **system|one**

— SUPPORTER SPONSORS —

Ace Hardware
Clark Hill PLC

KPMG
Prolacta Bioscience
Foundation

TrueSense Marketing
Wabtec

— CHAMPION SPONSORS —

CNX Foundation
Eat'n Park Hospitality Group
EQT Corporation

Morgan Stanley /
Northern Ohio
Western Pennsylvania
Complex

Nemacolin
NexTier Bank
NRG

— PATRON SPONSORS —

3M
Allegheny Strategy Partners
ALSTOM
American Textile Co.
ATI
BLACKBURN'S
Citizens
CleanCare
Compass One Healthcare
(Morrison and Crothall)
Confluence
Financial Partners
Deloitte

DIXI Medical USA Corp
Dollar Bank
Erie Insurance
Ernst & Young LLP
Harmelin Media
Huntington Bank
IPEG, Inc.
Jones Day
Laurel Medical Solutions
MCF Architecture
McKamish, Inc.
Medpipe

Product Evaluation
Systems, INC
Staley Capital Advisors
The Pollon Family
The Whiting-Turner
Contacting Company
Tri-State Flooring
TruGen3
USA Staffing Solutions
Vizo Financial
Walmart
Zone 28

2024 COMMITMENT FORM

Name _____ Company Name _____
Address _____ City _____ State _____ ZIP _____
Daytime Phone _____ Email _____

- \$50,000 Hero Sponsor** **\$10,000 Champion Sponsor**
 \$25,000 Believer Sponsor **\$5,000 Patron Sponsor**
 \$15,000 Supporter Sponsor **Other Amount: \$ _____**

Payment Information

- Check enclosed. Please make your check payable to:**

Attention: Walk for Children's
UPMC Children's Hospital Foundation
PO Box 535240
Pittsburgh, PA 15253

- Charge my credit card:** Visa MasterCard American Express Discover

Name on Card _____

Credit Card Number _____ Exp. Date _____

Signature _____

Please print your company name as it should appear in recognition materials.

Please complete the section below for the individual who should be contacted for all logistical details.

First and Last Name _____

Phone Number _____

Email Address _____

**Please email this form, along with your high resolution logo to Rob Ewing
at robert.ewing@chp.edu.**

- Use logo on file Will email logo N/A

Company social media handle _____

Visit walkforchildrens.org for additional information.