

WALK for CHILDREN'S

presented by UPMC | UPMC HEALTH PLAN

Corporate Sponsorship Opportunities June 3, 2023



Walk for Children's is a community celebration that brings together thousands of supporters who value the impact of UPMC Children's Hospital in our region and beyond. In 2022, our event raised \$926,405 to support our patient champions – a new record! In 2023, we look to achieve an even wider reach, and greater exposure for our corporate sponsors.



Impact

- **Walk for Children's has raised over \$5.5 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 community** by supporting patients and families at UPMC Children's

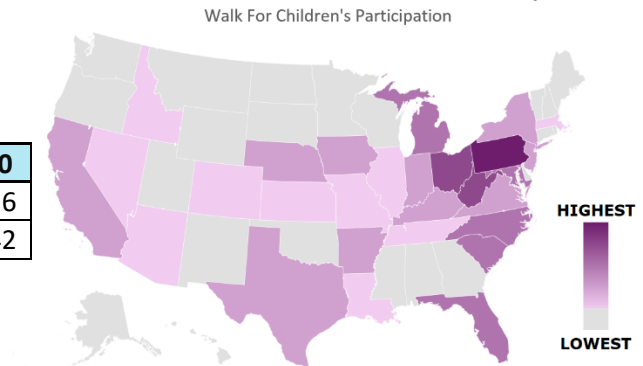
Media Reach

- 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 January to June**, and include print ads, paid digital banners and blogs, paid social, organic social, billboards, broadcast (TV and radio), press release, celebrity social promotion, and communications to UPMC's 110,000 employees
- **UPMC Children's fosters an active and engaged social media following** including 88,700+ Facebook, 27,000+ 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 Western Pennsylvania region and beyond
- Employees and physicians of UPMC, UPMC Children's, and Children's Community Pediatrics

	2022	2021	2020
Participants	4,435	3,273	2,036
Registered Walk Teams	272	219	142



Sponsorship Levels

	Hero \$50,000	Believer \$25,000	Supporter \$15,000	Champion \$10,000	Patron \$5,000
Placement on event T-shirt	Logo On Shirt	Logo On Shirt	Text	Text	Text
Recognition from Emcee during event	✓	✓			
Sponsor highlight feature in Walk E-newsletter	✓	✓			
Inclusion in Celebration video	✓	✓			
Placement in virtual event goody bag for participants	Prominent Placement	Prominent Placement	✓	✓	✓
Listed on Walk Website	Sponsor Logo Featured on Homepage	Sponsor Logo on Web	Sponsor Logo on Web	Sponsor Logo on Web	Sponsor name on web
Logo recognition in Walk for Children's E-Newsletter	✓	✓			
Opportunity to provide giveaway	✓	✓	✓	✓	✓
Mention in social media post	3	2	1		
Walk team kickoff event including patient family story	✓				
Hospitality tent or other social space for participant gathering	✓				
Digital walk team recruitment toolkit	Customized	Customized	✓	✓	✓
Recognition on big screen at event	✓	✓	✓	✓	
Sponsor logo on signage at event	✓	✓	✓		
Complimentary Walk entries	200	150	150	100	100

2023 Walk for Children's Committee

Greg Lignelli, Co-Chair

Jake Ploeger, Co-Chair

Maris Dauer

Jarrold J. Duffy

Lawrence N. Gumberg

Josh Roberts

Jamie Rogers

Mark A. Snyder

John A. Staley V

Nicholas D. Varischetti

Thank you to our 2022 sponsors!

Presenting Sponsor

UPMC | UPMC HEALTH PLAN

Hero Sponsor



Believer Sponsors



Supporter Sponsors

Ace Hardware

Peoples, An Essential Utilities Company

System One

TeleTracking

The Prolacta Bioscience Foundation

TrueSense Marketing

Champion Sponsors

Adecco

Clark Hill

Hefren-Tillotson

KPMG

Morgan Stanley

NexTier Bank

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Berlin Packaging

Blackburn's

Bordas & Bordas

Citizens Bank

Cleancare

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Huntington Bank

Macy's

MBM Contracting

McKamish, Inc

Medpipe

Pittsburgh Transportation Group

Product Evaluation Systems

Reschini Group

Staley Capital Advisors

TruGen 3

USA Staffing Solutions

Vizo Financial

W. G. Tomko

Wabtec

Walmart

Zone 28

2023 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 our Walk Team
at Joey Warren at warrenje@chp.edu.**

- Use logo on file Will email logo N/A

Company social media handle _____

Visit walkforchildrens.org for additional information.