



Dear Friend of UPMC Children's Hospital of Pittsburgh,

On behalf of UPMC Children's Hospital Foundation, we invite you to join us for the 10th Annual Walk for Children's presented by UPMC and UPMC Health Plan on June 7, 2025. In its 10th **anniversary year**, this community event unites thousands in Schenley Park and virtually across the country to support the greatest needs of UPMC Children's Hospital of Pittsburgh. Whether you have been a longtime supporter, or this is your first time considering sponsorship, we invite you to **join us in celebration of 10 years of Walk for Children's!**

Right now, UPMC Children's Hospital Foundation is leading its largest-ever fundraising campaign, *This Moment: Put a Child's Future First*. With participation from generous community leaders like you, *This Moment* will raise \$200 million for UPMC Children's to enhance tools and technology that improve clinical care, accelerate the most promising research, elevate the patient and family experience, and address our region's greatest health disparities through investment in behavioral health and socioeconomic interventions. Now, more than ever, your sponsorship will improve outcomes for a child in need.

Please see the attached sponsorship opportunities which provide an overview of the impact and reach of Walk for Children's, as well as the options for support and inclusions for your business and employees.

There are many **benefits to serving as a corporate supporter**, 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. Your commitment to UPMC Children's ensures that the illnesses of today become the cures of tomorrow.

With gratitude for your consideration,

Greg Lignelli
Event Co-Chair

Chris McElroy
Event Co-Chair

Jamie Rogers
Event Co-Chair

2025 Walk for Children's Committee

Maris Dauer
Jarrod J. Duffy
Jake Ploeger
Joe Reschini

Courtney Lyons Snyder
Mark Snyder
John A. Staley V
Nicholas D. Varischetti

WALK for
CHILDREN'S

UPMC
CHILDREN'S
HOSPITAL
FOUNDATION

THIS
MOMENT
PUT A CHILD'S FUTURE FIRST



10TH ANNUAL WALK FOR CHILDREN'S JUNE 7, 2025

SPONSORSHIP AND MATCHING GIFT OPPORTUNITIES

benefiting UPMC Children's Hospital of Pittsburgh

WALK for
CHILDREN'S



ABOUT WALK FOR CHILDREN'S

Walk for Children's is a flagship community event that celebrates and connects thousands of patient families, hospital staff, physicians, corporate partners, and community members who value the impact of UPMC Children's Hospital of Pittsburgh. On Saturday, June 7, 2025, **Walk for Children's celebrates 10 years**, representing a culmination of inspiring patient journeys and millions of dollars raised. Your commitment, now more than ever, will help drive the groundbreaking research, innovative treatments, and exceptional care that transforms lives.

ABOUT *THIS MOMENT: PUT A CHILD'S FUTURE FIRST*

UPMC Children's Hospital Foundation is leading its largest-ever fundraising campaign, *This Moment: Put a Child's Future First*. *This Moment* will raise \$200 million for UPMC Children's to enhance tools and technology that improve clinical care, accelerate the most promising research, elevate the patient and family experience, and address our region's greatest health disparities through investment in behavioral health and socioeconomic interventions.

IMPACT

Dollars raised through Walk for Children's support the greatest needs at UPMC Children's, including support for the four fundraising pillars of *This Moment*:

- Clinical Excellence, like the new \$65 million Heart Institute under construction
- Research Initiatives, like novel gene therapies for Type 1 diabetes, cancer, and inflammatory diseases
- Patient Experience, including Creative and Expressive Art Therapy, family support, social work, and outreach
- Community Health, including important initiatives like Behavioral Health, which has become a national epidemic

CORPORATE BENEFITS

- Brand visibility to the greater Pittsburgh community as well as physicians, healthcare employees, and the families in 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, positioning your organization as a socially responsible community partner

AUDIENCE

- Patient families and their community of supporters, both locally and nationally
- Other corporations in our region that value supporting UPMC Children's
- Women and heads of household ages 25-54 in the Western Pennsylvania region
- Over 95,000 Employees and physicians of UPMC, UPMC Children's, and Children's Community Pediatrics

SPONSORSHIP OPPORTUNITIES**HERO SPONSOR: \$50,000**

- Logo prominently displayed on event t-shirt (*print deadline: April 4, 2025*)
- Logo featured on each Walk e-newsletter
- Inclusion in Celebration Video
- Sponsor logo featured on Walk website homepage
- Opportunity to be featured in a Walk e-newsletter
- Opportunity to provide a giveaway item at the event
- Recognition on the big screen at the event
- Verbal recognition from emcee during the event
- Social media mentions
- Hospitality tent provided at the event
- Walk team kickoff event, featuring a patient family story
- Customized Walk team recruitment toolkit
- Sponsor logo on event signage
- 200 complimentary Walk registrations for employees, friends and family
- Recognition as a Corporate Partner on UPMC Children's Hospital Foundation's website

BELIEVER SPONSOR: \$25,000

- Logo prominently displayed on event t-shirt (*print deadline: April 4, 2025*)
- Verbal recognition from emcee during the event
- Recognition on the big screen at the event
- Logo featured on each Walk e-newsletter
- Inclusion in Celebration Video
- Logo on Walk website
- Opportunity to be featured in a walker e-newsletter
- Opportunity to provide a giveaway item at the event
- Social media mentions
- Customized Walk team recruitment toolkit
- Sponsor logo on event signage
- 175 complimentary Walk registrations for employees, friends and family
- Recognition as a Corporate Partner on UPMC Children's Hospital Foundation's website

SPONSORSHIP OPPORTUNITIES

SUPPORTER SPONSOR: \$15,000

- Company name displayed on event t-shirt (*print deadline: April 4, 2025*)
- Logo on Walk website
- Opportunity to provide a giveaway item at the event
- Social media mentions
- Digital Walk team recruitment toolkit
- Recognition on the big screen at the event
- Sponsor logo on signage at the event
- 150 complimentary Walk registrations for employees, friends and family
- Recognition as a Corporate Partner on UPMC Children's Hospital Foundation's website

CHAMPION SPONSOR: \$10,000

- Company name displayed on event t-shirt (*print deadline: April 4, 2025*)
- 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 registrations for employees, friends and family
- Recognition as a Corporate Partner on UPMC Children's Hospital Foundation's website

PATRON SPONSOR: \$5,000

- Company name displayed on event t-shirt (*print deadline: April 4, 2025*)
- Company name on Walk website
- Digital Walk team recruitment toolkit
- 50 complimentary Walk registrations for employees, friends and family
- Recognition as a Corporate Partner on UPMC Children's Hospital Foundation's website

MATCHING GIFT OPPORTUNITIES

In addition to or in lieu of sponsorship, you may choose to support Walk for Children's through a matching gift challenge. Your gift, in partnership with UPMC Children's Hospital Foundation, can inspire Walk for Children's giving among our community of supporters.

INVESTMENT \$10,000+

MATCHING GIFT OPPORTUNITIES

- **REGISTRATION CHALLENGE**

Your gift will encourage individuals and teams to register for Walk for Children's, unlocking your match when the registration goal is reached.

- **DONATION MATCH**

Your gift will match all Walk for Children's donations received within a designated timeframe.

BENEFITS

- Featured recognition in a minimum of two email communications promoting the match challenge to UPMC Children's Hospital Foundation's full database of donors (130,000+ email subscribers)
- Recognition in UPMC Children's Hospital of Pittsburgh's social media posts promoting the match challenge on Facebook, LinkedIn and X (Total followers: 154,000+)
- Acknowledgement in Walk for Children's e-newsletter to event participants
- Mention in website lightbox promoting your match on www.givetochildren.org
- Listing on the Walk for Children's website

TIMEFRAME FOR MATCH January through June 2025

CONTACT

For more information, call Rob Ewing at 412-692-5007 or email robert.ewing@chp.edu.



THANK YOU TO OUR 2024 SPONSORS

— PRESENTING SPONSORS —



— CELEBRATION SPONSOR —



— HERO SPONSOR —



— BELIEVER SPONSORS —



— SUPPORTER SPONSORS —

Clark Hill PLC
Eat'n Park Hospitality Group

Schneider Downs
TrueSense Marketing

— CHAMPION SPONSORS —

CNX Foundation
Morgan Stanley/Northern Ohio
Western Pennsylvania Complex

Nemacolin
NexTier Bank
Peoples, An Essential Utilities Company

— PATRON SPONSORS —

Allegheny Strategy Partners
ATI
Aveanna Healthcare
Bakery Square
Berlin Packaging
BLACKBURN'S
Citizen's Bank
CleanCare
Coen Markets
Compass One Healthcare
(Morrison and Crothall)
Confluence Financial Partners
Deloitte

Dollar Bank
Gateway Financial Group
Hamot Health Foundation
Harmelin Media
Huntington Bank
Jones Day
KPMG
Laurel Medical Solutions
Lighthouse Electric Company, Inc.
McKamish, Inc.
Mediterra Bakehouse
Medpipe
Penn-Bridge Land Abstract
Company

Piovan Group
PITT OHIO
Product Evaluation
Systems, Inc
Staley Capital Advisors
The Reschini Group
TriState Capital Bank
Tri-State Flooring Inc.
TruGen3
Waldron Private
Wealth
W.G. Tomko & Son, Inc.
Whiting-Turner



COMMITMENT FORM

Name _____ Company Name _____

Address _____ City _____ State _____ ZIP _____

Daytime Phone _____ Email _____

- sponsorship options: \$50,000 Hero Sponsor, \$25,000 Believer Sponsor, \$15,000 Supporter Sponsor, \$10,000 Champion Supporter, \$5,000 Patron Sponsor, Matching Gift 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 send me an invoice:

Submit payments by June 7, 2025

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

Company Contact Information:

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

Visit walkforchildrens.org for additional information