



KEEP POUNDING

5K STADIUM RUN BENEFITING LOCAL ADULT AND PEDIATRIC CANCER PROGRAMS



Sponsorship

7TH ANNUAL

Keep Pounding 5K

Saturday, June 3, 2017

8:00 am | Levine Cancer Institute | Charlotte, NC



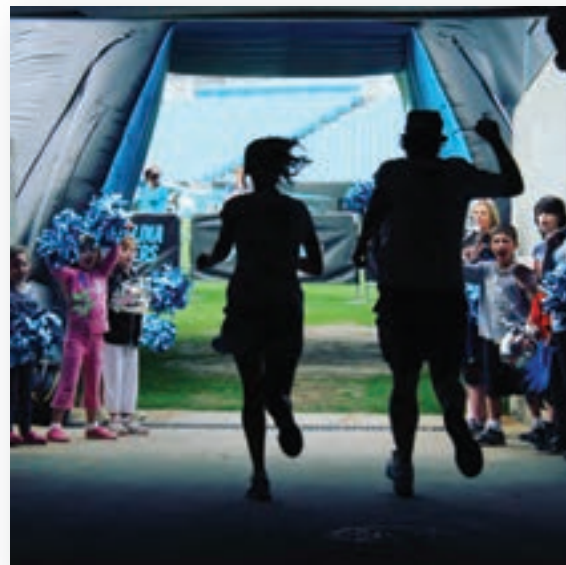
Carolinas HealthCare Foundation

One Team. One Fight. One Goal.

Keep Pounding with Carolinas HealthCare System's Levine Cancer Institute and Levine Children's Hospital in the fight against cancer.

In 2016, the Keep Pounding 5K raised \$100,000 for pediatric and adult cancer research and patient services at Carolinas HealthCare System. Together, we can have an even greater impact on cancer in 2017.

Run or walk the 5K, or sign up as a "virtual" fundraiser at KeepPounding5K.org, today!



Donations to the Keep Pounding 5K (and year-round, to the Keep Pounding Fund) are used to fund:

Clinical Research (Phase I & II cancer research trials)

Patient Navigators

Wellness and Survivorship Programs

Education and Outreach

State-of-the-art technology and equipment

(Improving cancer detection and treatment)

Event Details:

- **Saturday, June 3, 2017** (Starting line: outside of Levine Cancer Institute)
- **Register to run/walk** for \$30 (Includes event t-shirt and race bib)
- **Set up an individual or team fundraising page.**

Fundraising requirement: Individuals are asked to raise a **minimum of \$51** in memory of Sam Mills, Jr., #51 for the Carolina Panthers. We ask teams to reach a **\$1,000** fundraising goal or more, collectively.

For every individual or team who raises / donates \$5,000 or more, you may designate your donation(s) to a specific cancer area* (Fund Designee) for Levine Cancer Institute or Levine Children's Hospital. A Foundation staff member will contact you to coordinate your gift-designation.

*All undesignated funds will be allocated to the cancer research areas of greatest need at LCH / LCI.

Uniting as One to Pound Out Cancer

Created by the Carolina Panthers and Carolinas HealthCare Foundation in 2004, the Keep Pounding Fund supports cancer research efforts throughout Carolinas HealthCare System. Since its inception, the Keep Pounding Fund has raised more than \$2 million to help support cancer programs at Carolinas HealthCare System's Levine Cancer Institute and Levine Children's Hospital. You can help make life better for a patient who is facing cancer, spread awareness, and contribute to vital research.

Your support enables both Levine Cancer Institute and Levine Children's Hospital to offer new Phase I and Phase II clinical trials. Thanks to these clinical trials, families have access to the most advanced treatments available where it matters most - close to home.

Sponsorship Opportunities

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Keep Pounding 5K

Touchdown (Presenting) Sponsor - \$15,000

All Field Goal Sponsor benefits, plus:

Pre-event Recognition and Exposure:

Company name and logo prominently featured:

- Exclusively featured on all key sections of official event website
- In event signage at Levine Children's Hospital and Levine Cancer Institute (digital information stations)
- In **Endurance** magazine advertising

Company name featured or mentioned:

- In on-hold messages* at Carolinas HealthCare System prior to the race.
- In an email from Charlotte Running Co. to runner database (approx. 25,000)

*Message reaches thousands of employees and external callers to CHS facilities daily. Message will run 24/7 for three weeks prior to the event.

Additional benefits:

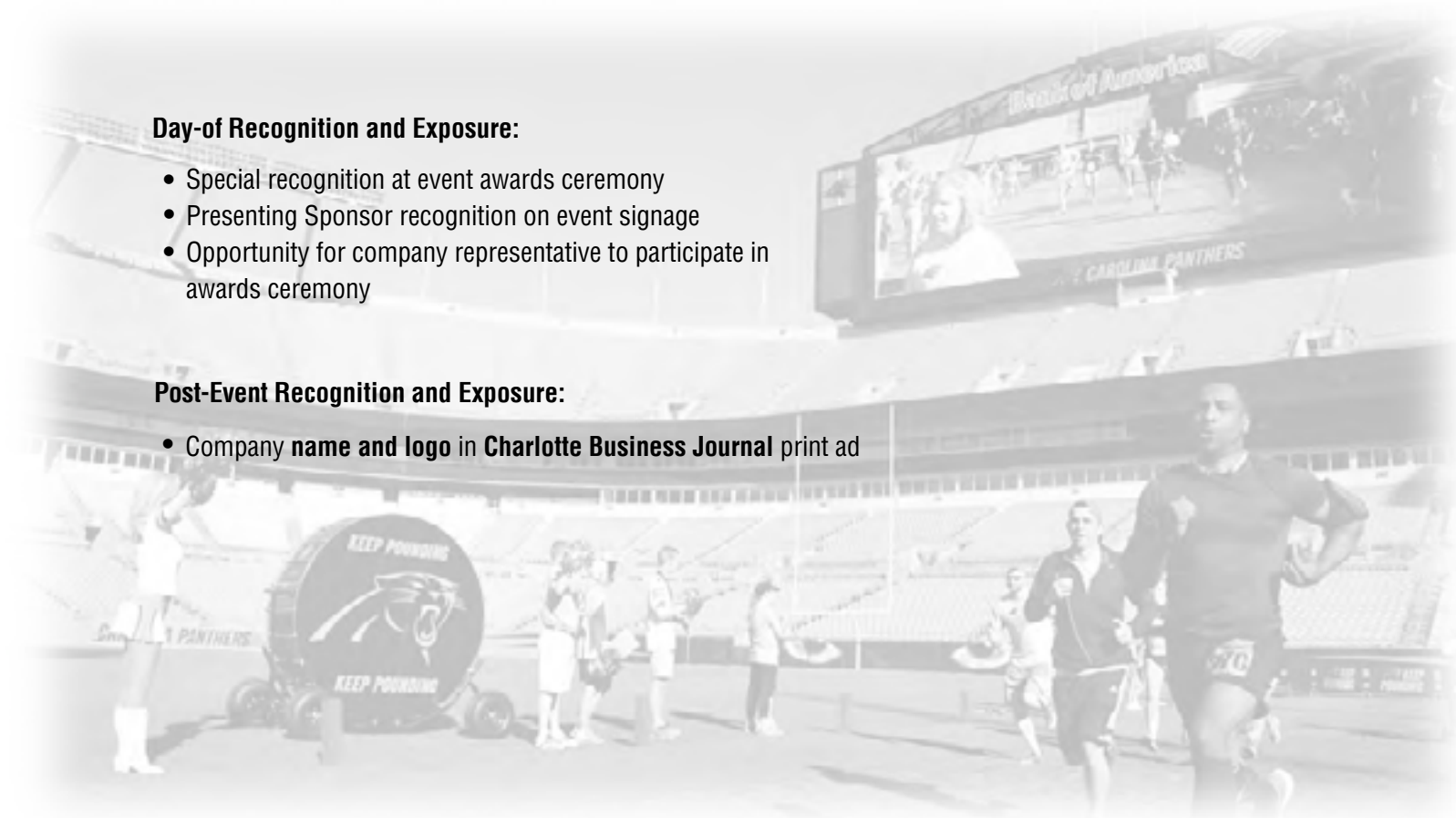
- Complimentary entry for up to ten participants
- Marketing and media opportunities with media sponsor: WCCB Charlotte

Day-of Recognition and Exposure:

- Special recognition at event awards ceremony
- Presenting Sponsor recognition on event signage
- Opportunity for company representative to participate in awards ceremony

Post-Event Recognition and Exposure:

- Company name and logo in **Charlotte Business Journal** print ad



Field Goal Sponsors - \$10,000 each (select one of the following)

Timing Sponsor: Company name/logo featured on participant race bibs

Water Station Sponsor: Company name/logo displayed on all water station signage

Mile Marker Sponsor: Company name/logo printed on each mile marker

All First Down Sponsor benefits, plus:

- Company logo with link to corporate website prominently featured on event website Sponsor Page
- Opportunity for company employees to receive a behind-the-scenes tour of Levine Children's Hospital / Levine Cancer Institute
- Complimentary entry for up to eight participants
- Company featured in Save the Date section of donor magazine, **Give Carolinas****
- Company featured on Carolinas HealthCare Foundation social media (Facebook and Twitter)
- Company name and logo listed on event Save The Date email sent to former participants, sponsors, and donors (approx. 1,500)

First Down Sponsor - \$5,000

All Kick Off Sponsor benefits, plus:

Post-Event Recognition and Exposure:

- Company name listed in advertisement with the **Charlotte Business Journal**
- Company featured in CHS **One Voice** publication*
- Company featured in post-event articles published by Foundation**

*Distributed to 15,000 employees (print) and 60,000 (online)

**GiveCarolinas.org and printed donor magazine (20,000 households)

Kick Off Sponsor - \$2,500

Pre-event Recognition and Exposure:

Company name and logo featured:

- Company logo with link to corporate website featured on event website

Company name featured:

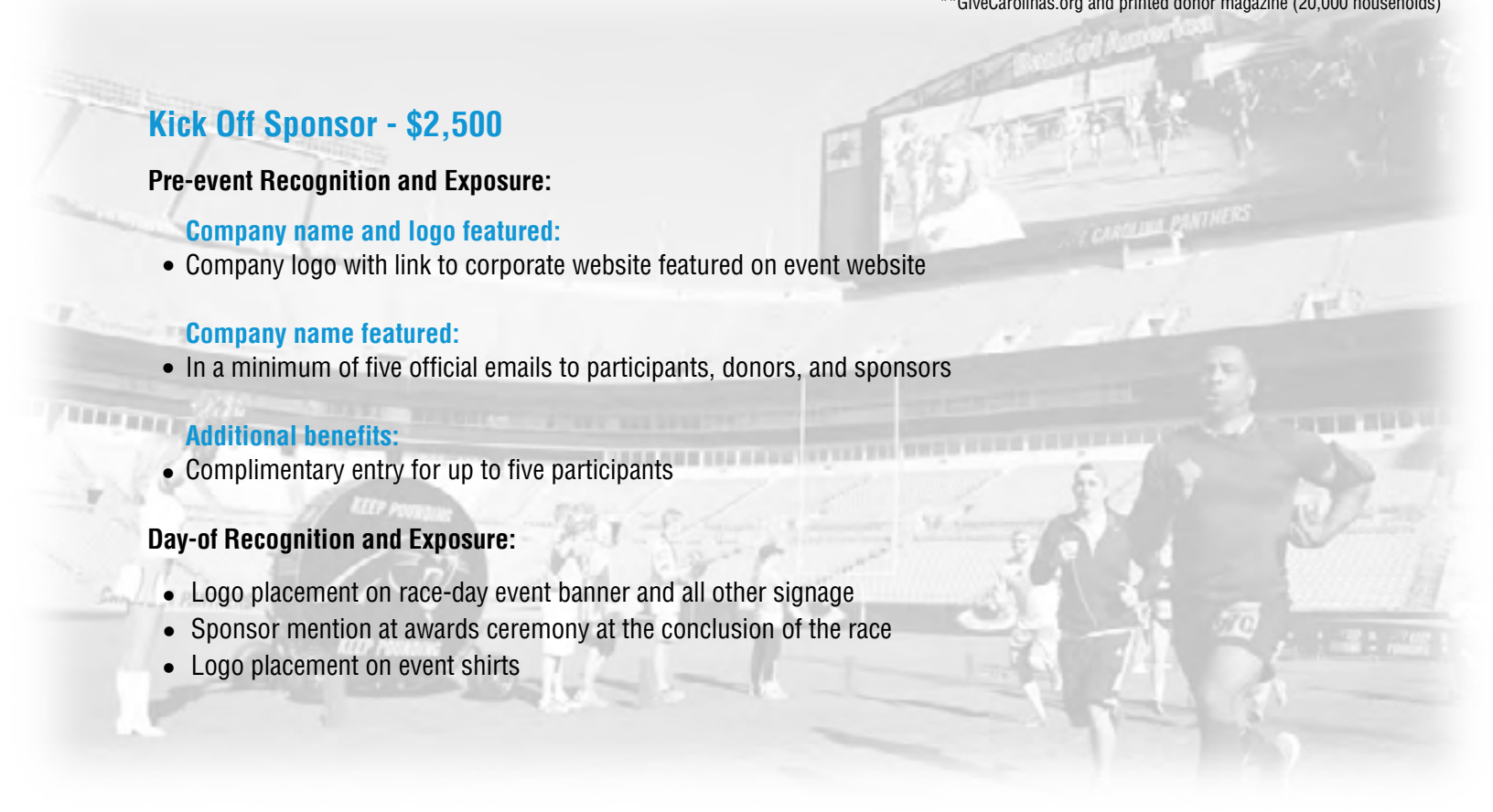
- In a minimum of five official emails to participants, donors, and sponsors

Additional benefits:

- Complimentary entry for up to five participants

Day-of Recognition and Exposure:

- Logo placement on race-day event banner and all other signage
- Sponsor mention at awards ceremony at the conclusion of the race
- Logo placement on event shirts



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BENEFITING CAROLINAS HEALTHCARE SYSTEM'S LEVINE CANCER INSTITUTE AND LEVINE CHILDREN'S HOSPITAL

(Please print)

Your name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

How would you like your company name to appear in recognition materials? _____

Please send high resolution logo (.eps or .ai) to Sarah.Richardson@CarolinasHealthCare.org.

Sponsorship Level _____

Check Enclosed for \$ _____

To pay by credit card:

Visit GiveCarolinas.org/KeepPounding or call Carolinas HealthCare Foundation at (704) 355-4048.

Accepted credit cards include: VISA/MC, American Express, and Discover

Please make checks payable to Carolinas HealthCare Foundation
RETURN COMPLETED FORM TO

Carolinas HealthCare Foundation
208 East Boulevard, Charlotte, NC 28203

(704) 355-3003

Contributions are tax deductible to the extent allowed by the IRS. Carolinas HealthCare Foundation tax ID number is 56-6060481. Flexible payment schedules available for major sponsorship packages. For more information, please contact Sarah Richardson at 704-355-3003 or Sarah.Richardson@CarolinasHealthCare.org

Thank you for your support!

Sponsorship