



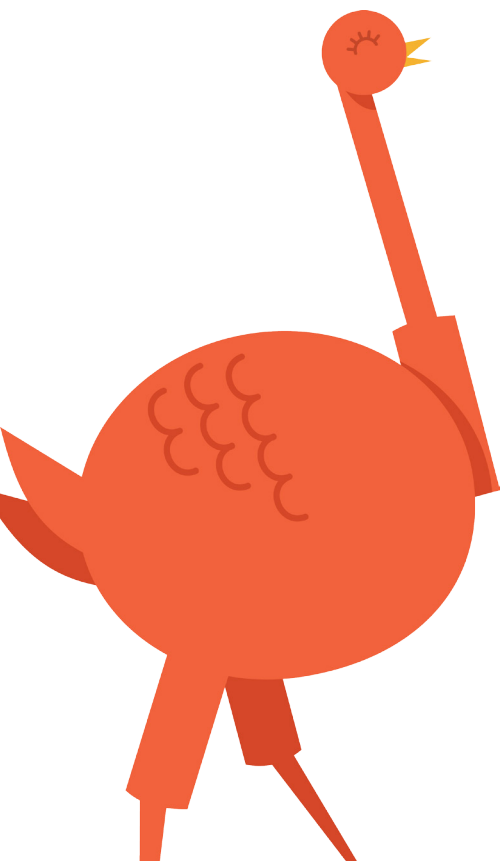
BALTIMORE
RUNNING FESTIVAL



BALTIMORE, MD
OCTOBER 21, 2017

Johns Hopkins
Children's Center Team

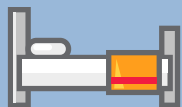
SPONSORSHIP
OPPORTUNITIES



OUR MISSION

Founded in 1912 as the children's hospital at Johns Hopkins, Johns Hopkins Children's Center offers one of the most comprehensive pediatric medical programs in the country, with more than 110,000 patient visits and more than 8,500 admissions each year. Johns Hopkins Children's Center is Maryland's largest children's hospital and houses the only state-designated trauma service and burn unit for pediatric patients. It has recognized centers of excellence in dozens of pediatric subspecialties, including allergy, cardiology, cystic fibrosis, gastroenterology, nephrology, neurology, neurosurgery, oncology, pulmonary and transplant.

FAST FACTS



205
BEDS



8,200
SURGERIES



118,434
PATIENT
VISITS



33,731
EMERGENCY
ROOM VISITS

THE JOHNS HOPKINS CHILDREN'S CENTER RACE TEAM IS FOCUSED ON:

FUNDRAISING

Raise critical funds to support Johns Hopkins Children's Center who ranked in all 10 specialties on the U.S. News and World Report's Best Children's Hospitals 2016-2017 list.

GIVING BACK

Bring together a group of care providers, grateful families, and community partners to celebrate and thank Johns Hopkins Children's Center for its dedication to taking care of some of the sickest children in our community.

COMMUNITY ENGAGEMENT

Raise awareness among a group of community stakeholders for children's health care and those members in our community that need help the most.



YOUR SUPPORT WILL HELP TO

ELIMINATE BARRIERS

Our David M. Rubenstein Child Health Building houses the century-old Harriett Lane Clinic for children and adolescents providing primary care, legal assistance, and health education to the community of Baltimore.

PROVIDE PATIENT - AND FAMILY - CENTERED CARE

Philanthropy helps Johns Hopkins provide our most important asset of patient- and family- centered care by allowing for a healing environment of open spaces, natural light, original artwork and full range of care from neonatal and pediatric intensive care through routine well-child visits.

SUSTAIN INNOVATION

Johns Hopkins Children's Center has been a leader in dramatically improving methods of pediatric care, studying hemophilia and pediatric HIV, and pioneering the use of a virtual 3-D heart model, as a few examples.

INVEST IN THE FUTURE

The Harriet Lane Pediatric Residency Program at Johns Hopkins continues to lead in training the country's best pediatricians by teaching outstanding care to children in settings ranging from the most complex specialty units to outpatient clinics in underserved communities.

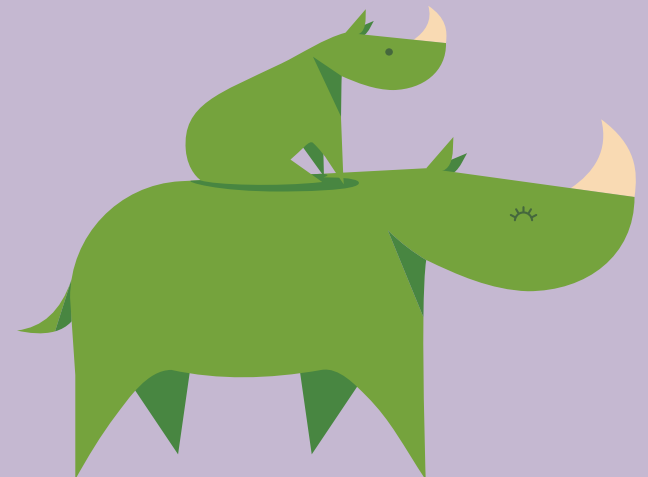
START A COMPANY TEAM

A COMPANY TEAM OFFERS EMPLOYEES THE CHANCE TO ENJOY A FUN TEAM-BUILDING ACTIVITY AND TO BE INVOLVED IN COMMUNITY SERVICE

- Fun team-building activity.
- Opportunity to enhance reputation as a good corporate citizen.
- Great way to build brand awareness.
- Opportunity to give back to the communities where employees and customers work and live.
- Great way to engage family, friends, clients, and vendors as participants on your team.
- Opportunity for internal personnel to demonstrate leadership as a team captain.
- Opportunity to increase your company's presence by wearing company T-shirts and walking and running together.
- Support the mission of Johns Hopkins Children's Center together.

“I passionately believe that all children are our future. I volunteer my time because I feel it is my personal obligation to help our young patients and families cope during difficult times and also to teach healthy children the importance of caring and giving from their hearts.”

- ANITA ROZENEL, VOLUNTEER



RACE SPONSORSHIPS

| | Presenting Sponsor \$100,000 | Champion Sponsor \$50,000 | Advocate Sponsor \$25,000 | Believer Sponsor \$15,000 | Tshirt Sponsor \$10,000 | Superstar Sponsor \$10,000 |
|---|---|--|--|--|--|--|
| PRE- RACE DAY BENEFITS | | | | | | |
| Category and Level Exclusivity | ✓ | | | | | |
| Opportunity for key physician to attend corporate partner fundraising event | ✓ | | | | | |
| Social Media Mentions | ✓ | ✓ | | | | |
| Event Advertising | ✓ | ✓ | | | | |
| Web story on JHCC website | ✓ | ✓ | | | | |
| Race Bag | Large inclusion on front | Small inclusion on back | Small inclusion on back | | | |
| Team Packet Delivery | ✓ | ✓ | ✓ | | | |
| Opportunity for visit with JHCC miracle family | ✓ | ✓ | ✓ | ✓ | | |
| Email Blasts | ✓ | Logo inclusion on 3 | Logo inclusion on 2 | Logo inclusion on 1 | | |
| Printed Materials | Logo inclusion on all print materials | Logo inclusion on posters and at event | Logo inclusion on posters and at event | Logo inclusion on posters and at event | Logo inclusion on posters and at event | Logo inclusion on posters and at event |
| Website Recognition | Logo on banner, logo and link on race website | Logo and link on sponsorship page | Logo and link on sponsorship page | Logo on sponsor page | Logo on sponsor page | Logo on sponsor page |
| Logo on Event t-shirt | Logo in premier location | Logo | Logo | Logo | Logo in premier location on back | Logo |
| Race Entries | 30 entries | 20 entries | 15 entries | 10 entries | 5 entries | 5 entries |
| Tour of JHCC | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Circle of Corporate Champions Recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customized letter of support from JHCC | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Access to JHCC promotional materials at no cost to sponsor | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Use of "To benefit Johns Hopkins Children's Center" logo | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Access to JHCC patient stories, pictures and videos | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| RACE DAY BENEFITS | | | | | | |
| Champion Banner Naming Rights | ✓ | | | | | |
| Team Tent | ✓ | Signage | | | | |
| Race Day Signage | Thank you banner | Thank you banner | Thank you banner | Thank you banner | Thank you banner | Thank you banner |
| POST-RACE DAY BENEFITS | | | | | | |
| Customized Play Date at Hospital | ✓ | | | | | |
| Private Meet & Greet with JHCC Co-Directors For Up To 6 | ✓ | | | | | |
| Invitation for company representative to sit on JHCC Corporate Advisory Board | ✓ | ✓ | | | | |
| Customized VIP Volunteer Experience at JHCC | ✓ | ✓ | | | | |
| Framed Photo and Commemorative Gift | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitation to Circle of Corporate Champions breakfast | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

ACTIVITY SPONSOR

| | Step and Repeat Sponsor \$15,000 | Fundraising Results Sponsor \$10,000 | Volunteer Sponsor \$10,000 | Beverage Sponsor \$7,500 | Cheer Station Sponsor \$5,000 | Bag Check Sponsor \$2,500 |
|--|---|---|--|-----------------------------|----------------------------------|------------------------------|
| PRE-RACE DAY BENEFITS | | | | | | |
| Virtual Goodie Bag | Standard ad | Standard ad | | | | |
| Right to Use JHCC "To Benefit" Logo** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Printed Materials | Logo inclusion on step and repeat | Logo inclusion on race awards | Logo inclusion on volunteer T-shirt | Logo on race day banner | Logo on race day banner | Logo on race bag check area |
| Logo On Event T-Shirt | Premier logo on back of shirt | Logo | Premier logo on front of volunteer T-shirt | Logo | Logo | Logo |
| Race Entries | 15 entries | 10 entries | 10 entries | 5 entries | 2 entries | 2 entries |
| Website Recognition | Logo on website | Logo on website | Logo on website | Listing on website | Listing on website | Listing on website |
| RACE DAY BENEFITS | | | | | | |
| Event Advertising | ✓ | ✓ | | | | |
| Logo On Fundraising Medals | | ✓ | | | | |
| Race Day Signage | ✓ | ✓ | | | | |
| Other Opportunities | E-blast with team photo mention | Opportunity to hand out medals | | | | |
| POST-RACE DAY BENEFITS | | | | | | |
| Social Media | Naming opportunity with social media team photo album | | | | | |

ABOUT THE CORPORATE ADVISORY BOARD

The mission of the Corporate Advisory Board is to increase corporate fundraising for the Johns Hopkins Children's Center, and Department of Pediatrics. Members of the Corporate Advisory Board offer expertise, experience, and energy to assist the Johns Hopkins Children's Center team in garnering corporate funds and by using their personal networks to acquire new corporate partners. Members act as ambassadors in the Baltimore/D.C. region and beyond in furthering the mission of Johns Hopkins Children's Center.



ABOUT CHILDREN'S ARCH OF HOPE MEMBERSHIP

Individuals or couples, a qualifying family foundation, or privately-held corporation who contribute \$10,000 or more will become exclusive members of the Johns Hopkins Children's Arch of Hope. By joining the Children's Arch of Hope, you play a vital role in ensuring excellence in patient care, education, and training of pediatric physicians and medical professionals, research for better treatment and cures, and advocacy for children's health and well-being.

BENEFITS INCLUDE:

- Access to the latest information on pediatric medicine
- Invitations to our signature events, including Arch of Hope celebrations
- Opportunities to build strong connections to other donors and Johns Hopkins

ABOUT THE JOHNS HOPKINS CHILDREN'S CENTER CIRCLE OF CORPORATE CHAMPIONS

Corporations who contribute \$25,000 or more on an annual basis become exclusive members of the Johns Hopkins Children's Center Corporate Champions program. As a corporate champion you are among the most dedicated supporters of the Johns Hopkins Children's Center, helping to fund innovative research, provide patient- and family-centered care, and invest in the future of pediatrics.

BENEFITS INCLUDE:

- Exclusive engagement opportunities for your organization at Johns Hopkins Children's Center
- Invitations to exclusive events and programs throughout the year
- Use of Johns Hopkins benefit logo

For sponsorship information, please contact;

Chelsea Kling

Associate Director of Development

Johns Hopkins Children's Center

(410) 361-6476

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Questions:

www.helpmakemiracles.org/event/JHR2017

