

**move** for kids

PRESENTED BY  Hub Group

# Sponsorship Opportunities | June 12, 2022



 Ann & Robert H. Lurie  
Children's Hospital of Chicago®



## move for kids

Ten years ago, Move for Kids was started to celebrate the move to our new hospital. Since then, it has become a celebration of community, family and what's possible when we come together for the kids we care about.

**Sponsoring Move for Kids is a powerful way to associate your brand with the world-renowned reputation of Lurie Children's, while showing your customers, clients and employees that you care about the health and well-being of children and families in the community.** As a nonprofit hospital, we depend on your support. Every dollar raised supports our Access for Every Child Fund, ensuring that children have access to the healthcare they deserve, regardless of their family's financial situation.

# MOVE FOR KIDS

Sunday, June 12, 2022  
Soldier Field Stadium Green

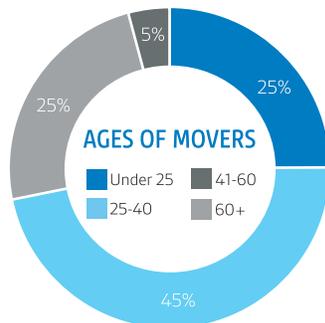
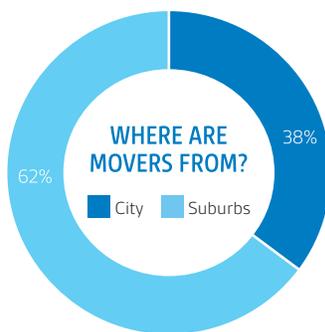
## 2021 DEMOGRAPHICS

**1,610**

Supporters

**\$352,112**

Gross Revenue Total



## 2021 IMPRESSIONS AND REACH

An influencer marketing campaign reached *more than 203,300 followers*

A digital marketing campaign including targeted search ads, digital display ads, social media ads, boosted FB posts and social promotion via Lurie Children's channels *resulted in over 2 million total impressions*

Dedicated emails were *delivered to 30,438 subscribers* with an average open rate of 25%

## WHY SPONSOR?

A partnership with Lurie Children's can help you achieve your company's philanthropic goals. Move For Kids is Lurie Children's highest attended community event year, producing a wide-range of impressions across the Chicagoland area.

Sponsoring Move For Kids is a meaningful way to align your brand with the renowned and respected brand of Lurie Children's while also enjoying the following benefits:

- **ELEVATE OR CONFIRM** your standing as a corporate leader in Chicago
- **SHOWCASE YOUR COMPANY'S DEDICATION** to social responsibility by helping to supporting a mission that will shape the future for kids
- **ENGAGE KEY STAKEHOLDERS** by providing a unique networking experience for clients, employees and their families outside of the office





SOLD

2022 Benefits	Presenting \$40,000	Post Party \$20,000	Kids' Dash \$15,000	Motivation \$10,000	Energy Station \$5,000	Community \$2,000
Premier Benefits	Name incorporated into the event name and used in each first reference	Presenting sponsor of the post party with name incorporated into each first reference	Presenting sponsor of the Kids' Dash with name incorporated into each first reference	Logo incorporated into Motivation Station and event photo booth area	"Own" an energy station along the route or at the event site with name incorporated	
<b>E-Communications</b>						
Logo on event website through 2022 (with reciprocal link)	✓	✓	✓	✓	✓	✓
Logo on e-marketing	ALL	LIMITED	LIMITED			
<b>Print &amp; Digital Media</b>						
Logo on in-hospital marketing	✓	✓	✓	✓		
Inclusion on display and social digital ads	✓	LIMITED	LIMITED			
Logo on outdoor ads	✓					
<b>Event Day Benefits</b>						
Complimentary T-Shirts	ALL team members	ALL team members	ALL team members	ALL team members	10	5
Complimentary Parking Vouchers	5	4	3	2	1	n/a
Tent with custom sign and item distribution opportunity	✓	✓	✓	✓	✓	✓
Logo on event t-shirts	✓	✓	✓			
Logo on event signage	✓	✓	✓	✓	✓	✓
Recognition in speaking program	✓	✓	✓			
Company representative invited to speak in program	✓					
<b>Employee Engagement</b>						
Virtual lunch and learn with Lurie Children's leadership	✓	✓	✓	✓	✓	✓
Custom email signature showcasing event sponsorship	✓	✓	✓	✓	✓	✓
<b>Cross Event Opportunities</b>						
One team (up to 20 participants) in Lurie Children's Corporate Cup	✓					

**WANT YOUR BRAND TO GO THE EXTRA MILE? THE FOLLOWING A LA CARTE OPTIONS MAY BE ADDED ON TO ANY OF THE ABOVE SPONSORSHIP OPPORTUNITIES (OR EARNED WITH TEAM FUNDRAISING!):**

Email Challenge: One targeted email with matching gift challenge, highlighting your company as the matching sponsor (\$5,000)

Mile Sponsor: Sponsor a mile along the course with the opportunity for custom signage and volunteers incorporated (\$1,000)

Wayfinding Sticker: Represent your brand with your logo included on one sidewalk sticker helping participants find their way from the parking garage to event site (\$500)

**In-Kind Sponsorship Opportunities** may be available for brands interested in donating and distributing items on-site. Please contact Jessica Brooks for more information at 312-227-7309 or jbrooks@luriechildrens.org



## ABOUT LURIE CHILDREN'S

In the 2021-2022 U.S. News & World Report rankings of the best children's hospitals, Ann & Robert H. Lurie Children's Hospital of Chicago continues to be the top pediatric hospital in Illinois, ranked in all 10 specialties. Lurie Children's provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute.

The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children's has a network of 15 outpatient centers and 15 partner hospitals, providing top pediatric care across the greater Chicago area. As a nonprofit hospital, Lurie Children's relies on philanthropic support to care for more than 220,000 children each year. Learn more at [luriechildrens.org](http://luriechildrens.org)

## AREAS OF SUPPORT

Since its founding in 2005, more than 34,000 supporters have participated in Move for Kids and raised more than \$4.4 million for Ann & Robert H. Lurie Children's Hospital of Chicago. The funds from the event support the Access for Every Child Fund, which ensures every child receives the care they need, regardless of a family's ability to pay. Helping patient families regardless of their social and economic circumstances has always been at the core of our mission—and when our community comes together, Lurie Children's can continue to build healthier futures for every child.

**Join thousands of others for a fun, inspirational day to help support the nearly 220,000 kids treated at Lurie Children's each year!**

## BECOME A SPONSOR TODAY

*To learn more about sponsorship opportunities contact Jennie Cimino at*  
**JCIMINO@LURIECHILDRENS.ORG or 312.227.7262**

## CONNECT WITH US



[luriechildrens.org/moveforkids](http://luriechildrens.org/moveforkids)