

AON StepUp for kids

PRESENTED BY KPMG

Sponsorship Opportunities | May 2022





Why Sponsor?

For 25 years, Step Up for Kids has been a signature fundraising event for Lurie Children's that has raised millions of dollars for the Department of Family Services. Family Services is committed to ensuring patients and their families are supported mentally, emotionally and spiritually and each year, funds raised from Step Up help to provide valuable services such as art therapy, music therapy, child-life support and educational services.

Since its inception, the event has become one of Chicago's largest stair climbs, to the top of one of the city's tallest buildings, high above the city. Annually more than 2,000 participants participate. Since the COVID-19 pandemic, the event has created new fun and engaging challenges to rally grateful families, community organizations, corporate teams, and many leaders in business and philanthropy.

Benefits

Align your brand with the world-renowned care and reputation of Lurie Children's

Provide an excellent platform for employee engagement and activity

Gain valuable and broad exposure through pre-event marketing, on-site activation and post-event impressions

Send a strong message to your customers, clients and employees by demonstrating your commitment to Chicago's kids and their futures

2021 EVENT STATS

\$820,832

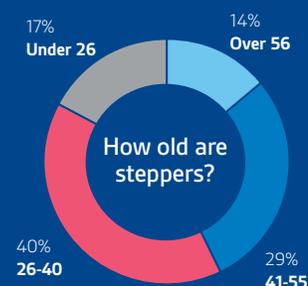
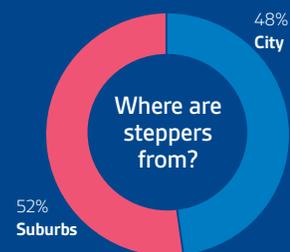
GROSS TOTAL RAISED

2,417

TOTAL STEPPERS

572

CORPORATE STEPPERS



More than **109,000** dedicated emails to highly engaged audience of supporters



Sponsor logos appear on over **500** shirts

Corporate Sponsorship Opportunities

The 2022 event may be a different format from years past due to COVID-19.

These sponsorship opportunities reflect options for virtual and live events.

	 Title Sponsor	 Presenting Sponsor	Social Sponsor	Anniversary Sponsor	Celebration Sponsor	Kickoff Sponsor	Activity Sponsor	Kids Sponsor	Fuel Up Sponsor
	SOLD	SOLD	\$25,000	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
Premiere Benefit	Title status in the event name and logo and Inclusion in all event advertising	Presenting status in the event name and logo and Inclusion in all event advertising	Sponsor the key social media tools, or the photo backdrop	Sponsor the fireworks at the event <i>PENDING APPROVAL</i>	Sponsor the post event celebration	Sponsor gear check, top participant gear delivery, the start line, or event kickoff	Sponsor a key event area or engagement activity (packet pickup or fitness challenge)	Sponsor the kids activities	Sponsor a fuel up engagement opportunity or a water station on a floor
E-COMMUNICATIONS									
Logo on event website with reciprocal link	✓	✓	✓	✓	✓	✓	✓	✓	✓
Targeted matching gift email	✓	✓	✓	✓	✓	✓	✓		
Logo on participant fundraising pages and promotional emails	✓	✓	Limited	Limited	Limited				
PRINT & DIGITAL MEDIA									
Recognition in advertising	Logo	Logo	Limited	Limited	Limited	Limited	Limited		
Logo on printed promotions brochures, posters, etc.	✓	✓	Limited	Limited	Limited	Limited	Limited		
EVENT DAY									
Complimentary event shirts	Unlimited	Unlimited	50	50	40	30	20	15	10
Logo on event shirts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity for product or engagement activation digital or on-site	✓	✓	✓	✓	✓	✓	✓	✓	✓
Signage on 10 stairwell landings or mention during event program	✓	✓	✓	✓	✓	✓	✓		
CROSS EVENT OPPORTUNITIES									
One team (up to 20) in Lurie Children's Corporate Cup	✓	✓							

IN-KIND OR PRODUCT SPONSOR

Benefits include recognition in select event promotion materials listed above, logo placement on the event website, with reciprocal link and on-site booth space for product-marketing and distribution at the event.

CORPORATE TEAMS

Corporate Teams commit to a fundraising goal and companies can host special events/incentives to encourage employee fundraising. Lurie Children's will provide each team member with a toolkit to help with their efforts. Whether you have three or 300 employees who would like to participate, this is a great opportunity for employee engagement.

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 13 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 nearly 213,000 children each year.

Learn more at luriechildrens.org

ABOUT K.I.D.S.S for KIDS

K.I.D.S.S. for Kids, Kindness is Doing Something Special for Kids, is an Affiliated Organization of Ann & Robert H. Lurie Children's Hospital of Chicago. Since its inception in 1991, K.I.D.S.S. for Kids has raised close to \$14 million dollars, making it one of the largest affiliated organizations at the hospital.

All fundraising activities benefit Lurie Children's Department of Family Services, which is focused on the emotional and spiritual well-being of the patients and their families. Programs include Skylight TV, Child Life Specialists, Art & Music Therapists, and School Services.



THANK YOU TO OUR 2021 SPONSORS

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To learn more about sponsorship opportunities contact Ted McCartan at tmccartan@luriechildrens.org or 312.227.7280.

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luriechildrens.org/stepup

