

2022 Cincinnati Walks for Kids



Sponsorship Guide



Cincinnati Children’s Backyard
May 14, 2022 // 9 AM
cincywalks.org



Cincinnati Walks for Kids

Cincinnati Children's Backyard // May 14, 2022

cincywalks.org

Your support of Cincinnati Children's largest community fundraiser is a powerful way to associate your brand with our world-renowned reputation.

Cincinnati Walks for Kids is back in person, and we can't wait to see you there! This year we're **moving the party to our own backyard—starting and ending with kid-friendly events at Rockdale Academy**—and passing through our neighborhood and the Cincinnati Zoo & Botanical Garden.

As a sponsor, you'll gain valuable exposure to thousands of our patient-families, friends, donors, employees and partners—while sending a message to your customers, clients and staff that you share our vision of improving child health.

Customers Support Businesses Who Support Worthy Organizations

As nonprofit hospital and research center, we rely on our friends in the corporate community to help empower us to save lives, advance research and create a brighter future for kids and families here in Cincinnati, across the country and around the world.

You Are a Vital Part of Our Care Team

Every single day, we see the impact of our corporate sponsors on the families we serve. The money raised through Cincinnati Walks for Kids benefits the medical center's most pressing needs, as well as the areas of interest of our supporters—it's up to you. You can:

- Fund pioneering research
- Support our new critical care expansion
- Designate funds to benefit a particular program or division of the medical center
- Fund programs that support families
- And many, many more!



For more information on supporting Cincinnati Walks for Kids, please connect with the walk team at walk@cchmc.org.



Cincinnati Walks for Kids

Cincinnati Children's Backyard // May 14, 2022

cincywalks.org

2022 Corporate Sponsorship Opportunities	Platinum Sponsor \$25,000	Emerald Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Unique event branding opportunity*	x				
Customized social media post	x	x			
Company logo/listing on participant emails	Logo	Listing	Listing		
Company logo/listing on event shirt*	Logo	Logo	Listing	Listing	Listing
Company logo/listing on the event website	Logo	Logo	Listing	Listing	Listing
Company logo/listing on start/finish banner	Logo	Listing	Listing	Listing	Listing
Company logo/listing on walker map	Logo	Listing	Listing	Listing	Listing
Opportunity to designate money to hospital area of choice	x	x	x	x	x
Opportunity to host a table on-site	x	x	x	x	x

*BRANDING OPPORTUNITIES

Opportunities may include Kids Area, Photo Booth, Entertainment, Volunteers Area, Inspiration Station

IN-KIND OR PRODUCT SPONSOR

Opportunities may be available to donate and distribute in-kind items. Please contact the Walk Team at walk@cchmc.org.

CORPORATE TEAMS

Each year more corporate teams are formed to support Cincinnati Children's. Corporate teams commit to fundraising and companies can host special events/incentives to encourage employee fundraising. Whether you have three or 300 employees who would like to participate, this is a great opportunity for employee engagement. We'll provide each team member with a fundraising toolkit to help with their efforts.

**Commitment must be signed and logo provided by April 8.*

Cincinnati Walks for Kids

Cincinnati Children's Backyard // May 14, 2022

cincywalks.org

Sponsorship Commitment Form

Company name (as you would like it to appear in promotional materials)

Contact name

Title

Address

City

State

Zip

Telephone

Email

Name of company contact for logo use and approval

Signature (above commitment agreed to by)

Date

I have enclosed a check*

\$ _____

Please bill me

\$ _____

I have enclosed a donation*

\$ _____

* please makes check payable to Cincinnati Children's

Please Reserve:

- Platinum Sponsor
- Route Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Thank you for your support!

For more information about sponsorship opportunities for Cincinnati Walks for Kids, please contact the walk team at walk@cchmc.org.

Please send completed form to:

EMAIL walk@cchmc.org

MAIL 3333 Burnet Ave., MLC 9002, Cincinnati, OH 45229