



hope  
inspiration  
unity



Congenital Heart Walk

# Congenital Heart Walk Sponsorship Opportunities

Detroit  
Rochester  
Municipal Park  
August 17, 2024  
[chfwalk.org](http://chfwalk.org)

2024

# Congenital Heart Defects and The Children's Heart Foundation

Congenital heart defects (CHDs) are problems with the heart's structure or function, present at birth. CHDs are the most common birth defect in the U.S., affecting nearly 1 in every 110 births, or a child born every 15 minutes, and are the leading cause of birth defect-related deaths. There are no cures for CHDs.

**The Children's Heart Foundation is the leading organization solely dedicated to CHD research funding.** Our mission is to advance the diagnosis, treatment, and prevention of CHDs by funding the most promising research. Since 1996, the Foundation has funded \$16.5 million of CHD research and scientific collaborations.

*Our research funding spans:*

**Independently-funded research grants**

**Joint funding with the American Heart Association**

**Multi-network data sharing and benchmarking**  
with Cardiac Networks United

**CHD research fellowship**  
with American Academy of Pediatrics

Funded research has helped to dramatically increase survival, longevity and quality of life for patients who face a CHD diagnosis. Critical breakthroughs from funded research have included improved diagnostics and imaging, groundbreaking procedures and in utero interventions, device development, laboratory launch, life-saving treatments, and more. Research funding has helped reduce death rates 37.5% since 1999, and with increased survival, an estimated 2 to 3 million Americans are now living with CHDs.



## Be a Corporate or Community Champion!

The Congenital Heart Walk series is the largest – and growing! – walk platform solely dedicated to generating critical CHD research funds, uniting supporters around the country. Our community-focused, volunteer led Congenital Heart Walks are filled with passionate families and supporters who raise research funds that benefit every Heart Warrior and honor every Heart Angel.

We offer valuable, cross-platform benefits and visibility across our platforms, before, during, and after our events, to corporate and community champions of our Congenital Heart Walks. Please support us and get involved, build camaraderie on your team, and help drive the breakthroughs that will save, extend, and improve the lives of Heart Warriors everywhere. **Let's partner together!**



# Presenting Sponsor | \$20,000

## Rick Young Insurance and Grateful Giving Foundation

### Event Activation

- Company naming opportunity as Congenital Heart Walk Signature Sponsor presented by Rick Young Insurance and Grateful Giving Foundation
- Tent provided at Mission Village with Signature branded banner
- Business-branded bibs for walkers
- Opportunities to contribute content or interviews to media partners
- Verbal recognition during the opening ceremony
- Lead the walk on walk day as the presenting sponsor

### Email Blast Exposure and Communications

- Email communication to constituents to include company recognition as a Presenting sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

### Logo Engagement

- Logo on all event day of signage
- Logo on the back of event t-shirts (Largest logo on the shirts)
- Logo featured on the event website with the link to the desired URL
- Logo included on official event collateral pieces, including save-the-dates, an invitation, or rack cards
- Five (5) SMS Text to constituents announcing the sponsorship partnership

### Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company post on the CHF Twitter page acknowledging the partnership

### Additional Benefits

- Opportunity to include promotional items in swag bags (to be picked up 10 days before the event)
- Free Registration for ten (10) company employees if a fee is required for the venue
- Opportunity to have a Walk kickoff at your company office to engage employees in the CHD "walk for one more heartbeat"
- Receive ten (10) event custom t-shirts





# Platinum Sponsor | \$10,000

## Event Activation

- Tent provided at Mission Village with Signature branded banner
- Verbal recognition during the opening ceremony

## Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

## Logo Engagement

- Logo on all event day of signage
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL
- Logo included on official event collateral pieces, including save-the-dates, an invitation, or rack cards
- Three (3) SMS Text to constituents announcing the sponsorship partnership

## Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company post on the CHF Twitter page acknowledging the partnership

## Additional Benefits

- Opportunity to include promotional items in swag bags (to be picked up 10 days before the event)
- Free Registration for seven (7) company employees if a fee is required for the venue
- Opportunity to have a Walk kickoff at your company office to engage employees in the CHD "walk for one more heartbeat"
- Receive seven (7) event custom t-shirts





# Gold Sponsor | \$7,500

## Event Activation

- Verbal recognition during the opening ceremony
- Tent provided at Mission Village with 4-ft branded banner

## Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

## Logo Engagement

- Logo on sponsor thank you banner
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL
- Logo included on official walk flyer
- Three (3) SMS Text to constituents announcing the sponsorship partnership

## Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

## Additional Benefits

- Opportunity to include promotional items in swag bags (to be picked up ten days before the event)
- Free Registration for five company employees if a fee is required for the venue
- Receive five (5) event custom t-shirts





# Silver Sponsor | \$5,000

## Event Activation

- Verbal recognition during the opening ceremony
- Space provided at Mission Village to bring your own branded tent (CHF will provide a table and two chairs)

## Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

## Logo Engagement

- Logo on sponsor thank you banner
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL
- One (1) SMS Text to constituents announcing the sponsorship partnership

## Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

## Additional Benefits

- Opportunity to include promotional items in swag bags (to be picked up ten days prior to the event)
- Free Registration for four (4) company employees if a fee is required for the venue
- Receive three (3) event custom t-shirts





# Social Media Sponsor | \$5,000

## Event Engagement

- Verbal recognition during the opening ceremony
- Space provided at Mission Village to bring your own branded tent (CHF will provide a table and two chairs)

## Email Blast Exposure and Communications

- Email blast to include company recognition as Social Media Sponsor in event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

## Logo Engagement

- Business logo displayed on sponsorship Thank You banner
- Logo on the back of event t-shirts
- Logo inclusion in a minimum of five (5) email communications to The Children's Heart Foundation Detroit constituents
- One (1) SMS Text to constituents announcing the sponsorship partnership

## Social Media Recognition

- Five (5) company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

## Additional Benefits

- Opportunity to include promotional items in swag bags (to be picked up 10 days prior to the event)
- Five (5) complimentary registrations where a fee is required when applicable
- Post walk logo included on social media highlighting Detroit Congenital Heart Walk
- Receive three (3) event custom t-shirts





# Bronze Sponsor | \$2,500

## Event Activation

- Verbal recognition and speaking opportunity during the opening ceremony
- Space provided at Mission Village to bring your own branded tent (CHF will provide table and two chairs)

## Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

## Logo Engagement

- Business logo displayed on sponsorship Thank You banner
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL

## Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

## Additional Benefits

- Opportunity to include promotional items in swag bags (to be picked up ten days before the event)
- Free Registration for two (2) company employees if a fee is required for the venue







# Peace and Memorial Tent Sponsor | \$1,500

## Benefits

- Business logo on CHW website
- Verbal recognition during the Opening Ceremony
- Branded track sign at the entrance of the Remembrance Tent





# Heart Booster Sponsor | \$1,000

## Event Activation

- Verbal recognition during the opening ceremony
- Space provided at Mission Village to bring your own branded tent

## Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor a Pre and Post Email communication

## Logo Engagement

- Logo on Thank you banner
- Text of business name on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL





## Face Painter Sponsor | \$1,000

### Benefits

- Business logo on CHW website
- Business logo on track sign as Face Painter Sponsor
- Verbal recognition during the Opening Ceremony
- Activity tent provided the day of the walk if needed
- Day of pictures provided post-walk



## Game Zone Sponsor | \$500

### Benefits

- Business logo on CHW website
- Verbal recognition during the Opening Ceremony
- Branded track sign at the entrance of the Game Zone Area
- Day of pictures provided post-walk





## Heart Helper Sponsor | \$500

### Benefits

- Business logo on CHW website
- Verbal recognition during the Opening Ceremony
- Business Logo on track sign day of walk
- Logo on post-event emails



## Warrior or Angel Sign | \$500

### Benefits

- Business logo on CHW website
- Verbal recognition during Opening Ceremony
- Branded track sign at the entrance of the Remembrance Tent
- Opportunity to share items for goody bags or handouts day of the walk



With the generous support of our families, healthcare partners, and corporate and community champions, The Children's Heart Foundation continues to make substantial, difference-making CHD research contributions. With your help, CHD patients are living longer, healthier lives. Your support benefits every Heart Warrior, and honors every Heart Angel.

# Thank you for Placing Children at the Heart of Research!



*Congenital  
Heart Walk* →

## **The Children's Heart Foundation**

5 Revere Drive  
One Northbrook Place, Suite 200  
Northbrook, IL 60062

847-634-6474

[www.ChildrensHeartFoundation.org](http://www.ChildrensHeartFoundation.org)

[www.CHEFWalk.org](http://www.CHEFWalk.org)

[WalkForCHDResearch@ChildrensHeartFoundation.org](mailto:WalkForCHDResearch@ChildrensHeartFoundation.org)

## **Find us on social media!**

 [www.facebook.com/WalkForCHDResearch](https://www.facebook.com/WalkForCHDResearch)

 @TheCHF

 [www.instagram.com/WalkForCHDResearch](https://www.instagram.com/WalkForCHDResearch)

 CHFnational

