

Funding Children's Heart Research for a Brighter Future

# SPONSORSHIP PROPOSAL

Detroit Congenital Heart Walk  
August 9, 2025  
Rochester Municipal Park

Leanie McAllister  
Development Manager  
[lmcallister@childrensheartfoundation.org](mailto:lmcallister@childrensheartfoundation.org)

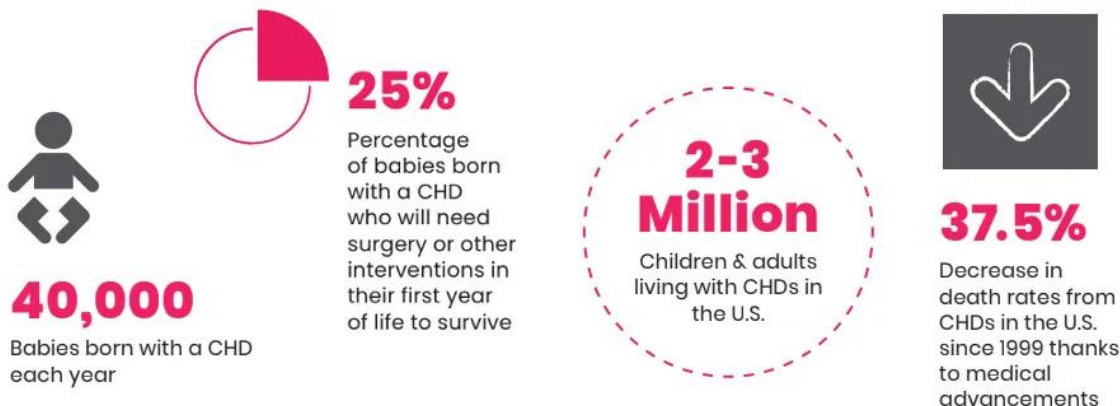




# About CHD and CHF

## 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 nearly \$18 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.





# About Congenital Heart Walks

## Transform Lives Through the Congenital Heart Walk Series

The Congenital Heart Walks are the premier fundraising walk series dedicated exclusively to congenital heart defect research. With 33 walks held annually around the country, our growing platform unites thousands of supporters across the country with one powerful mission: advancing breakthrough treatments for Heart Warriors.

Our vibrant, community-driven events are orchestrated by dedicated volunteers and bring together families, medical professionals, and corporate partners in a celebration of hope and progress. Every dollar raised directly funds vital CHD research, honoring both the heart warriors fighting this battle and the angels who left us too soon.

### Partner Benefits:

- Multi-platform visibility before, during, and after events
- Sponsorship acknowledgement in emails, social media, walk website, inclusion on t-shirts and signage, and more!
- Meaningful engagement with the CHD community
- Ability to customize sponsorship levels for unique activations
- Team-building opportunities for your employees
- Direct impact on life-changing research

Join our community of corporate and community champions. Your partnership will help drive the next generation of medical breakthroughs, extending and improving the lives of Heart Warriors nationwide.

### About the Event:

The Congenital Heart Walk is a meaningful gathering to support families affected by congenital heart defects. Join us for a day filled with hope, unity, and a shared commitment to making a difference.

### Event Highlights:

- Walk for a Cause: Take part in a walk to raise awareness and funds for congenital heart research.
- Family-Friendly Activities: Games, music, and activities for all ages. (face painting, balloon art, crafts, and more!)
- Heart Heroes Recognition: Celebrate heart warriors, remember heart angels, and support individuals and families who inspire us with their resilience.





# Presenting Sponsor | \$20,000

## Event Activation

- Company naming opportunity as Congenital Heart Walk Signature Sponsor presented by [Company Name]
- Two Tents provided at Mission Village with Signature branded banner
- Prominent placement in the event village, ensuring maximum visibility and foot traffic
- Business-branded bibs for walkers
- Potential opportunities for sponsors to provide content or participate in interviews with media partners (if media coverage is secured).
- Speaking opportunity during the program
- Sponsor Highlight in Post-Walk Video

## 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

- Company name on Billboard (if billboard is secured).
- 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
- Logo on track sign on walk path
- 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 provide promotional items at your sponsor table
- Registration for ten (10) company employees
- 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





# Supporting Sponsor | \$15,000

## Event Activation

- Tent provided at Mission Village with Signature branded banner
- Prominent placement in the event village, ensuring maximum visibility and foot traffic
- Verbal recognition during the opening ceremony
- Speaking opportunity during the program
- Sponsor Highlight in Post-Walk Video

## Email Blast Exposure and Communications

- Email communication to constituents to include company recognition as the supporting sponsor
- 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
- Logo on track sign on walk path
- Four (4) SMS Text to constituents announcing the sponsorship partnership

## Social Media Recognition

- Four 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 provide promotional items at your sponsor table
- Registration for ten (10) company employees
- 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





# Media Sponsor | \$10,000

## Event Activation

- Tent provided at Mission Village with Signature branded banner
- Prominent placement in the event village, ensuring maximum visibility and foot traffic
- Verbal recognition during the opening ceremony
- Speaking opportunity during the program
- Sponsor Highlight in Post-Walk Video

## Email Blast Exposure and Communications

- Email communication to constituents to include company recognition as the supporting sponsor
- Press release recognizing your business partnership for the Congenital Heart Walk

## Logo Engagement

- Logo on media secured
- 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
- Logo on track sign on walk path
- Five (4) SMS Text to constituents announcing the sponsorship partnership

## Social Media Recognition

- Four 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 provide promotional items at your sponsor table
- Registration for ten (10) company employees
- 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





# Gold Sponsor | \$7,500

## Event Activation

- Verbal recognition during the opening ceremony
- Tent provided at Mission Village with 4-ft branded banner
- Speaking opportunity during the program
- Sponsor Highlight in Post-Walk Video

## 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 on track sign on walk path
- 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 provide promotional items at your sponsor table
- Registration for five company employees
- 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 on track sign on walk path
- 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 provide promotional items at your sponsor table
- Registration for four (4) company
- Receive three (3) event custom t-shirts







# Bronze Sponsor | \$2,500

## Event Activation

- Verbal recognition
- 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

- 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
- Logo on track sign on walk path

## 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 provide promotional items at your sponsor table
- Registration for two (2) company





# Peace and Memorial Sponsor | \$1,500

## Event Activation

- Verbal recognition during the opening ceremony

## Email Blast Exposure and Communications

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

## Logo Engagement

- Logo featured on the event website with the link to the desired URL
- Logo on Thank you banner
- Logo on sign at the Peace and Memorial tent
- Logo on track sign on walk path
- Text of business name on the back of event t-shirts





# Heart Booster Sponsor | \$750

## 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 a Pre and Post Email communication

## Logo Engagement

- Logo on Thank you banner
- Logo featured on the event website with the link to the desired URL
- Logo on track sign on walk path





## Face Painter Sponsor | \$500

### Benefits

- Business logo on CHW website
- Business logo on track sign as Face Painter Sponsor
- Verbal recognition during the Opening Ceremony
- Activity Table 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





# Detroit Congenital Heart Walk Sponsorship Commitment Form

Yes! We would like to proudly sponsor the 2025 Detroit Congenital Heart Walk at the following level:

## Sponsorship Level

- Presenting - \$20,000
- Supporting Sponsor- \$15,000
- Media - \$10,000
- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$2,500
- Peace and Memorial - \$1,500
- Heart Booster - \$750
- Face Painter - \$500
- Game Zone - \$500

Donor/Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Pay by Credit Card:    Visa    MasterCard    American Express    Discover

Name on credit card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Pay by Check: Please make check or money order payable to The Children's Heart Foundation, include the Detroit Walk in the memo line, and send to: The Children's Heart Foundation, 5 Revere Drive, One Northbrook Place, Suite 200, Northbrook, IL 60062

Printed Name of Sponsor: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your generous support of The Children's Heart Foundation mission and the Detroit Congenital Heart Walk! Please contact Leannie at [lmcallister@childrensheartfoundation.org](mailto:lmcallister@childrensheartfoundation.org) with any questions.

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)

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

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

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

**t** @TheCHF

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

**v** CHFnational

