

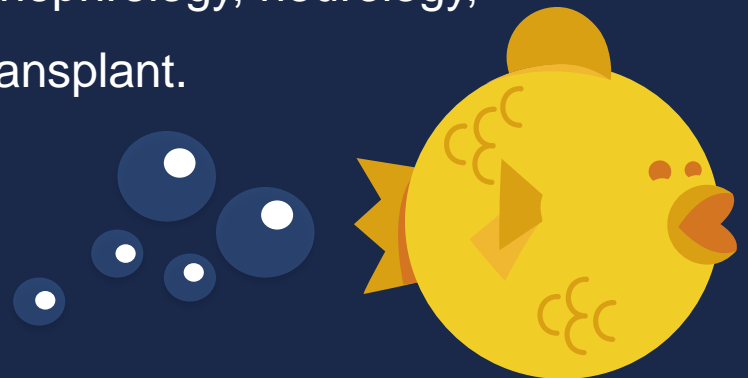
CORPORATE
SPONSORSHIP
OPPORTUNITIES



JOHNS HOPKINS
CHILDREN'S CENTER

OUR MISSION

Founded in 1912 as the Children's Hospital at Johns Hopkins, Johns Hopkins Children's Center offers one of the most comprehensive pediatric medical programs in the country, with more than 110,000 patient visits and over 8,500 admissions each year. Johns Hopkins Children's Center is Maryland's largest children's hospital and the only state-designated trauma service and burn unit for pediatric patients. It has recognized centers of excellence in dozens of pediatric subspecialties, including allergy, cardiology, cystic fibrosis, gastroenterology, nephrology, neurology, neurosurgery, oncology, pulmonology and transplant.



Johns Hopkins Children's Center is focused on

FUNDRAISING

drawing critical support for Johns Hopkins Children's Center, which is ranked #8 in the nation by U.S. News & World Report on its 2018–2019 Best Children's Hospitals Honor Roll.

GIVING BACK

bringing together a group of care providers, grateful families and community partners to celebrate and thank Johns Hopkins Children's Center for its dedication to taking care of some of the sickest children in our community.

COMMUNITY ENGAGEMENT

raising awareness among a group of community stakeholders in children's health care and the members of our community who need help the most.

FAST FACTS



110,000
patient visits



8,500
admissions



35,751
Emergency
department visits



8,200
surgeries

TEAM HOPKINS KIDS

at the
Baltimore
Running Festival



THE EVENT INCLUDES:

- ★ 5K run/walk, half-marathon, BaltiMORON-a-thon, four-person team relay, marathon
- ★ Family-friendly activities throughout the Inner Harbor of Baltimore
- ★ Opportunity to be a charity partner for an event drawing nearly 20,000 people to Baltimore

ABOUT THE EVENT

- ★ Team Hopkins Kids is an official charity team partner of the Baltimore Running Festival. In 2017, nearly 300 participants came together, raising more than \$180,000 to promote awareness, fund research, and support patient and family centered care at Johns Hopkins Children's Center.
- ★ Runners can register for any of the five distances in the Baltimore Running Festival. In return for raising \$250 for the hospital, they receive a Team Hopkins Kids T-shirt, access to our charity tent on race day, and much more.



TEAM HOPKINS KIDS

BECOME A TEAM SPONSOR	Step and Repeat Sponsor \$15,000	Water Station Sponsor \$15,000	T-shirt Sponsor \$15,000	Spaghetti Dinner Sponsor \$10,000	Beverage Sponsor \$7,500	Results Sponsor \$5,000	Bag Check Sponsor \$2,500
PRE-RACE DAY BENEFITS							
Category exclusivity	●	●	●	●		●	
Right to use JHCC "to benefit" logo	●	●	●	●	●	●	●
Printed materials	Premier logo inclusion on Step and Repeat	Logo inclusion on print materials	Logo inclusion on print materials	Logo inclusion on print materials	Logo on race day banner	Logo in race bag check area	Logo in race bag check area
Logo on event t-shirt	Logo on back of shirt	Unique water station T-shirt for volunteers	Logo on back of shirt	Logo on back of shirt	Logo	Logo	Logo
Race entries	15	10	10	10	2	2	2
Website recognition: Logo on race website	●	●	●	●	●	●	●
RACE DAY BENEFITS							
Event Advertising	●	●	●	●	●	●	●
Race Day Signage	●	●	●	●	●	●	●
Other Opportunities: E-blast with team photo mention	●	●	●	●			
Logo on Fundraising Medals						●	
POST-RACE DAY BENEFITS							
Social Media Mentions	●	●	●	●			

TEAM HOPKINS KIDS

START A COMPANY TEAM

- ★ Employees enjoy a fun team-building activity and become involved in community service.
- ★ Enhance the company's reputation as a good corporate citizen.
- ★ Build brand awareness.
- ★ Give back to the communities where employees and customers work and live.
- ★ Engage family, friends, clients and vendors as participants on your team.
- ★ Internal personnel demonstrate leadership as team captains.
- ★ Increase your business's visibility in the community.
- ★ Support the mission of Johns Hopkins Children's Center together.



STATISTICS



280
Participants



OVER \$180,000
Raised in 2017



20 Divisions and
programs benefitted