

A decorative border at the top of the page featuring yellow stars and bells of various sizes.

Ring the Bell Benefit

Wednesday, September 21, 2022

GLOVER PARK BREWERY
MARIETTA, GA



SPONSORSHIP OPPORTUNITIES



Platinum - \$10,000

- Category exclusivity naming rights to event
- Company name/logo featured prominently on signage throughout event
- 15 tickets to the event
- Star 94 on-air recognition
- Live video interview with Jenn Hobby for social media promotion
- Opportunity to address guests upon receiving sponsorship plaque during program
- Opportunity to introduce patient family during the program
- Exclusive tour of the Aflac Cancer and Blood Disorders Center for up to 15 employees*
- All items included in Bronze Sponsorship level

Gold - \$5,000

- Opportunity to sponsor food or silent auction stations
- Company name/logo featured prominently on signage throughout event
- 10 tickets to the event
- Star 94 on-air recognition
- Live video interview with Jenn Hobby for social media promotion
- Exclusive tour of the Aflac Cancer and Blood Disorders Center for up to 10 employees*
- All items included in Bronze Sponsorship level

Silver - \$2,500

- Company/family name featured on signage throughout event
- Opportunity to sponsor a station (examples include: takeaway item, bell pull, signage/print materials)
- 6 tickets to the event
- All items included in Bronze Sponsorship level

Bronze - \$1,000

- Company/family name featured on signage throughout event
- Recognition for support and partnership during event
- Opportunity to include a special offer in “virtual goody bag” emailed to guests post event
- Recognition on certain Aflac Cancer and Blood Disorders Center and Star 94 media outlets (details below)
- 4 tickets to the event

Champion - \$500

- Company or family name featured on signage throughout event
- 2 tickets to the event

**Tours of the Aflac Cancer and Blood Disorders Center will be based on hospital visitor restrictions.*

GENERAL ADMISSION INFORMATION



Individual tickets will go on sale July 1, pending availability.

Adults

- \$25- Ticket includes entrance and food for the duration of the event

Kids

- \$10- Ticket includes entrance and food for the duration of the event
- Under 3 years old FREE

Sponsor an Aflac Cancer and Blood Disorders Center Healthcare Hero - \$50

- For every \$50 donation, we will be able to invite one healthcare hero and their guest.

COMMUNICATION STRATEGY

Ring the Bell Benefit will be promoted in the following communication outlets:

- Children's external e-newsletter Friends Flash (11,000 local donors)
- Children's internal e-newsletter Eat.Shop.Attend (500+ Children's employees)
- Children's Healthcare of Atlanta event website (800+ views)
- Aflac Cancer Center and Blood Disorders Center quarterly report (15,000+ Aflac donors)
- Aflac Cancer Center and Blood Disorders Center internal e-newsletter (800+ hospital doctors, nurses, and staff)
- Aflac Cancer Center and Blood Disorders Center external semi-annual report (community donors)
- Marietta City School Superintendent social media channels

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- All sponsorship names will be included on event website, ReesesFund.org & Star 94 website

SOCIAL MEDIA ENGAGEMENT

Special mention for support of Children's and Reese's Magic Fund

- Star 94 Facebook (88.3K), Instagram (15.9K), Twitter (10.4K)
- Jenn Hobby Facebook (63.9K), Instagram (29.5K), Twitter (29.4K)
- Friends of Children's Facebook (2.2K), Instagram (1.6k)
- Aflac Cancer and Blood Disorders Center Facebook Page (18.1K)
- Grant Rivera Facebook (1.2K), Instagram (2.9K), Twitter (3.5K)

SPONSORSHIP COMMITMENT FORM



SPONSORSHIP COMMITMENT LEVEL (CHECK ONE)

- _____ PLATINUM \$10,000
_____ GOLD \$5,000
_____ SILVER \$2,500
_____ BRONZE \$1,000
_____ CHAMPION \$500

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

AUTHORIZED SIGNATURE _____

Please return the completed form with payment payable to "Reese's Magic Fund"

Deadline to be included in print materials is September 1, 2022



Method of Payment

- To pay online, visit www.ReesesFund.org
- Check Enclosed for \$ _____
- For additional payment options, please call 404-785-9402

Please send form to Alex.Faas@choa.org

-or-

Children's Healthcare of Atlanta Foundation

ATTN: Alex Faas

1575 Northeast Expressway

Atlanta, GA 30329

*Please email your logo to Alex.Faas@choa.org
or call 404-785-9402 with questions*

For additional information, please visit

www.ReesesFund.org