



Ring the Bell Benefit

Wednesday, September 20, 2023

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
- 10 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 10 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
- 8 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 8 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

GENERAL ADMISSION INFORMATION



Adults

- \$25- Early Bird Ticket includes entrance and food for the duration of the event
- *\$35- Ticket includes entrance and food for the duration of the event
**Price of ticket increases to \$35 on September 13th*

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 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)
- Opportunity to use event logo for social promotion on sponsor's website and social channels
- 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 (88.4K), Instagram (15.8K), Twitter (10.1K)
- Jenn Hobby Facebook (63.9K), Instagram (29.4K), Twitter (28.2K)
- Aflac Cancer and Blood Disorders Center Facebook Page (18.1K)
- Aflac Cancer and Blood Disorders Center Twitter Post (1k)

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 "Aflac Cancer Center"

*Deadline to be included in print materials is September 1, 2023****



Method of Payment

- Check Enclosed for \$ _____
- For additional payment options, please email julia.ward@choa.org

Please send form to julia.ward@choa.org

-OR-

Children's Healthcare of Atlanta Foundation

ATTN: Julia Ward Tiller

1575 Northeast Expressway

Atlanta, GA 30329