



# Ring the Bell Benefit

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Wednesday, September 11, 2024

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

## In-Kind

- For inquiries regarding in-kind donation opportunities, kindly contact [julia.tiller@choa.org](mailto:julia.tiller@choa.org)

# 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 4th*

## 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 (91K), Instagram (15.8K), Twitter (10K)
- Jenn Hobby Facebook (62K), Instagram (29.4K), Twitter (27.7K)
- Aflac Cancer and Blood Disorders Center Facebook Page (18K)
- Aflac Cancer and Blood Disorders Center Twitter Post (772)

# 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.tiller@choa.org](mailto:julia.tiller@choa.org)

Please send form to [julia.tiller@choa.org](mailto:julia.tiller@choa.org)

or

Children's Healthcare of Atlanta Foundation  
ATTN: Julia Tiller  
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Atlanta, GA 30329