



2024
Credit Unions for Kids
Sponsorship Packet

BOWL-A-THON

*Making kids better today
and healthier tomorrow*



Sponsorship Information

*Credit Unions for Kids Bowl-a-Thon
Bowlero Chamblee August 24, 2024*

About Credit Unions for Kids Bowl-a-Thon

The Bowl-A-Thon is an annual event planned by the Greater Atlanta Credit Unions Chapter. The event will take place at Bowlero Chamblee this year on Saturday, August 24 from 9- 11 AM where guests can enjoy a private experience of bowling with their team while helping to raise funds for a very important cause—Children’s Miracle Network Hospitals. Participants will enjoy breakfast, a patient family speaker, competition for first place and lots of other fun!

About Children’s Miracle Network Hospitals

For 40 years, Children’s Miracle Network Hospitals have raised funds for 170 children’s hospitals across North America. The foundation of this organization is to keep 100 percent of donations in the local community. That means that all fundraising efforts for Atlanta and North Georgia directly benefit Children’s Healthcare of Atlanta.

About Children’s Healthcare of Atlanta

- Children’s is one of the largest pediatric clinical care providers in the country
- In 2022, Children’s treated over 444,000 patients from all 159 counties in Georgia
- Children’s treats kids from birth to age 21
- Three hospital campuses: Egleston, Scottish Rite, Hughes Spalding
- Currently building a fourth campus: Arthur M. Blank hospital (opening in Fall 2024!)
- On average, the Emergency Department sees 589 kids per day

Every dollar raised locally through Children’s Miracle Network Hospitals campaigns, events and partners directly supports Children’s Healthcare of Atlanta in order to provide the best health care possible to sick and injured children in our community, throughout the state and Southeast. Annually, we care for more than 414,000 children from all 159 counties in Georgia.

We are able to meet the increasing demand for our services because of your generosity. Your investment makes an impact in the health, well-being and future of Georgia’s children. Funding will support the greatest need at Children’s Healthcare of Atlanta, which can impact the greatest number of patients, so that Georgia’s children can continue to rely on Children’s for dedicated pediatric healthcare now and in the future.



Meet Eli!

2024 Miracle Kid

For more than five years, Eli Boley has been free from the seizures that disrupted his early childhood. The 10-year-old plays football, wrestles and has made the honor roll at school. These are successes and milestones that Eli and his family were fearful might never be possible.

In 2017, physicians at Children's Comprehensive Epilepsy Center diagnosed Eli with focal cortical dysplasia (FCD), a mis-wiring of the brain that caused him to have frequent and severe seizures.

"Eli spent months at Children's Healthcare of Atlanta, receiving a meticulously constructed series of medications to manage the seizures, while his physicians collaborated with the surgical team to determine if Eli would make a good candidate," says his mom, Sarah. "We were scared to death, but throughout the whole process, we never felt alone." One of the surgeons standing by the Boley family was Joshua Chern, MD, division chief of neurosurgery at Children's. He carefully considered all treatment options for Eli before performing a craniotomy to remove a walnut-sized lesion located in the front of Eli's motor cortex.

"Surgery was delicate because the lesion was in the part of the brain that controlled his left arm and leg," says Dr. Chern. "Disturbing healthy tissue while trying to remove the lesion could significantly affect the left side of Eli's body."

With the help of intraoperative MRI, which allows surgeons to more easily distinguish the tissue to be removed, Dr. Chern completed the surgery successfully. Eli had to continue taking anti-seizure medications and endured intense physical and occupational therapy at Children's to re-learn to walk and regain his strength. But he overcame every challenge he faced.

"The resiliency of Eli reverberates louder than his voice," says Sarah. "Eli has had a lot of life in his 10 years—from this diagnosis, brain surgery, recovery and losing his daddy suddenly in 2021. But through it all, he remains tender and sensitive to others and knows what a miracle he truly is."



Sponsorship Opportunities

Turkey Sponsor - \$3,000

- Company name and logo on Turkey Title Sponsor signage at event
- Company logo printed on the back of the bowling participant t-shirt*
- Logo placement on Credit Unions for Kids Bowl-A-Thon website
- 1 complimentary bowling lane (up to 5 people, shoe rental, food/drink)
- Event emcee will recognize company as Turkey Title Sponsor during event
- Set up table at the event
- Recognition in the Children's Healthcare of Atlanta annual donor report

Lucky Strike - \$2,500

- Logo placement on Credit Unions for Kids Bowl-A-Thon website
- Company name on Lucky Strike signage at event
- Company logo printed on the back of the bowling participant t-shirt*
- Event emcee will recognize company as Lucky Strike Sponsor during event
- Recognition in the Children's Healthcare of Atlanta annual donor report
- Set up table at the event

Pin Crusher - \$1,500

- Logo placement on Credit Unions for Kids Bowl-A-Thon website
- Company name on Pin Crusher signage at event
- Company logo printed on the back of the bowling participant t-shirt*
- Event emcee will recognize company as Pin Crusher Sponsor during event
- Recognition in the Children's Healthcare of Atlanta donor report

Spare Me - \$1,000

- Company name placement on Credit Unions for Kids Bowl-A-Thon website
- Company name printed on the back of the bowling participant t-shirt*
- Event emcee will recognize company as Spare Me Sponsor during event
- Company name and logo on Spare Me signage

Bumper Bowler - \$500

- Logo placement on Credit Unions for Kids Bowl-A-Thon website
- Event emcee will recognize company as Bumper Bowling Sponsor during event

*Sponsor payment must be submitted by Friday, July 19 at noon to secure your logo on the t-shirt.

Any sponsorships secured after this date will still receive all other sponsorship benefits.

Please contact Sarah Schmitt with any questions.

2024 Credit Unions for Kids Bowl-A-Thon Sponsorship Form

Contact Name:

Company Name:

Address:

City, State, Zip:

Direct Phone:

Email:

Turkey Title Sponsor: \$3,000 Lucky Strike Sponsor: \$2,500

Pin Crusher Sponsor: \$1,500 Spare Me Sponsor: \$1,000

Bumper Bowling Sponsor: \$500

Payment Options:

If paying by Credit Card visit choa.org/cubowlathon and click on Sponsorship

If paying by Check, please mail your check (payable to Children's Healthcare of Atlanta)

along with this form to: Children's Healthcare of Atlanta Foundation
Children's Miracle Network
Attn: Sarah Schmitt
1575 NE Expressway
Atlanta, GA 30329

For more information, please visit choa.org/cubowlathon. If you have any questions, please email sarah.schmitt@choa.org or call 404-785-4740.

***Thank you for supporting your local Children's Miracle Network Hospital,
Children's Healthcare of Atlanta!***