



SPONSORSHIP OPPORTUNITIES 2023

Since 2005, Cheers! has raised over \$2.5 million for Brenner Children's. This year, we look forward to bringing together our community members and corporate partners for the 19th Annual Cheers! celebration.

Funds raised at this year's event will support a variety of needs and programs within Brenner Children's including patient assistance, behavioral health, music therapy programs, and medical research initiatives.

Join us to support the community's only children's hospital. Our goal is to ***make dreams come true*** for every child at Brenner, but we need your support.

MEET LILLY

Ten-year-old Lilly is a patient at Brenner Children's with dreams of being an interior designer one day! Lilly was diagnosed with juvenile rheumatoid arthritis when she was just two. She is just one of many patients that benefit from the fundraising efforts of Cheers! Help support Lilly on his journey, and all the other patients of Brenner.

Brenner Children's ensures excellence in children's healthcare by building partnerships between caregivers, families, and the community it serves. Generous individual and corporate partners step forward each year to bolster our community's ongoing commitment to the healthy future of our children.





Cheers!
for
Brenner Children's
ATRIUM HEALTH WAKE FOREST RAPIDIST

AN EVENING OF CHEERS! FOR BRENNER CHILDREN'S



Friday, November 3, 2023
Millennium Center
101 W 5th Street
Winston-Salem, North Carolina

VIP Reception | 6-7 pm
Main Event | 7-10 pm



Join us for cocktails, live music, interactive food stations from local restaurants, a photobooth, a silent auction and more! Hear updates from Brenner Leadership who will share the impact your gift is making for the patients of Brenner Children's and the importance of making dreams come true for every child.

The VIP Reception will be an opportunity to mix and mingle with other corporate sponsors and Benefactors while you enjoy specialty cocktails and live music.



- Evening of Cheers is a ticketed event supported by leaders in the community, AHWFB leadership, accomplished business leaders, retirees and young professionals who are dedicated to the philanthropic mission to help make dreams come true for patients at Brenner Children's.
- Opportunity for sponsors to have an audience with prospective clients and show support for the region's only children's hospital.
- Promotion via social media channels and advertising throughout the AHWFB network including Forsyth, Guilford, Davie, Davidson and Wilkes Counties.

Please note, ad space and availability is subject to change.

	Presenting* \$50,000 (one available)	Emerald \$25,000	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Tickets	20	18	16	12	8	4	2
Seating at event	Priority	Priority	Priority	Reserved	Reserved	-	-
Access to VIP reception 6-7pm	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Speaking opportunity at VIP reception	Yes	-	Yes	-	-	-	-
Speaking opportunity at main event	Yes	Yes	-	-	-	-	-
Recognition on save the date and event invitation mailed to 2000+ households	Logo	Logo	-	-	-	-	-
Recognition on all event-related press releases	Yes	Yes	-	-	-	-	-
Recognition in pre and post event videos	Yes	Yes	Yes	-	-	-	-
Recognition from podium at event	Yes	Yes	Yes	Yes	-	-	-
Recognition in promotional ads	Logo	Logo	Logo	Logo	Name	-	-
Recognition in internal hospital promotions (print and digital)	Logo	Logo	Logo	Logo	Logo	Name	-
Recognition in post event ads	Logo	Logo	Logo	Logo	Name	Name	-
Recognition on event signage	Logo	Logo	Logo	Logo	Name	Name	Name
Recognition in ENGAGE bi-annual magazine	Logo	Logo	Logo	Logo	Name	Name	Name
Recognition on website & social media	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Industry Exclusivity	Yes	Yes	Yes	Yes	-	-	-

SPONSORSHIP REACH

- 2,000 mailed invitations
- 350+ event attendees
- Estimated organic impressions: 10,000 per post
- Estimated number of paid impressions: 20,000 – 25,000
- Estimated traffic
 - Cheers! Webpage – 1,500
 - Atrium Health Wake Forest Baptist Homepage – 207,000
 - Brenner Children's Homepage – 75,000

Cheers!

for
Brenner Children's
ATRIUM HEALTH WAKE FOREST BAPTIST

For more information on corporate sponsorship levels,
please contact:

Sara Morales
Corporate Relations Officer
336.716.6619
smorales@wakehealth.edu

