



BAILEY PARK, DOWNTOWN WINSTON-SALEM
Atrium Health Wake Forest Baptist

Corporate Sponsorship Opportunities
2022



Since its start in 1983 the signature event Winterlark has raised more than \$6 million, providing 50% of the operating budget for our Cancer Patient Support Program each year. Since the start of the pandemic in 2020, many things have changed including our ability to gather for our traditional Winterlark event. However, the need for your support continues to ensure that **no one faces cancer alone**.



We are thrilled to announce **SummerLark 2022**, a summer concert in Bailey Park, Downtown Winston-Salem on Saturday, June 4, 2022.

We can't wait for you to be a part of this event at one of the levels below!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - FILLED

- Email recognition to medical center faculty and staff
- Logo recognition on save-the-date emails and event invitations
- Logo placement on sponsorship materials
- Invitation to present at exclusive VIP reception on Friday, June 3
- Premium branding on marketing and print materials
- Logo recognition on event signage at SummerLark and the VIP Reception
- Premier logo placement in pre-event video
- Recognition in remarks and opportunity to address crowd at event
- Prominent logo placement on event t-shirts, on SummerLark website, and social media
- Forty-eight VIP tickets with access to private VIP tent during event, including food and beverages
- Access for six to attend exclusive VIP reception on Friday, June 3
- Inclusion in media coverage and outreach
- Recognition in post-event advertising, including signage at the AHWFB Comprehensive Cancer Center



SIGNATURE SPONSOR - \$20,000

- Premium branding on marketing and print materials
- Logo recognition on event signage at SummerLark and the VIP Reception
- Premier logo placement in pre-event video and recognition in event remarks
- Prominent logo placement on event t-shirts
- Logo recognition on SummerLark website and social media
- Sixteen VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase up to four additional VIP tickets
- Access for four to attend exclusive VIP reception on Friday, June 3
- Inclusion in media coverage and outreach
- Recognition in post-event advertising, including signage at the AHWFB Comprehensive Cancer Center

VIP RECEPTION SPONSOR - \$15,000

- Logo on VIP Reception invitation and cocktail napkins
- Logo recognition on event signage for SummerLark and the VIP Reception
- Recognition in remarks at VIP event
- Logo placement on event t-shirts and recognition on SummerLark website and social media
- Ten VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase up to four additional VIP tickets
- Access for four guests to attend exclusive VIP reception on Friday, June 3
- Inclusion in media coverage and outreach
- Recognition in post-event advertising, including signage at the AHWFB Comprehensive Cancer Center

ENTERTAINMENT SPONSOR - \$10,000

- Recognition in pre-event video and in remarks
- Logo recognition on event signage, on event t-shirts, and on SummerLark website and social media
- Six VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase up to four additional VIP tickets
- Access for two guests to attend exclusive VIP reception on Friday, June 3
- Inclusion in extensive media coverage and outreach
- Recognition in post-event advertising, including signage at the AHWFB Comprehensive Cancer Center

FIREWORKS SPONSOR - \$10,000

- Exclusive sponsor of fireworks finale
- Logo recognition on event signage, on event t-shirts, and on SummerLark website and social media
- Six VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase up to four additional VIP tickets
- Access for two guests to attend exclusive VIP reception on Friday, June 3
- Inclusion in extensive media coverage and outreach
- Recognition in post-event advertising, including signage at the AHWFB Comprehensive Cancer Center

VALET SPONSOR - \$10,000

- Exclusive sponsor of concierge service and transportation for the event
- Logo recognition on event signage, on event t-shirts, and on SummerLark website and social media
- Six VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase up to four additional VIP tickets
- Access for two guests to attend exclusive VIP reception on Friday, June 3
- Inclusion in media coverage and outreach
- Recognition in post-event advertising, including signage at the AHWFB Comprehensive Cancer Center

FOOD TRUCK SPONSOR - \$7,500

- Logo recognition and branding on Food Truck Row
- Six VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase up to four additional VIP tickets
- Access for two guests to attend exclusive VIP reception on Friday, June 3
- Inclusion in media coverage and outreach
- Prominent recognition in social media

RIBBON SPONSOR - \$5,000

- Name recognition on peer-to-peer site and in peer-to-peer emails (campaign runs May 2-23, 2022)
- Four VIP tickets with access to private VIP tent during event, including food and beverages, with option to purchase two additional VIP tickets
- Access for two guests to attend exclusive VIP reception on Friday, June 3
- Social media recognition

SURVIVORSHIP SPONSOR - \$2,500

- Four general admission tickets and twelve drink tickets
- Access for two guests to attend exclusive VIP reception on Friday, June 3
- Social media recognition

**For more information or to secure your sponsorship, please contact Sara Morales,
Corporate Relations Officer, at smorales@wakehealth.edu or 336.716.6619.**



Sponsorship Form

Presenting Sponsor: 

Signature Sponsor: \$20,000

- ☐ I plan to use the sponsorship amenities of 16 VIP concert tickets and 4 VIP reception tickets, and understand the tax-deductible portion of my gift is \$17,200.
- ☐ I do not plan to use the amenities

VIP Reception Sponsor: \$15,000

- ☐ I plan to use the sponsorship amenities of 10 VIP concert tickets and 4 VIP reception tickets, and understand the tax-deductible portion of my gift is \$13,100.
- ☐ I do not plan to use the amenities

Entertainment Sponsor: \$10,000

- ☐ I plan to use the sponsorship amenities of 6 VIP concert tickets and 2 VIP reception tickets, and understand the tax-deductible portion of my gift is \$8,900.
- ☐ I do not plan to use the amenities

Valet Sponsor: \$10,000

- ☐ I plan to use the sponsorship amenities of 6 VIP concert tickets and 2 VIP reception tickets, and understand the tax-deductible portion of my gift is \$8,900.
- ☐ I do not plan to use the amenities

Food Truck Sponsor: \$7,500

- ☐ I plan to use the sponsorship amenities of 6 VIP concert tickets and 2 VIP reception tickets, and understand the tax-deductible portion of my gift is \$6,400.
- ☐ I do not plan to use the amenities

Ribbon Sponsor: \$5,000

- ☐ I plan to use the sponsorship amenities of 4 VIP concert tickets and 2 VIP reception tickets, and understand the tax-deductible portion of my gift is \$4,200.
- ☐ I do not plan to use the amenities

Fireworks Sponsor: \$10,000

- ☐ I plan to use the sponsorship amenities of 6 VIP concert tickets and 2 VIP reception tickets, and understand the tax-deductible portion of my gift is \$8,900.
- ☐ I do not plan to use the amenities

Survivorship Sponsor: \$2,500

- ☐ I plan to use the sponsorship amenities of 4 general admission concert tickets with 12 drink tickets and 2 VIP reception tickets, and understand the tax-deductible portion of my gift is \$2,240.
- ☐ I do not plan to use the amenities

NOTE: If you are making a donation through a donor advised fund or foundation, you cannot accept amenities and your gift is fully tax-deductible. According to IRS regulations, if you accept the offered benefits then the amount of your income tax charitable deduction is limited to your total contribution less the fair market value of the benefits. If you do not wish to receive the offered benefits, you must advise us by May 27, 2022.

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

☐ Enclosed is my check made payable to Atrium Health Wake Forest Baptist

☐ Please send me an invoice

Payment or sponsorship form must be received by May 27, 2022 to receive amenities.

Atrium Health Wake Forest Baptist
Office of Philanthropy and Alumni Relations
PO Box 571021 | Winston-Salem, NC 27157-1021

For questions, please contact Sara Morales, Corporate Relations Officer, at 336-716-6619 or smorales@wakehealth.edu.