



**Atrium Health**  
**Wake Forest Baptist**

## **2026 SPONSORSHIP OPPORTUNITIES**

---

**SummerLark: Winston-Salem's blockbuster summer concert supporting Atrium Health Wake Forest Baptist's Cancer Patient Support Program (CPSP).**

**Saturday, May 9, 2026**

Hosted at Bailey Park in downtown Winston-Salem, the 5th annual SummerLark event will reach an estimated 3,000 attendees, over 1.5 million radio listeners across the Triad, with a 21,000 organic social reach and over 22,000 internal employees across Atrium Health Wake Forest Baptist.



Join us in supporting this important cause to ensure that no one faces cancer alone. The CPSP offers patients and their families:

- Individual, couples and group counseling
- Financial patient aid
- Wellness workshops
- Healing and holistic therapies like the Healing Arts Therapy Specialty Clinic
- Hospitality rooms for patients awaiting treatments and their families



All of this at no or reduced cost to patients and their family members, designed to ease the cancer journey.

A sponsorship of SummerLark provides unique branding and marketing opportunities as well as tickets to the concert and VIP Cocktail Party for you, your employees, clients, friends and family. Additionally, it offers opportunities to engage with Atrium Health Wake Forest Baptist leadership, faculty and clinicians.



Presented by



FEDERAL CREDIT UNION

\*\*Includes 1 table and 2 chairs and 2 general admission tickets for those working at the table.

	Presenting SOLD (one available)	Main Stage \$25,000 (one available)	Opening Act \$20,000 (one available) (\$17,450 tax ded.)	VIP \$15,000 (one available) (\$12,900 tax ded.)	Hope \$10,000
VIP Concert Tickets <i>Includes access to VIP Section with food, beverages and reserved seating platform.</i>	48	16	12	10	8
VIP Cocktail Party Tickets	24	12	10	8	6
Included on sponsorship materials	Logo	Logo	-	-	-
Recognition on email to all AHWFB employees	Logo	Logo	-	-	-
Included on ticket sales website	Text	Text	-	-	-
Prominent logo placement in event advertising	Yes	Yes	Yes	-	-
30 second ad played on video board during concert	Yes				
Included on save-the-date and invitation for VIP Cocktail Party	Logo	-	-	Yes	-
Opportunity to speak at VIP Cocktail Party	Yes	-	-	Yes	-
Inclusion in marketing and print materials	Yes	Yes	Yes	Yes	-
Recognition by emcee from stage at the concert	Yes	Yes	Yes	Yes	Yes
Recognition in CPSP newsletter	Yes	Yes	Yes	Yes	Yes
Logo placement near or on stage	Yes	Yes	Yes	Yes	Yes
Logo placement at photo booth and on photo prints	Yes	Yes	-	-	-
Opportunity to have exhibit table at concert**	Yes	-	-	-	-
Included on event emails	Logo	Logo	Logo	Logo	Logo
Logo recognition on Food Truck Row	-	-	-	-	-
Recognition on video board near stage	Logo	Logo	Logo	Logo	Logo
Included on sponsor recognition banners at concert	Logo	Logo	Logo	Logo	Logo
Recognition on social media	Yes	Yes	Yes	Yes	Yes
Included on event website	Logo	Logo	Logo	Logo	Logo
Included on sponsor recognition poster at VIP Cocktail Party and in VIP Section at concert	Logo	Logo	Logo	Logo	Logo

\*\*Includes 1 table and 2 chairs and 2 general admission tickets for those working at the table.

	Health Care Partner** \$10,000 <small>(for health care industry companies)</small>	Food Truck \$7,500	Ribbon \$5,000	Survivorship \$2,500	Benefactor \$1,500
VIP Concert Tickets <i>Includes access to VIP Section with food, beverages and reserved seating platform.</i>	8	6	4	2	2
VIP Cocktail Party Tickets	6	4	2	2	2
Included on sponsorship materials	-	-	-	-	-
Recognition on email to all AHWFB employees	-	-	-	-	-
Included on ticket sales website	-	-	-	-	-
Prominent logo placement in event advertising	-	-	-	-	-
Included on save-the-date and invitation for VIP Cocktail Party	-	-	-	-	-
Opportunity to speak at VIP Cocktail Party	-	-	-	-	-
Inclusion in marketing and print materials	-	-	-	-	-
Recognition by emcee from stage at the concert	Yes	-	-	-	-
Recognition in CPSP newsletter	Yes	-	-	-	-
Logo placement near or on stage	Yes	-	-	-	-
Logo placement at photo booth and on photo prints	-	-	-	-	-
Opportunity to have exhibit table at concert**	Yes	-	-	-	-
Included on event emails	Logo	Logo	-	-	-
Logo recognition on Food Truck Row	-	Yes	-	-	-
Recognition on video board near stage	Logo	Text	-	-	-
Included on sponsor recognition banners at concert	Logo	Logo	Text	Text	-
Recognition on social media	Yes	Yes	Yes	Yes	-
Included on event website	Logo	Logo	Text	Text	Text
Included on sponsor recognition poster at VIP Cocktail Party and in VIP Section at concert	Logo	Logo	Text	Text	Text



For more information about becoming a sponsor, contact T. Lamar Cassell, at [timothy.cassell@advocatehealth.org](mailto:timothy.cassell@advocatehealth.org) or 336-716-8169.

[Giving.WakeHealth.edu/SummerLark](http://Giving.WakeHealth.edu/SummerLark)

