



To Benefit the Cancer Patient Support Program

2024 SPONSORSHIP OPPORTUNITIES

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

Saturday, May 11, 2024

Hosted at Bailey Park in downtown Winston-Salem, the 3rd annual SummerLark event will reach an estimated 2,000 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 and group counseling
- Support groups
- Patient aid
- Healing and holistic therapies

All of this is at no cost, 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.



*Underwrites the cost of patient/family tickets

**Includes one tables and two chairs and two general admission tickets for those working at the table

	Healthcare Partner \$10,000 <i>(for healthcare industry companies)</i>	Photo Booth \$7,500	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	6	4	2	2
VIP Cocktail Party Tickets	6	4	4	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	-	-	-	-	-	-
Prominent branding recognition at VIP Cocktail Party and in VIP Section at concert	-	-	-	-	-	-
Inclusion in marketing and print materials	-	-	-	-	-	-
Recognition by emcee from stage at the concert	-	-	-	-	-	-
Featured story in CPSP newsletter	-	-	-	-	-	-
Logo included on transportation vehicles for musicians and event staff throughout the weekend	-	-	-	-	-	-
Logo placement near or on stage	-	-	-	-	-	-
Opportunity to have exhibit table at concert**	Yes	-	-	-	-	-
Included on event emails	Logo	-	-	-	-	-
Logo placement at photo booth and on photo prints	-	Yes	-	-	-	-
Logo recognition on Food Truck Row	-	-	Yes	-	-	-
Recognition on video board near stage	Logo	Text	Text	-	-	-
Included on sponsor recognition banners at concert	Logo	Text	Text	Text	-	-
Recognition on social media	Yes	Yes	Yes	Yes	Yes	-
Included on event website	Logo	Logo	Logo	Text	Text	Text
Included on sponsor recognition poster at VIP Cocktail Party and in VIP Section at concert	Logo	Logo	Logo	Text	Text	Text



For more information about becoming a sponsor,
contact Sara Morales, Corporate Relations, at
smorales@WakeHealth.edu or **336-716-6619**.

giving.WakeHealth.edu/SummerLark