

NATIONWIDE CHILDREN'S HOSPITAL

COL^{OH}MBUS MARATHON

SUNDAY, OCTOBER 20, 2024

SPONSORSHIP OPPORTUNITIES



NATIONWIDE
CHILDREN'S HOSPITAL
COL^{OH}MBUS
MARATHON

Benefiting
NATIONWIDE
CHILDREN'S[®]
When your child needs a hospital, everything matters.



ABOUT THE RACE:

\$12 million and counting!

Since 2012, Nationwide Children's Hospital and the Columbus Marathon have partnered together to help make miracles happen. The Nationwide Children's Hospital Columbus Marathon & 1/2 Marathon supports life-saving research and care with the help of our dedicated sponsors and peer-to-peer fundraisers known as our Children's Champions.

What makes our race the most meaningful marathon in the country?

Our Community: 14,000 runners, 2,000 volunteers, 100,000 spectators, and 600 fundraisers join together every October to support Nationwide Children's and help create best outcomes for kids everywhere.

Our Mile Champions: 24 patients treated at Nationwide Children's are selected to line each mile of the race. Each Mile Champion picks a theme for their mile and is celebrated for their strength and bravery. Race Day is certainly a memory they will never forget.

The Encore Mile: Mile 10 is an alumni reunion. This mile celebrates each and every child who has lined the course since 2012. Past Mile Champions are invited back to cheer on participants and enjoy a special mile just for them.

The Angel Mile...Honor. Remember. Celebrate: Sometimes a child's journey ends earlier than others. Mile 11 is a special mile dedicated to the Angels who are no longer with us. Families coming together to support one another, share memories, and celebrate the days they shared with their children.

Our Children's Champions Fundraisers: On average, our Children's Champions raise over \$500,000 to support the mission of Nationwide Children's. We do this for our kids, because there is nothing more important. Every child should have the right to a bright and healthy future.

Here is how YOU can be a part of it!

SPONSORSHIP OPPORTUNITIES AND BENEFITS

The following information outlines the benefits at each sponsorship level. In addition to those listed below, we can also provide a variety of marketing materials and resources to help you promote your involvement.

PLATINUM MILE SPONSOR \$100,000

All Gold Sponsor benefits plus:

- Five additional (ten total) complimentary race registrations (half or full marathon or Saturday's 5K)
- Priority mile selection on the course route*
- Upgrade to full page ad in Marathon Race Instructions sent to all race participants**
- Upgrade to half page ad in Official Race Guide in the Columbus Dispatch *
- Two additional (twelve total) all day passes to the Children's Champion Race Day Tent VIP Experience at the Start/Finish Line.
- Upgrade to a 10X20 Exhibit space at Expo
- Three additional (four total) Street Graphics along course route

GOLD MILE SPONSOR \$50,000

All Silver Sponsor benefits plus:

- Three additional (five total) complimentary race registrations (half or full marathon or Saturday's 5K)
- Half page ad in Marathon Race Instructions sent to all race participants**
- Upgrade to quarter page ad in Official Race Guide in *The Columbus Dispatch**
- Two additional (ten total) all day passes to the Children's Champion Race Day Tent VIP Experience at the Start/Finish Line.
- Photo or :30-:45 second recorded "selfie" video for the Children's Champion Facebook page showing sponsor spirit.
- Recognition in race weekend mobile app used by participants and spectators.
- One additional (three total) Street Graphics along the course

SILVER MILE SPONSOR \$25,000

Recognition Benefits:

- Eight all day passes to the Children's Champion Tent on Race Day Tent for a VIP Experience at the Start/Finish Line. Includes breakfast, lunch and VIP viewing area.
- Invitation to **Breakfast of Champions** on September 21 to honor our sponsors, Mile Champions and Children's Champions.
- Coordination of meet-n-greet with Mile Champion
- Tour of hospital for up to twelve individuals
- Rights to event logo for use on your corporate promotions

Brand Recognition:

- Tent with signage on sponsored mile next to your Mile Champion. Great for employee engagement.
- Eighth page advertisement and mile recognition in Official Race Guide in *The Columbus Dispatch**
- Listing in press release, year-end ad in *The Columbus Dispatch*, Nationwide Children's Foundation Giving News, Children's Champions eNews, and NationwideChildrens.org/Marathon
- Children's Champions and Nationwide Children's Hospital Foundation social channels
- Signage in the following areas:
 - Mile marker, company cheer station, mile champion tent
 - Honor sign on the hospital mile
 - "Rally Alley" at Start/Finish Line
 - Two logo Street Graphics –Mile Marker and Long Street
 - Sponsor signage for your corporate office
- 10X10 Exhibit space at Expo
- Recognition on Donor Wall at Nationwide Children's Hospital

Employee Engagement:

- Two complimentary race registrations (half or full marathon or Saturday's 5K)
- Sponsor cheer tent on mile. See above.
- Personalized Corporate fundraising page
- Group volunteer opportunities at the Marathon

*Deadline of August 1st

**Deadline of September 1st



SPECIALTY SPONSORSHIP OPPORTUNITIES

\$20,000 CHAMPION SPONSOR

Specialty areas available for naming sponsorship: Children's Champion VIP Experience Tent or Start/Finish Line.

- Ten all day passes to the Children's Champion Tent on Race Day Tent for a VIP Experience at the Start/Finish Line. Includes breakfast, lunch and VIP viewing area.
- Banner and signage in "Rally Alley" at Start/Finish Line
- Rights to event logo for use on your corporate promotions
- Recognition in press release, Official Race Guide* and year-end ad in *The Columbus Dispatch*
- Recognition on Children's Champions fundraising website and social channels

\$15,000 PATRON SPONSOR

Specialty areas available for naming sponsorship: Matching Gift Day or Breakfast of Champions Event.

The **Match Day** Sponsorship is an exclusive branding opportunity that helps drive donations while allowing the sponsor to directly support and encourage our Children's Champion fundraisers. The community will see your brand's commitment to making a direct impact for our Champions.

The **Breakfast of Champions** presenting sponsorship is a wonderful way to show your company brand's appreciation of our event sponsors, our Children's Champions and the families of our Mile Champions.

- Six all day passes to the Children's Champion Tent on Race Day Tent for a VIP Experience at the Start/Finish Line. Includes breakfast, lunch and VIP viewing area.
- Invitation to **Breakfast of Champions** on September 21 to honor our sponsors, Mile Champions and Children's Champions.
- Banner and Signage in "Rally Alley" at Start/Finish Line
- Rights to event logo for use on your corporate promotions
- Logo recognition in Official Race Guide* and year-end ad in *The Columbus Dispatch*
- Recognition on Children's Champions fundraising website and social channels

\$10,000 MIRACLE SPONSOR

Specialty areas available for naming sponsorship: Corral or Gear Check.

- Four all day passes to the Children's Champion Tent on Race Day for a VIP Experience at the Start/Finish Line. Includes breakfast, lunch and VIP viewing area.
- Branded signage of one Corral or at Gear Check
- Banner and signage in "Rally Alley" at Start/Finish Line
- Rights to event logo for use on your corporate promotions
- Logo recognition in Official Race Guide*, Children's Champions fundraising website and social channels
- Recognition in year-end ad in *The Columbus Dispatch*

ON COURSE SPONSOR \$5,000

Specialty areas available for naming sponsorship: Water Stop or Band Stand.

- Two all day passes to the Children's Champion Tent on Race Day Tent for a VIP Experience at the Start/Finish Line. Includes breakfast, lunch and VIP viewing area.
- Branded signage at one designated band stand or branded signage and group volunteer opportunity of one designated water stop
- Logo recognition in Official Race Guide*, Children's Champions fundraising website and social channels
- Recognition in year-end ad in *The Columbus Dispatch*

SUPPORTER SPONSOR \$1,000

- Use of event logo for promotion
- Branded signage in "Rally Alley" at Start/Finish Line and hospital mile honor sign
- Recognition in Official Race Guide* and year-end ad in *The Columbus Dispatch*

IN-KIND SPONSORS

In-kind sponsor opportunities are available for cost-alleviating items such as food and supplies. Companies are recognized based on the fair market value of their donation.

- Banner and Signage in "Rally Alley" at Start/Finish Line
- Logo recognition in Official Race Guide*, Children's Champions fundraising website and social channel



Street Graphics



Cheer Tents



Honor Signs



On-Course Signs



Expo



Rally Alley & Start/Finish



Children's Champions VIP Experience





NATIONWIDE CHILDREN'S HOSPITAL FOUNDATION

Web: [NationwideChildrens.org/Marathon](https://www.nationwidechildrens.org/Marathon)

Contact: **Cynthia Laux** | Senior Director, Signature & Institutional Events
Cynthia.Laux@NationwideChildrens.org | 614-355-5413


Kathy Hickman | Associate Director, Corporate Partnerships
Kathryn.Hickman@NationwideChildrens.org | 614-355-5424

Mail: Nationwide Childrens Hospital Foundation
Attn: Marathon –Corporate Partnerships
P.O. Box 16810
Columbus, OH 43216-6810

 [Facebook.com/ChildrensChampionsNCH](https://www.facebook.com/ChildrensChampionsNCH)

 [@NCHFoundation](https://www.instagram.com/NCHFoundation)

 [@NationwideKids](https://www.instagram.com/NationwideKids)

 [@NationwideKids](https://www.twitter.com/NationwideKids)

NATIONWIDE CHILDREN'S HOSPITAL
COLUMBUS MARATHON

 **NATIONWIDE CHILDREN'S**
When your child needs a hospital, everything matters.

Nationwide Children's Hospital Columbus Marathon & 1/2 Marathon Commitment Form

Please select your desired level.

- | | | | | | |
|--------------------------|----------------------|------------------|--------------------------|--------------------------|-----------------|
| <input type="checkbox"/> | Platinum Mile | \$100,000 | <input type="checkbox"/> | Champion Sponsor | \$20,000 |
| <input type="checkbox"/> | Gold Mile | \$50,000 | <input type="checkbox"/> | Patron Sponsor | \$15,000 |
| <input type="checkbox"/> | Silver Mile | \$25,000 | <input type="checkbox"/> | Miracle Sponsor | \$10,000 |
| | | | <input type="checkbox"/> | On-Course Sponsor | \$5,000 |
| | | | <input type="checkbox"/> | Supporter Sponsor | \$1,000 |

Please see sponsorship packet for benefits information.

Organization Name *(please print exactly as you would like it to appear for recognition purposes)*

Contact Name

Title

Email Address

Street Address

City

State

Zip

Phone (with area code)

- Check Enclosed (payable to: Nationwide Children's Hospital Foundation, memo: 2024 Marathon Sponsor)
- Send Invoice to the address listed above
- I wish to pay via credit card (please call for payment information)
- I will pay online via credit card at NationwideChildrens.org/Marathon

Mail this form to: Nationwide Children's Hospital Foundation
Attn: Marathon – Corporate Partnerships
P.O. Box 16810
Columbus, OH 43216-6810

Or email: Cynthia.Laux@NationwideChildrens.org | Kathryn.Hickman@NationwideChildrens.org

Please send your company logo in both JPEG and .eps format Cynthia.Laux@NationwideChildrens.org
For more information or questions, contact Cynthia Laux (614) 355-5413