



EVEREST



MASON



TAYLOR



MIA

Give the #GiftofGrowingUp



EMMA



SAVANNAH



JACK

Partnership Opportunities



PennState Health
Children's Hospital



**Children's
Miracle Network
Hospitals**

OUR MISSION

Together, we save kids' lives.

Over the past 34 years, Children's Miracle Network at Penn State Children's Hospital has raised more than \$69 million to support state-of-the-art equipment, family-centered patient care programs and transformative research. Corporations, organizations and individuals have the opportunity to support CMN Hershey's mission to help sick and injured kids in our community by sponsoring one or more signature fundraising events.

MIRACLE MATCHES

Miracle Match sponsorships provide organizations with an opportunity to receive broadcast exposure and recognition while also helping to incentivize listeners and/or viewers to make a gift. Historically, donations increase dramatically during matching segments.

Pay for Play: November 8-9, 2018

Join CMN Hershey and 105.7 the X (WQXA) for the 12th annual People's Pay 4 Play. This 28-hour radio fundraiser features the top-rated People's Morning Show (PMS) personalities Jennifer Shade, Nipsey and Earl David Reed.

Help us maximize our fundraising by becoming a \$2,500 Miracle Match sponsor during a 30-minute segment. Throughout the segment, the PMS crew will announce on-air that donations will be matched up to \$2,500 by your company.



Additional benefits include:

- On-air check presentation/interview on Thursday, November 8 to kick-off the 30-minute matching segment
- Opportunity for company representatives to staff the phone bank
- Company match promoted on CMNHershey.org, social media and event signage

Telethon: June 3, 2019

CMN Hershey's marquee fundraising event, Telethon, will celebrate its 35th anniversary in 2019. In partnership with WGAL-TV8, this one-day fundraising event broadcasts live at Penn State Children's Hospital where miracles happen every day. Become a \$5,000 Miracle Match sponsor and help incentivize viewers to make a gift.

Additional benefits include:

- Company logo on screen during match
- Company match will be promoted on CMNHershey.org, social media and event signage
- Opportunity for company representatives to staff the phone bank



EVENT SPONSORSHIP

Fashion Show: November 30, 2018

Giving is always in fashion! Your company can help support the Hummingbird Program, Penn State Children's Hospital's palliative care program, by sponsoring our exclusive 11th annual fashion show featuring the collections of Neiman Marcus at King of Prussia. This event sells out in minutes!

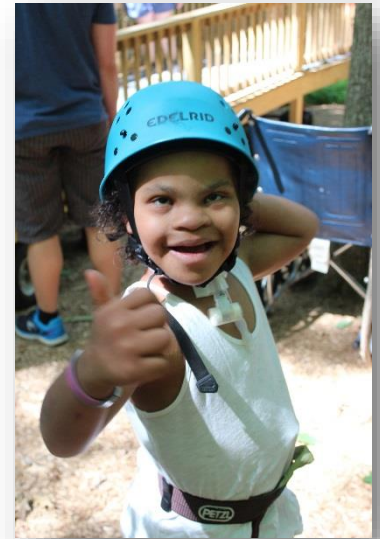
Sponsorship Level	Tickets	Recognition
\$15,000 Reception (Limit 1)	10 VIP seats near runway	<ul style="list-style-type: none"> – Recognition from podium during program – Recognition of sponsorship signage including bars and food tables at reception – Logo featured on CMNHershey.org and in luncheon program
\$10,000 Silent Auction (Limit 1)	8 VIP seats near runway	<ul style="list-style-type: none"> – Recognition from podium during program – Recognition of sponsorship on mobile bidding website and on silent auction tables – Logo featured on CMNHershey.org and in luncheon program
\$7,500 Wings of Hope	6 VIP seats	<ul style="list-style-type: none"> – Recognition from podium during program – Listed as sponsor on CMNHershey.org, in luncheon program and on event signage
\$5,000 Miracle Maker	4 VIP seats	<ul style="list-style-type: none"> – Recognition from podium during program – Listed as sponsor on CMNHershey.org, in luncheon program and on event signage
\$2,500 Healing Hearts	2 VIP seats	<ul style="list-style-type: none"> – Recognition from podium during program – Listed as sponsor on CMNHershey.org, in luncheon program and on event signage



CAMP SPONSORSHIP

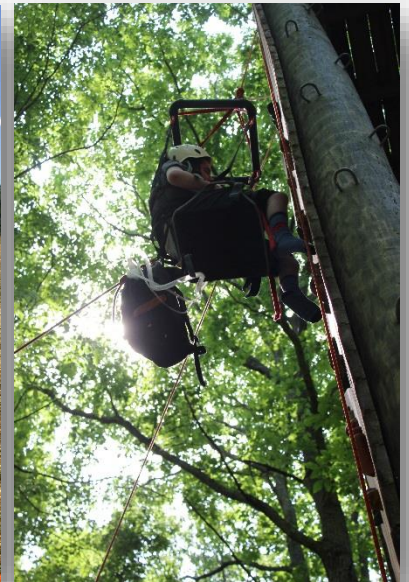
Children’s Miracle Network is proud to support several medical camps for Penn State Children’s Hospital patients. These camps give kids the chance to experience everything from swimming to rock climbing in an environment that’s medically safe. Kids build self-esteem, learn new skills and meet new friends who face similar challenges. It’s also a nice break for weary parents!

Your company has the opportunity to provide scholarships for kids to attend the camps listed below at no or limited cost. In many cases, employees can also volunteer at these camps as a rewarding individual or team-building experience. Medical Camps sponsorships range from \$1,000 - \$100,000 depending on the camp and the number of campers you wish to fund.



Medical Camp	Area of Focus	# of Campers	Funding Range	General Timeframe	Location
PA Vent Camp	For children on ventilators	20 – 35	\$50,000 - \$100,000	June	Camp Victory, Millville
Camp Lionheart	For children who have previously undergone heart surgery for structural heart defects, or who are undergoing treatment for cardiomyopathy	25	\$25,000	July/August	Camp Kirchenwald, Lebanon County
Setebaid & Keystone Diabetes Camp	For children who have been newly diagnosed with diabetes	45	\$20,000	June	Camp Victory, Millville
iCan Shine Bike Camp	For children with disabilities who want to learn to ride a bike independently	35-40	\$15,000 - \$20,000	July/August	Spooky Nook Sports, Lancaster County
Camp Spifida	For children with spina bifida	13	\$10,000	July	Camp Victory, Millville
Camp JRA	For children with rheumatic disease	15-22	\$5,000	July	Camp Victory, Millville
Camp Kydnie	For children with chronic kidney disease, including dialysis, and kidney transplant recipients	8-10	\$5,000	July	Camp Victory, Millville
Camp Journey	For children with physical and mental illness	12	\$4,000	June/July	Leg Up Farm, York County
Camp Echo	For children with cardiac conditions and their siblings	13	\$4,000	July/August	Camp Victory, Millville
Camp Mighty Tykes	For children with physical and mental illness	5	\$1,000	July	Leg Up Farm, York County

Sponsor a week without limits!



“There are so many limitations in the lives of these children every day. Because of their medical disabilities, people put them in boxes, and say ‘this is what you can and can’t do.’ We want to take all those boxes away.” – Tonya Miller, Vent Camp Director

COMMITMENT FORM

COMPANY _____

NAME _____ POSITION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

SIGNATURE _____ DATE _____

E-MAIL ADDRESS _____

Event	Commitment Due Date	Sponsorship Level	Sponsorship Amount
Fashion Show	September 30, 2018		
Pay for Play	October 1, 2018		
Medical Camp	March 31, 2019		
Telethon	May 1, 2019		
		Total	

PAYMENT OPTIONS

TOTAL: \$ _____

CHECKS: Make payable to Children's Miracle Network

CREDIT CARD: Mastercard Visa American Express Discover

Expiration Date _____ Account Number _____ Security Code _____

Name on Card _____ Signature _____

NEXT STEP

To secure your sponsorship(s), please submit the completed form to:

- Fax: 717-531-0888 (fax)
- Email: dsunday@pennstatehealth.psu.edu
- Mail: Children's Miracle Network at Penn State Children's Hospital
Office of University Development, HS21
P.O. Box 852
Hershey, PA 17033-0852

QUESTIONS

Please contact Danielle Sunday, Children's Miracle Network Director at 717-531-5692 or dsunday@pennstatehealth.psu.edu.

