



2023
Partnership
Opportunities



PennState Health
Children's Hospital



**Children's
Miracle Network
Hospitals**



Give the #GiftofGrowingUp



"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world."

- Desmond Tutu

Right now, you have the opportunity to do your little bit of good for sick and injured children in our community. Through a partnership with Children's Miracle Network at Penn State Health Children's Hospital, you will save kids' lives and improve their quality of care by funding life-saving equipment, family-centered programs, and transformative research.

Whether it's the kid with congenital heart disease who takes off his shirt to swim for the first time at Camp Lionheart, the baby in the NICU who learns to grasp a rattle shaken by a music therapist, or the child who needs a 3D-printed replica of his heart for his doctors to use prior to surgery, your support will help to give kids the **gift of growing up**.

We welcome partnerships large and small, with corporations, organizations, and individuals. Our goal is to develop a relationship that is mutually advantageous – linking you/your company with our cause while also providing an avenue for marketing exposure, employee engagement, and in some instances, networking opportunities with Penn State Health leadership.

Contact Children's Miracle Network to learn more about the following opportunities.

 717-531-6606

 cmn_events@pennstatehealth.psu.edu

Thank you for your support!



PENN STATE HEALTH CHILDREN'S WEEK

APRIL 3 – 8, 2023

Fundraising Goal: \$100,000 or 200 families

People of all financial abilities can be faced with unexpected medical concerns at any time. However, the diagnosis of a critical injury or illness often compounds existing financial troubles for some families. Join us as we celebrate Penn State Health Children's Week and raise funds to support the Children's Miracle Network Patient Assistance Endowment, which provides medical equipment, parent resources, and medication support to families in need.





Miracle Match Sponsorship Opportunities | Consider joining us as a Miracle Match sponsor and encourage donations by "doubling" gifts made by individuals and organizations.

Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Employee Activation Guide	Invitation to Stewardship Events	Custom Event Recognition
Online Match gifts received online Monday through Saturday	SOLD \$10,000				Logo or name on event emails (audience = 14,000+)
Mail Appeal Match gifts received through pre-event mail appeal	No Longer Available \$10,000				Name on pre-event letter (audience: 800+)
Kids Helping Kids Match gifts raised by Miracle families and other kids	\$5,000 Multiple Available				Option to produce :30 video about partnership
Miracle Match Contribute to a pool of matching dollars to benefit all donors	\$2,500+ Multiple Available				

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Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Employee Activation Guide	Invitation to Stewardship Events	Custom Event Recognition
<p>"Dollars at Work" Sponsor</p> <p>Underwrite interactive experiences featuring CMN funding at Penn State Health Children's Hospital.</p> <p>Ex. Art or Music Therapy session, Medical Camps</p>	<p>\$5,000</p> <p>2 available</p>				<p>Optional lunch and learn with Dollars at Work provider</p>
<p>Children's Hospital Staff Match Sponsor</p> <p>Encourage our pediatric healthcare providers to make a gift with a match that will lift up more families in need.</p>	<p>\$5,000</p> <p>Multiple available</p>				<p>Logo or name included in internal message to staff announcing the match</p>



TELETHON

JUNE 5 – 8, 2023

Fundraising Goal: \$375,000

In partnership with WGAL8, Children’s Miracle Network Hershey will host its 39th annual Telethon, a multi-day event benefitting programs, equipment, and research at Penn State Health Children’s Hospital. This marquee event on the region’s top TV station is a great opportunity to market your company’s support of children’s health while helping to ensure the health and well-being of local families.

Miracle Match Sponsorship Opportunities | Consider joining us as a Miracle Match sponsor and encourage donations by "doubling" gifts made by individuals and organizations.

Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Employee Activation Guide	Invite to Finale Watch Party June 8, 6-8 p.m. at JPL	Custom Event Recognition
<p>Online</p> <p>Match gifts raised online Monday through Thursday</p>	<p>SOLD</p> <p>\$25,000</p>				<p>Logo or name on select Telethon spots</p> <p>Option to produce :30 video about partnership to air in finale</p>
<p>Finale Hour</p> <p>Match gifts raised during the one-hour finale special</p>	<p>SOLD</p> <p>\$25,000</p>				<p>Logo or name on select Telethon spots</p> <p>Option to produce :30 video about partnership to air in finale</p>
<p>Mail Appeal</p> <p>Match gifts received through pre-event mail appeal</p>	<p>SOLD</p> <p>\$10,000</p>				<p>Logo or name on mail appeal sent to 4,500 past donors</p>

TELETHON

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Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Employee Activation Guide	Invite to Finale Watch Party June 8, 6-8 p.m. at JPL	Custom Event Recognition
<p>Kids Helping Kids</p> <p>Match gifts raised by miracle families and other kids</p>	<p>SOLD</p> <p>\$5,000</p> <p>multiple available</p>				Option to produce :30 video about partnership to air in finale
<p>6 p.m. News Match</p> <p>Match gifts raised during 6 p.m. newscast Monday, Tuesday, Wednesday, or Thursday</p>	<p>SOLD</p> <p>\$5,000</p> <p>minimum</p> <p>4 available</p>				Logo/name on Telethon spots on match day
<p>4 p.m. or 5 p.m. News Match</p> <p>Match gifts raised during 4 p.m. or 5 p.m. newscast Monday, Tuesday, Wednesday, or Thursday</p>	<p>\$5,000</p> <p>4 available</p> <p>1 of 4 sold</p>				Logo/name on Telethon spots on match day
<p>Reverse Phone Bank Match</p> <p>Contribute to a pool of matching dollars to match gifts made by Reverse Phone Bank volunteers' networks of family and friends</p>	<p>\$2,500+</p> <p>multiple available</p>				Company mention during calls and follow-up texts and emails
<p>Lion Line Match</p> <p>Contribute to a pool of matching dollars to match gifts made via Lion Line, Penn State's Calling Center</p>	<p>\$2,500+</p> <p>multiple available</p>				Company mention during calls and follow-up texts and emails (audience = 5,000+)

PAY 4 PLAY

NOVEMBER 16-17

Fundraising Goal: \$350,000



"Rock and Raise" for Penn State Health Children's Hospital with 105.7 THE X and The People's Pay 4 Play XVII. Join Nipsey, Jen Shade, and Vince for 28 hours of on-air stories and shenanigans to benefit life-saving equipment, research, and family-centered programs at Penn State Health Children's Hospital.

Miracle Match Sponsorship Opportunities | Consider joining us as a Miracle Match sponsor and encourage donations by "doubling" gifts made by individuals and organizations.

Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Employee Activation Guide	Invitation to Stewardship Events	Custom Event Recognition
<p>Finale Hour</p> <p>Match gifts raised during finale hour</p>	<p>SOLD</p> <p>\$10,000</p>				Company rep announces match on air (live & pre-recorded)
<p>Morning and Afternoon Drive Time</p> <p>Match gifts raised during the Thursday morning or afternoon drive times</p>	<p>\$10,000</p> <p>2 available</p>				Company rep announces match on air (live & pre-recorded)
<p>Kids Helping Kids</p> <p>Match gifts raised by Miracle families and other kids</p>	<p>\$5,000</p> <p>multiple available</p>				Company rep announces match with a Miracle Family (live & pre-recorded)
<p>Miracle Matches</p> <p>Match gifts during a 30-minute window on Thursday</p>	<p>\$2,500</p> <p>30 minute window</p> <p>\$5,000</p> <p>1 hour window</p>				Company rep announces match on air (live & pre-recorded)

PAY 4 PLAY
NOVEMBER 16-17

Fundraising Goal: \$350,000



Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Employee Activation Guide	Invitation to Stewardship Events	Custom Event Recognition
<p>Pre-Event Email Appeal</p> <p>Match all gifts received through pre-event email appeal to past donors</p>	\$5,000				<p>Logo/name on "60 days to event" email appeal to past donors</p> <p>Company rep announces match appeal total live on-air</p>
<p>Miracle Hero</p> <p>Match all gifts made during the Miracle Hero hour, featuring patients who have benefited from the Hummingbird Program</p>	<p>SOLD</p> <p>\$5,000</p>				<p>Company rep announces match on air (live & pre-recorded)</p>
<p>"Dollars at Work" Sponsor</p> <p>Underwrite interactive experiences featuring CMN funding at Penn State Health Children's Hospital.</p> <p>Ex. Art or Music Therapy</p>	<p>\$5,000</p> <p>1 available</p>				<p>Company rep to introduce Dollars at Work segment live, on-air on Thursday</p>
<p>Decal</p> <p>Company logo on the event decal given to sponsors and \$105.70+ donors</p>	\$2,500				<p>Pre-recorded segment announcing sponsorship to air multiple times during event</p>

MIRACLE FAMILY PROGRAM

YEAR ROUND



Children’s Miracle Network maintains an active roster of more than 150 grateful patient families who serve as ambassadors of our program and Penn State Health Children’s Hospital. After going through a formal vetting process, families are invited into our program to share their medical journeys in a variety of ways – via print, video, and digital and in-person presentations.

Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Invitation to Stewardship Events	Custom Recognition
<p>Miracle Child Champion Program</p> <p>Each year, CMN Hershey identifies one Miracle Child to serve as our primary ambassador for the year, who will be the face of cause marketing campaigns for national partners like Rite Aid and Walmart. He/she also designs the Telethon t-shirt, CMN Holiday card, and CMN notecard.</p> <p>The child is invited to participate in all CMN events – Penn State Health Children’s Week, Telethon, and Pay 4 Play, as well as CMN-partner events, i.e., The Hershey Co. Golf Tournament.</p>	<p>SOLD</p> <p>\$20,000</p>			<p>Introduce Miracle Child Champion on social media</p> <p>Logo on Telethon T-shirt, holiday card, and note cards designed by Champion (1,000+ total pieces distributed)</p> <p>Naming opportunities, i.e., "Meet our 2023 Miracle Child Champion... presented by..."</p>
<p>Miracle Family Welcome</p> <p>At the start of Penn State Health Children’s Week, we introduce the newest Miracle Families joining our CMN program with a compilation video that highlights each new child. Additionally, each family is provided a welcome kit, including CMN swag to wear as they engage in various events and activities on behalf of CMN.</p>	<p>\$5,000</p>			<p>Opportunity for company rep to tape a 30-second video message to be shared with new families</p> <p>Opportunity to include item or written message in the welcome kits</p> <p>Access to the video to share with employees</p> <p>Recognition on Penn State Health Children’s Week promotions</p>

MIRACLE FAMILY PROGRAM

YEAR ROUND



Sponsorship	Sponsorship Amount	Social Media & Website Recognition	Invitation to Stewardship Events	Custom Recognition
<p>Miracle Child Graduation Sponsorship</p> <p>Each Year, we celebrate Miracle Teens graduating from high school and moving on to new pursuits with a compilation video that highlights each child's journey. Each graduate also receives a graduation gift.</p> <p>This sponsorship is also a match opportunity for gifts made in honor of Miracle Graduates.</p>	<p>SOLD</p> <p>\$5,000</p>			<p>Opportunity for company representative to tape a :30 video message to be shared with the graduates and their families</p> <p>Opportunity for company to include an item and/or written message as part of the graduation gift</p> <p>Access to the video to share with employees</p>
<p>Miracle Family Videos</p> <p>Our Miracle Families overcome incredible odds and face numerous challenges with grace and dignity.</p> <p>We pride ourselves in being able to tell their stories through various avenues, including video.</p> <p>These videos are shared through our annual Telethon and other CMN partner events.</p>	<p>\$10,000</p> <p>multiple available</p>			<p>Company logo displayed on the video's end-slate. "Video production sponsored by..."</p> <p>Company name mentioned/tagged when the video is shared on social media</p> <p>If desired, support in creating a virtual watch party between members of your company and the featured family – a rewarding engagement opportunity</p>

Let's make some Miracles!