Placing Children at the Heart of Research

2020 Congenital Heart Walk Sponsorship and Support Opportunities
Congenital heart defects (CHDs) are problems present at birth that affect the structure and function of the heart, and are the leading cause of birth defect-related deaths. There is no cure for CHDs.
The Children’s Heart Foundation and the Congenital Heart Walk Series

The Congenital Heart Walk series is the largest walk platform solely dedicated to CHD research, uniting supporters of The Children’s Heart Foundation from around the country, to improve survival, longevity, and quality of life for our community.

The Children’s Heart Foundation leads the way, and has funded more than $13 million in CHD research and scientific collaboration, including 119 research projects since 1996. Critical breakthroughs have included improved diagnostics, in utero interventions, groundbreaking procedures, device development, laboratory launch, and life-saving treatments. We fund research independently, jointly with the American Heart Association, via partnership with Cardiac Networks United, and Fellowship with the American Academy of Pediatrics. Research funding has helped reduce death rates 37.5% since 1999.

Why We Walk

There are many types of CHDs, which can affect the lining, blood vessels, chambers, and valves of the heart. Congenital heart defects (CHDs) are the #1 birth defect in the U.S. Every 15 minutes a baby is born with a CHD in the U.S. alone – that’s nearly one in 110 live births or 40,000 babies each year.

- CHDs are the leading cause of birth defect-related deaths.
- Approximately 25% of children born with a CHD will need heart surgery or other interventions to survive.
- An estimated 2 to 3 million Americans are living with CHDs.
- Surgery can help to repair some defects, but many individual with CHDs require additional operation(s) and/or medication.
- Though 85% of babies born with a CHD now live to at least age 18, children born with more critical forms of CHDs are less likely to reach adulthood.
- CHD patients may face lifelong health problems including growth and eating issues, developmental delays, difficulty with exercise, heart rhythm problems, heart failure, sudden cardiac arrest, or stroke. About 20% to 30% of persons with CHD have other birth defects or genetic disorders.
Why Sponsor and Support?

- Wide public exposure and alignment with a large, family-centric, health-focused event series

- Multi-channel brand activation and visibility across digital, media, print and event platforms. Approximate reach as of January 2020:
  
  **Monthly CHF newsletter recipients:** 65,000
  **Facebook followers:** 45,000
  **Twitter followers:** 5,300 and growing
  **Instagram followers:** 1,050 and growing
  **2020 expected walkers:** 15,000+
  **2020 event locations:** 27+

- Demonstration of your commitment to the fight against CHDs to loyal, grateful, and mobilized supporters, including a large percentage of heads of households and parents

- Building employee teamwork and camaraderie

- Potential deductibility opportunities that your organization may identify
## Local Sponsorship and Support Opportunities

<table>
<thead>
<tr>
<th>Level</th>
<th>$12,500</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$1,250</th>
<th>$1,000+ and 6+ Volunteers</th>
<th>$500</th>
<th>$250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limit</td>
<td>1</td>
<td>Limit</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Volunteers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Benefits by Level

- **Name and link in pre-event email**: 
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Logo/link on event website**: 
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Social Posts**
  - $12,500: Spotlight Post
  - $5,000: Spotlight Post
  - $2,500: Shared Post
  - $1,250: Shared Post
  - $1,000+ and 6+ Volunteers: Shared Post
  - $500: Shared Post
  - $250: Shared Post

- **Logo/link on event flyer**: 
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Media Mentions**: 
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Event Shirts**
  - $12,500: 25
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Booth in event village**
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Event Signage**
  - **Over Stage Logo, Banner Stand, and Photo Backdrop**
    - $12,500: ★
    - $5,000: ★
    - $2,500: ★
    - $1,250: ★
    - $1,000+ and 6+ Volunteers: ★
    - $500: ★
    - $250: ★

  - **Banner Stand 2nd Position and Station Signage**
    - $12,500: ★
    - $5,000: ★
    - $2,500: ★
    - $1,250: ★
    - $1,000+ and 6+ Volunteers: ★
    - $500: ★
    - $250: ★

  - **Banner Stand 3rd Position**
    - $12,500: ★
    - $5,000: ★
    - $2,500: ★
    - $1,250: ★
    - $1,000+ and 6+ Volunteers: ★
    - $500: ★
    - $250: ★

  - **Banner Stand 4th Position**
    - $12,500: ★
    - $5,000: ★
    - $2,500: ★
    - $1,250: ★
    - $1,000+ and 6+ Volunteers: ★
    - $500: ★
    - $250: ★

  - **Banner Stand 5th Position**
    - $12,500: ★
    - $5,000: ★
    - $2,500: ★
    - $1,250: ★
    - $1,000+ and 6+ Volunteers: ★
    - $500: ★
    - $250: ★

  - **Banner Stand 6th Position**
    - $12,500: ★
    - $5,000: ★
    - $2,500: ★
    - $1,250: ★
    - $1,000+ and 6+ Volunteers: ★
    - $500: ★
    - $250: ★

- **Verbal recognition in remarks program**
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **VIP Parking**
  - $12,500: 5 Cars
  - $5,000: 2 Cars
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Name and link in Thank You email**
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★

- **Year-round activation as a Proud Supporter (subject to approval)**
  - $12,500: ★
  - $5,000: ★
  - $2,500: ★
  - $1,250: ★
  - $1,000+ and 6+ Volunteers: ★
  - $500: ★
  - $250: ★
Heart Helpers and In-Kind Sponsors

The Children’s Heart Foundation relies on in-kind sponsors for a variety of event amenities including food and beverages, goods and services, and family entertainment. We recognize donors at commensurate levels.

Custom Sponsor Opportunities

The Children’s Heart Foundation can work closely with your team to understand your specific sponsorship goals. Please contact us to discuss your objectives and to discuss a custom sponsorship program that can best meet your needs!

Nationwide and Regional Sponsorships

The Children’s Heart Foundation offers exciting nationwide and regional sponsorship opportunities! We offer high-value, high-traffic, multi-channel visibility opportunities to an informed and passionate audience of families, medical professionals, and communities. Please contact us to discuss your nationwide or regional visibility objectives and to arrange a custom sponsorship program that can help serve your goals.

Site Map

1. Finish Hand Flag
2. Photo Backdrop
3. Finish Line Banner
4. Packet Inserts
5. Mascot
6. Bibs
7. Gear
8. Team, Sponsor, and Activity Banners
9. Game Zone
10. Stage

Photos on Next Page, Clockwise from Top Left: Wes Brooks, Shinbone Photography, Spector Photography, and Shinbone Photography
Aided by the generous support of our sponsors, The Children’s Heart Foundation continues to be able to make significant CHD research grant awards. With your assistance, CHD patients are achieving higher survival rates, greater longevity, and improved quality of life.

Thank you for Placing Children at the Heart of Research!
The Children’s Heart Foundation
5 Revere Drive
One Northbrook Place, Suite 200
Northbrook, IL 60062

847-634-6474

www.ChildrensHeartFoundation.org
www.WalkForCHDResearch.org
WalkForCHDResearch@ChildrensHeartFoundation.org

Find us on social media!
facebook.com/WalkForCHDResearch
@WalkForCHD
www.instagram.com/WalkForCHDResearch