

Funding Children's Heart Research for a Brighter Future

SPONSORSHIP PROPOSAL

West Michigan Congenital Heart Walk
Sponsorship
August 10, 2025
Millennium Park – Grant Pavilion

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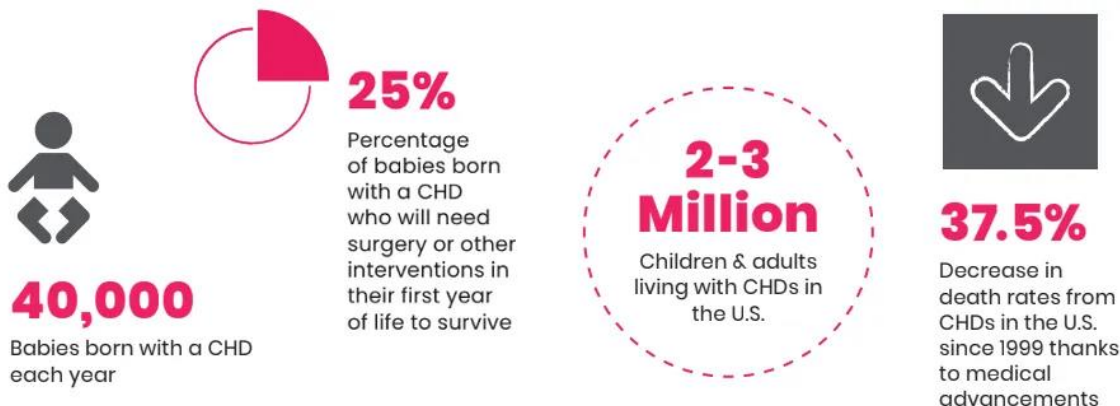




About CHD and CHF

Congenital Heart Defects and The Children's Heart Foundation

Congenital heart defects (CHDs) are problems with the heart's structure or function, present at birth. CHDs are the most common birth defect in the U.S., affecting nearly 1 in every 110 births (or a child born every 15 minutes) and are the leading cause of birth defect-related deaths. There are no cures for CHDs.



The Children's Heart Foundation is the leading organization solely dedicated to CHD research funding. Our mission is to advance the diagnosis, treatment, and prevention of CHDs by funding the most promising research. Since 1996, the Foundation has funded nearly \$18 million of CHD research and scientific collaborations.

Our research funding spans:

Independently-funded research grants

Joint funding with the American Heart Association

Multi-network data sharing and benchmarking
with Cardiac Networks United

CHD research fellowship
with American Academy of Pediatrics

Funded research has helped to dramatically increase survival, longevity and quality of life for patients who face a CHD diagnosis. Critical breakthroughs from funded research have included improved diagnostics and imaging, groundbreaking procedures and in utero interventions, device development, laboratory launch, life-saving treatments, and more. Research funding has helped reduce death rates 37.5% since 1999, and with increased survival, an estimated 2 to 3 million Americans are now living with CHDs.





About Congenital Heart Walks

Transform Lives Through the Congenital Heart Walk Series

The Congenital Heart Walks are the premier fundraising walk series dedicated exclusively to congenital heart defect research. With 33 walks held annually around the country, our growing platform unites thousands of supporters across the country with one powerful mission: advancing breakthrough treatments for Heart Warriors.

Our vibrant, community-driven events are orchestrated by dedicated volunteers and bring together families, medical professionals, and corporate partners in a celebration of hope and progress. Every dollar raised directly funds vital CHD research, honoring both the heart warriors fighting this battle and the angels who left us too soon.

Partner Benefits:

- Multi-platform visibility before, during, and after events
- Sponsorship acknowledgement in emails, social media, walk website, inclusion on t-shirts and signage, and more!
- Meaningful engagement with the CHD community
- Ability to customize sponsorship levels for unique activations
- Team-building opportunities for your employees
- Direct impact on life-changing research

Join our community of corporate and community champions. Your partnership will help drive the next generation of medical breakthroughs, extending and improving the lives of Heart Warriors nationwide.

About the Event:

The Congenital Heart Walk is a meaningful gathering to support families affected by congenital heart defects. Join us for a day filled with hope, unity, and a shared commitment to making a difference.

Event Highlights:

- Walk for a Cause: Take part in a walk to raise awareness and funds for congenital heart research.
- Family-Friendly Activities: Enjoy a day at The Cincinnati Zoo, games, music, and activities for all ages. (face painting, animal encounter, crafts, and more!)
- Heart Heroes Recognition: Celebrate heart warriors, remember heart angels, and support individuals and families who inspire us with their resilience.





Presenting Sponsor | \$15,000

Event Activation

- Company naming opportunity as Congenital Heart Walk Signature Sponsor presented by [Company Name]
- Three Tables provided at Mission Village with Signature branded banner
- Prominent placement in the event village, ensuring maximum visibility and foot traffic
- Business-branded bibs for walkers
- Potential opportunities for sponsors to provide content or participate in interviews with media partners (if media coverage is secured).
- Speaking opportunity during the program

Email Blast Exposure and Communications

- Email communication to constituents to include company recognition as a Presenting sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

Logo Engagement

- Logo on all event day of signage
- Logo on the back of event t-shirts (Largest logo on the shirts)
- Logo featured on the event website with the ink to the desired URL
- Logo included on official event collateral pieces, including save-the-dates, an invitation, or rack cards
- Logo on track sign on walk path
- Five (5) SMS Text to constituents announcing the sponsorship partnership

Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company post on the CHF Twitter page acknowledging the partnership

Additional Benefits

- Opportunity to provide promotional items at your sponsor table
- Registration for ten (10) company employees
- Opportunity to have a Walk kickoff at your company office to engage employees in the CHD "walk for one more heartbeat"
- Receive ten (10) event custom t-shirts





Supporting Sponsor | \$10,000

Event Activation

- Two table provided at Mission Village with Signature branded banner
- Prominent placement in the event village, ensuring maximum visibility and foot traffic
- Verbal recognition during the opening ceremony
- Speaking opportunity during the program

Email Blast Exposure and Communications

- Email communication to constituents to include company recognition as the supporting sponsor
- Press release recognizing your business partnership for the Congenital Heart Walk

Logo Engagement

- Logo on all event day of signage
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL
- Logo included on official event collateral pieces, including save-the-dates, an invitation, or rack cards
- Logo on track sign on walk path
- Four (4) SMS Text to constituents announcing the sponsorship partnership

Social Media Recognition

- Four company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company post on the CHF Twitter page acknowledging the partnership

Additional Benefits

- Opportunity to provide promotional items at your sponsor table
- Registration for ten (10) company employees
- Opportunity to have a Walk kickoff at your company office to engage employees in the CHD "walk for one more heartbeat"
- Receive ten (10) event custom t-shirts





Gold Sponsor | \$7,500

Event Activation

- Verbal recognition during the opening ceremony
- Two tables provided at Mission Village with 4-ft branded banner
- Speaking opportunity during the program

Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

Logo Engagement

- Logo on sponsor thank you banner
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL
- Logo on track sign on walk path
- Three (3) SMS Text to constituents announcing the sponsorship partnership

Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

Additional Benefits

- Opportunity to provide promotional items at your sponsor table
- Registration for five company employees
- Receive five (5) event custom t-shirts





Silver Sponsor | \$5,000

Event Activation

- Verbal recognition during the opening ceremony
- Table provided at Mission Village

Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

Logo Engagement

- Logo on sponsor thank you banner
- Logo on the back of event t-shirts
- Logo on track sign on walk path
- Logo featured on the event website with the link to the desired URL
- One (1) SMS Text to constituents announcing the sponsorship partnership

Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

Additional Benefits

- Opportunity to provide promotional items at your sponsor table
- Registration for four (4) company employees
- Receive three (3) event custom t-shirts





Bronze Sponsor | \$2,500

Event Activation

- Verbal recognition
- Table provided at Mission Village

Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor in all regular communications.
- Press release recognizing your business partnership for the Congenital Heart Walk

Logo Engagement

- Business logo displayed on sponsorship Thank You banner
- Logo on the back of event t-shirts
- Logo featured on the event website with the link to the desired URL
- Logo on track sign on walk path

Social Media Recognition

- Five company-featured posts on The Children's Heart Foundation event pages, including the company logo and tag your business
- Two (2) company posts on the CHF Twitter page acknowledging the partnership

Additional Benefits

- Opportunity to provide promotional items at your sponsor table
- Registration for two (2) company employees





Lunch Sponsor | \$1,500

Event Activation

- Verbal recognition during the opening ceremony

Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor a Pre and Post Email communication

Logo Engagement

- Logo featured on the event website with the link to the desired URL
- Logo on Thank you banner
- Branded sign at the food table
- Logo on track sign on walk path
- Text of business name on the back of event t-shirts





Heart Booster Sponsor | \$1,000

Event Activation

- Verbal recognition during the opening ceremony
- Table provided at Mission Village

Email Blast Exposure and Communications

- Email blast to include company recognition as event sponsor a Pre and Post Email communication

Logo Engagement

- Logo on Thank you banner
- Logo featured on the event website with the link to the desired URL
- Logo on track sign on walk path





Peace and Memorial Sponsorship | \$750

Benefits

- Business logo on CHW website
- Verbal recognition during the Opening Ceremony
- Branded sign at the entrance of the Remembrance Tent
- Text of business name on the back of event t-shirts





Face Painter Sponsor | \$500

Benefits

- Business logo on CHW website
- Business logo on track sign as Face Painter Sponsor
- Verbal recognition during the Opening Ceremony
- Activity Table provided the day of the walk if needed
- Day of pictures provided post-walk



Game Zone Sponsor | \$500

Benefits

- Business logo on CHW website
- Verbal recognition during the Opening Ceremony
- Branded track sign at the entrance of the Game Zone Area
- Day of pictures provided post-walk





W. Michigan Congenital Heart Walk Sponsorship Commitment Form

Yes! We would like to proudly sponsor the 2025 W. Michigan Congenital Heart Walk at the following level:

Sponsorship Level

- ☐ Presenting - \$15,000
- ☐ Supporting Sponsor- \$10,000
- ☐ Gold - \$7,500
- ☐ Silver - \$5,000
- ☐ Bronze - \$2,500
- ☐ Lunch - \$1,500
- ☐ Heart Booster - \$1,000
- ☐ Peace and Memorial - \$750
- ☐ Face Painter - \$500
- ☐ Game Zone - \$500

Donor/Company:

Name:

Address:

City, State Zip Code:

Phone:

Email:

☐ Pay by Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on credit card:

Credit card number:

Expiration:

CVV:

☐ Pay by Check: Please make check or money order payable to The Children's Heart Foundation, include the W. Michigan Walk in the memo line, and send to: The Children's Heart Foundation, 5 Revere Drive, One Northbrook Place, Suite 200, Northbrook, IL 60062

Printed Name of Sponsor:

Signature:

Date:

Thank you for your generous support of The Children's Heart Foundation mission and the W. Michigan Congenital Heart Walk! Please contact Leannie at lmcallister@childrensheartfoundation.org with any questions.

With the generous support of our families, healthcare partners, and corporate and community champions, The Children's Heart Foundation continues to make substantial, difference-making CHD research contributions. With your help, CHD patients are living longer, healthier lives. Your support benefits every Heart Warrior, and honors every Heart Angel.

Thank you for Placing Children at the Heart of Research!



*Congenital
Heart Walk* →

The Children's Heart Foundation

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Find us on social media!

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@ www.instagram.com/WalkForCHDResearch

y CHFnational

