A GREATER PENN STATE FOR 21ST CENTURY EXCELLENCE

2022 PARTNERSHIP OPPORTUNITIES

PennState Health Children's Hospital | Children's Miracle Network Hospitals®

GIVE THE #GIFTOFGROWINGUP

Each of us has a chance to create a legacy – a way we want the world to remember us long after we're gone.

Right now, you and your company have the opportunity to create a legacy of hope and healing 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 child who goes swimming at Vent Camp for the first time in his life, the patient who now understands her medical diagnosis thanks to a Child Life medical doll, or the family who needs a state-of-the-art pediatric ambulance to transport a critically ill baby, your support will change kids' health and the future.

We welcome partnerships 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.

Please contact Children's Miracle Network at 717-531-6606 or CMN_events@pennstatehealth.psu.edu to learn more about the following opportunities.

Thank you for your consideration.

Together, we can give kids the #GiftofGrowingUp.

PENN STATE HEALTH CHILDREN'S HOSPITAL WEEK MARCH 7 - 11

Fundraising Goal: $125,000 or 250 families

People of all financial abilities are fraught with medical concerns at any given 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 Hospital Week and raise funds to support Children's Miracle Network Patient Assistance Endowment to provide 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 AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	EMPLOYEE ENGAGEMENT: INFLUENCER GUIDE	ADDITIONAL
Online MATCH GIFTS ONLINE MONDAY - FRIDAY	**$10,000**	✓	✓	INVITE TO CMN RECEPTION/ GENEROSITY & GRATITUDE DINNER*
Mail Appeal MATCH GIFTS RECEIVED THROUGH PRE-EVENT MAIL APPEAL	**$10,000**	✓	✓	INVITE TO CMN RECEPTION/ GENEROSITY & GRATITUDE DINNER*
Kids Helping Kids MATCH GIFTS RAISED BY MIRACLE FAMILIES AND OTHER KIDS	**$5,000**	✓	✓	INVITE TO CMN RECEPTION/ GENEROSITY & GRATITUDE DINNER*
Stretch Pool CONTRIBUTE TO A POOL OF MATCHING DOLLARS TO BENEFIT ALL DONORS	**$2,500+**	✓	✓	CUSTOM MIRACLE CHILD & CLINICIAN THANK YOU VIDEO

*Spring 2022

PENN STATE HEALTH CHILDREN'S HOSPITAL WEEK MARCH 7 - 11

Additional Opportunities:

	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	EMPLOYEE ENGAGEMENT	VIRTUAL 'DOLLARS AT WORK' EXPERIENCE
Interactive 'Dollars at Work' Sponsor UNDERWRITE VIRTUAL, INTERACTIVE EXPERIENCES FEATURING CMN FUNDING AT PENN STATE HEALTH CHILDREN'S HOSPITAL. EX. 3D PRINTING LAB, SIMULATION LAB, ART THERAPY SESSION	**$5,000** **2 AVAILABLE**	INCLUDES RECOGNITION ON PRE/POST EVENT COMMUNICATIONS	INFLUENCER GUIDE	INVITE TO CMN RECEPTION/ GENEROSITY & GRATITUDE DINNER*
Children's Hospital Staff Recognition Sponsor WE WOULD LIKE TO SHOW APPRECIATION TO OUR PEDIATRIC HEALTHCARE PROVIDERS AND STAFF BY OFFERING FREE COFFEE DURING THE WEEK-LONG EVENT.	**$5,000**	INCLUDES RECOGNITION ON PRE/POST EVENT COMMUNICATIONS LOGO AND NAME RECOGNITION IN EMAIL PROMOTION TO CHILDREN'S HOSPITAL STAFF	INFLUENCER GUIDE	INVITE TO CMN RECEPTION/ GENEROSITY & GRATITUDE DINNER* *Spring 2022

TELETHON
MULTI-DAY EVENT IN JUNE

Fundraising Goal: $375,000

In partnership with WGAL8, Children's Miracle Network Hershey will host its 38th 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

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	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM EVENT RECOGNITION	EMPLOYEE ACTIVATION GUIDE	INVITE TO FINALE WATCH PARTY W/ CHILDREN'S HOSPITAL LEADERSHIP, CMN BOARD AND MIRACLE FAMILY
Online MATCH GIFTS ONLINE MONDAY - THURSDAY	**$25,000**	✓	LOGO/NAME ON SELECT TELETHON SPOTS OPTION TO PRODUCE :30 VIDEO ABOUT PARTNERSHIP TO AIR IN FINALE	✓	✓
Finale Hour MATCH GIFTS DURING THE ONE-HOUR FINALE SPECIAL	**$25,000**	✓	LOGO/NAME DISPLAYED DURING FINALE OPTION TO PRODUCE :30 VIDEO ABOUT PARTNERSHIP TO AIR IN FINALE	✓	✓
Mail Appeal MATCH GIFTS RECEIVED THROUGH PRE-EVENT MAIL APPEAL	**$10,000**	✓	LOGO ON MAIL APPEAL SENT TO 4,500 PAST DONORS	✓	✓
Kids Helping Kids MATCH GIFTS RAISED BY MIRACLE FAMILIES AND OTHER KIDS	**$5,000 MULTIPLE AVAILABLE**	✓	OPTION TO PRODUCE :30 VIDEO ABOUT PARTNERSHIP TO AIR IN FINALE	✓	✓
6pm News Match MATCH GIFTS RAISED IN 6PM NEWSCAST MON., TUE., WED. OR THURS.	**$5,000 MINIMUM**	✓	LOGO/NAME ON TELETHON SPOTS ON MATCH DAY	✓	✓

PAY 4 PLAY XVI NOVEMBER 2022

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 XVI. Join Nipsey, Jen Shade and Robb for 28-hours on on-air stories and shenanigans to benefit life-saving equipment, research and family-centered programs at Penn State Health Children's Hospital. Don't forget, you can now listen AND watch via our live, video-stream.

Miracle Match Sponsorship Opportunities

Consider joining us as a miracle match sponsor and encourage donations by 'doubling' gifts made by individuals and organizations.

	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM EVENT RECOGNITION	EMPLOYEE ACTIVATION GUIDE EVENT DECALS, EMPLOYEES PICK ANY SONG TO PLAY	ADDITIONAL
Finale Hour MATCH GIFTS DURING FINALE HOUR	**$10,000**	✓	LOGO/NAME ON VIDEO STREAM DURING MATCH COMPANY REP ANNOUNCES MATCH ON-AIR (LIVE & PRE-RECORDED)	✓	INVITE TO VIRTUAL 'DOLLARS AT WORK' EXPERIENCE W/ MIRACLE FAMILY AND DJ
Morning and Afternoon Drive Time MATCH GIFTS DURING THE THURSDAY MORNING OR AFTERNOON DRIVE TIMES	**$10,000 2 AVAILABLE**	✓	LOGO/NAME ON VIDEO STREAM DURING MATCH COMPANY REP ANNOUNCES MATCH ON-AIR (LIVE & PRE-RECORDED)	✓	INVITE TO VIRTUAL 'DOLLARS AT WORK' EXPERIENCE W/ MIRACLE FAMILY AND DJ
Kids Helping Kids MATCH GIFTS RAISED BY MIRACLE FAMILIES AND OTHER KIDS	**$10,000**	✓	LOGO/NAME ON VIDEO STREAM AND IN MATCH PROMOTION TO FAMILY FUNDRAISERS COMPANY REP ANNOUNCES MATCH W/ A MIRACLE FAMILY (LIVE & PRE-RECORDED)	✓	INVITE TO VIRTUAL 'DOLLARS AT WORK' EXPERIENCE W/ MIRACLE FAMILY AND DJ

PAY 4 PLAY XVI NOVEMBER 2022

Additional Miracle Matches:

	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM EVENT RECOGNITION	EMPLOYEE ACTIVATION GUIDE, EVENT DECALS, EMPLOYEES PICK ANY SONG TO PLAY	ADDITIONAL
Pre-Event Email Appeal MATCH ALL GIFTS RECEIVED THROUGH PRE-EVENT EMAIL APPEAL TO PAST DONORS	**$5,000**	✓	LOGO/NAME ON 60 DAYS TO EVENT EMAIL APPEAL TO PAST DONORS COMPANY REP ANNOUNCES MATCH APPEAL TOTAL LIVE ON-AIR	✓	MIRACLE CHILD & PEOPLE'S MORNING SHOW THANK YOU VIDEO
Miracle Hero MATCH ALL GIFTS MADE DURING THE MIRACLE HERO HOUR FEATURING PATIENTS WHO'VE BENEFITTED FROM PENN STATE HEALTH CHILDREN'S HOSPITAL'S PALLIATIVE CARE PROGRAM	**$5,000**	✓	LOGO/NAME ON VIDEO STREAM DURING MATCH COMPANY REP ANNOUNCES MATCH ON-AIR (LIVE & PRE-RECORDED)	✓	MIRACLE CHILD & PEOPLE'S MORNING SHOW THANK YOU VIDEO
30-Minute MATCH GIFTS DURING A 30-MINUTE WINDOW ON THURSDAY	**$2,500 - $5,000**	✓	LOGO/NAME ON VIDEO STREAM DURING MATCH COMPANY REP ANNOUNCES MATCH ON-AIR (LIVE & PRE-RECORDED)	✓	MIRACLE CHILD & PEOPLE'S MORNING SHOW THANK YOU VIDEO

PAY 4 PLAY XVI
NOVEMBER 2022

Underwriting Sponsorship Opportunities:

	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM EVENT RECOGNITION	EMPLOYEE ACTIVATION GUIDE, EVENT DECALS, EMPLOYEES PICK ANY SONG TO PLAY	ADDITIONAL
Live Video Stream SPONSOR OUR LIVE STREAM THAT AIRS FOR 19 OF THE EVENT'S 28 HOURS AT 1057.COM SO LISTENERS CAN "SEE" AND HEAR THE DJS, FAMILIES, DOLLARS AT WORK EXAMPLES AND MORE	**$15,000**	INCLUDES RECOGNITION ON PRE/POST EVENT PROMOTIONS	LOGO/NAME ON VIDEO STREAM FRAME FOR THE ENTIRE STREAM COMPANY REP WILL BE THE 1ST, LIVE, ON-AIR INTERVIEW ON THURSDAY		INVITE TO VIRTUAL 'DOLLARS AT WORK' EXPERIENCE W/ MIRACLE FAMILY AND DJ
Dollars at Work UNDERWRITE VIRTUAL, INTERACTIVE EXPERIENCES FEATURING CMN FUNDING AT WORK WITHIN PENN HEALTH STATE CHILDREN'S HOSPITAL EX. 3D PRINTING LAB, SIMULATION LAB, ART THERAPY SESSION	**$5,000** **2 AVAILABLE**	INCLUDES RECOGNITION ON PRE/POST EVENT PROMOTIONS	COMPANY REP TO INTRODUCE DOLLARS AT WORK SEGMENT LIVE, ON-AIR ON THURSDAY		MIRACLE CHILD & CLINICIAN THANK YOU VIDEO
Decal COMPANY LOGO ON THE EVENT'S COMMEMORATIVE DECAL GIVEN TO SPONSORS AND $105.70+ DONORS	**$1,500**		PRE-RECORDED SEGMENT ANNOUNCING "DECAL PRESENTED BY.." TO AIR MULTIPLE TIMES DURING EVENT		
DJ Virtual Set COMPANY LOGO SHOW AS DJS ARE PRESENT ON THE LIVE STREAM	**$1,000** **3 AVAILABLE**				

EXTRA LIFE YEAR-ROUND

extra life
a program of
Children's Miracle Network Hospitals

Play games: Change the future.

Since 2015, more than 2,137 gaming heroes have raised more than $246,500 for Penn State Health Children's Hospital. Who are gamers? Anyone who plays games – D&D streamers on Twitch, monthly card game crew, families who host weekly game nights, corn hole champions at football tailgates and eSports athletes.

Your company can support gamers who've turned their love for gaming into dollars raised for Penn State Health Children's Hospital, by sponsoring one of three annual gaming events:

EVENT	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM EVENT RECOGNITION	EMPLOYEE ENGAGEMENT GUIDE	ADDITIONAL
Extra Life United (SPRING 2022 VIRTUAL CMN GAMING CONFERENCE)	**$2,500** SEND TOP FUNDRAISING GAMER TO ORLANDO TO PARTICIPATE IN EXTRA LIFE UNITED	✓	RECOGNITION IN MONTHLY E-NEWSLETTER SENT TO CURRENT AND PAST DONORS	✓	CUSTOM CMN NINESIES DICE GAME KIT SET UP A TOURNAMENT FOR YOUR EMPLOYEES!
Table Top Appreciation Weekend AUGUST 2022	**$2,500** INCENTIVIZE GAMERS BY BOOSTING TOP GAMER FUNDRAISING EFFORTS (I.E., $1,00 = #1 GAMER, $500 = #2 GAMER, ETC.)	✓	RECOGNITION IN MONTHLY E-NEWSLETTER SENT TO CURRENT AND PAST DONORS	✓	CUSTOM CMN NINESIES DICE GAME KIT SET UP A TOURNAMENT FOR YOUR EMPLOYEES
Extra Life Game Day Marathon NOVEMBER 2022	**$5,000** INCENTIVIZE GAMERS BY BOOSTING TOP GAMER FUNDRAISING EFFORTS AND SUPPORTING GAME DAY MARATHON ACTIVITIES	✓	RECOGNITION IN MONTHLY E-NEWSLETTER SENT TO CURRENT AND PAST DONORS	✓	CUSTOM CMN NINESIES DICE GAME KIT SET UP A TOURNAMENT FOR YOUR EMPLOYEES!

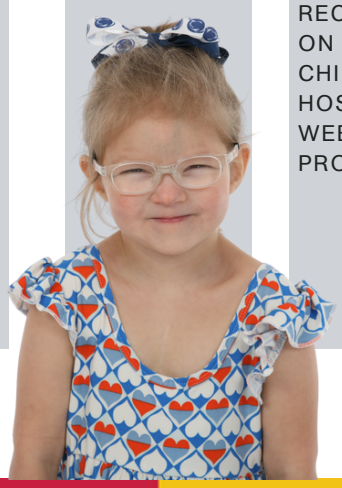
MIRACLE FAMILY PROGRAM YEAR-ROUND

Miracle Family Miracle Hero

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, digital and in-person presentations.

	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM RECOGNITION
Miracle Child Champion Program EACH YEAR, CMN HERSHEY IDENTIFIES ONE MIRACLE CHILD TO SERVE AS OUR PRIMARY AMBASSADOR FOR THE YEAR. THIS CHILD IS THE FACE OF CAUSE MARKETING CAMPAIGNS FOR NATIONAL PARTNERS LIKE RITE AID AND WALMART. HE/SHE ALSO DESIGNS THE COMMEMORATIVE TELETHON T-SHIRT, CMN HOLIDAY CARD AND CMN NOTECARD. THE CHILD IS INVITED TO PARTICIPATE IN ALL CMN EVENTS – PENN STATE HEALTH CHILDREN'S HOSPITAL WEEK, TELETHON AND PAY 4 PLAY AS WELL AS CMN-PARTNER EVENTS, I.E., THE HERSHEY CO. GOLF TOURNAMENT.	**$20,000**		INTRODUCE MIRACLE CHILD CHAMPION ON SOCIAL MEDIA LOGO ON TELETHON T-SHIRT, HOLIDAY CARD AND NOTE CARDS DESIGNED BY CHAMPION (1,000+ TOTAL PIECES DISTRIBUTED) NAMING OPPORTUNITIES, I.E., 'MEET OUR 2022 MIRACLE CHILD CHAMPION... PRESENTED BY...'
Miracle Family Welcome EACH YEAR, AT THE START OF PENN STATE HEALTH CHILDREN'S HOSPITAL WEEK, WE INTRODUCE THE NEWEST MIRACLE FAMILIES JOINING OUR CMN PROGRAM. WE MARK THIS OCCASION BY UNVEILING A COMPILATION VIDEO HIGHLIGHTING EACH NEW CHILD THAT'S SHARED VIA OUR ENEWSLETTER AND ON OUR SOCIAL MEDIA CHANNELS. 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.	**$5,000**	 INCLUDES RECOGNITION ON PRE/POST CHILDREN'S HOSPITALS WEEK PROMOTIONS	OPPORTUNITY FOR COMPANY REPRESENTATIVE TO TAPE A 30-SECOND VIDEO MESSAGE TO BE SHARED WITH NEW FAMILIES OPPORTUNITY FOR COMPANY TO INCLUDE AN ITEM AND/OR WRITTEN MESSAGE IN THE WELCOME KITS ACCESS TO THE VIDEO TO SHARE WITH EMPLOYEES



MIRACLE FAMILY PROGRAM YEAR-ROUND

Miracle Family Miracle Hero

Additional Opportunities:

	SPONSORSHIP AMOUNT	WEBSITE & SOCIAL MEDIA RECOGNITION	CUSTOM RECOGNITION
Miracle Child Graduation Sponsorship EACH YEAR, WE CELEBRATE MIRACLE TEENS GRADUATING FROM HIGH SCHOOL AND MOVING ONTO NEW PURSUITS. WE MARK THIS OCCASION BY UNVEILING A COMPILATION VIDEO HIGHLIGHTING EACH CHILD'S JOURNEY THAT IS SHARED VIA OUR ENEWSLETTER AND SOCIAL MEDIA. EACH GRADUATE ALSO RECEIVES A GRADUATION GIFT.	**$5,000**		OPPORTUNITY FOR COMPANY REPRESENTATIVE TO TAPE A 30-SECOND VIDEO MESSAGE TO BE SHARED WITH THE GRADUATES AND THEIR FAMILIES OPPORTUNITY FOR COMPANY TO INCLUDE AN ITEM AND/OR WRITTEN MESSAGE AS PART OF THE GRADUATION GIFT ACCESS TO THE VIDEO TO SHARE WITH EMPLOYEES
Miracle Family Videos OUR MIRACLE FAMILIES OVERCOME INCREDIBLE ODDS AND FACE NUMEROUS CHALLENGES WITH GRACE AND DIGNITY. WE PRIDE OURSELVES IN BEING ABLE TO TELL THEIR STORIES THROUGH VARIOUS AVENUES, INCLUDING VIDEO. THESE VIDEOS ARE SHARED THROUGH OUR ANNUAL TELETHON AND OTHER CMN-PARTNER EVENTS.	**$10,000**		COMPANY LOGO DISPLAYED ON THE VIDEO'S END-SLATE. 'VIDEO PRODUCTION SPONSORED BY…' COMPANY NAME MENTIONED/TAGGED WHEN THE VIDEO IS SHARED ON SOCIAL MEDIA IF DESIRED, SUPPORT IN CREATING A VIRTUAL WATCH PARTY BETWEEN MEMBERS OF YOUR COMPANY AND THE FEATURED FAMILY – AN INCREDIBLE REWARDING ENGAGEMENT OPPORTUNITY AND THECHANCE TO PREMIERE THE VIDEO FIRST AMONG YOUR STAFF