

AON StepUp[↑] for kids

PRESENTED BY KPMG



Sponsorship Opportunities

February 4, 2024


K.I.D.S.S. for Kids
Kindness Is Doing Something Special for Kids, Inc.

 Ann & Robert H. Lurie
Children's Hospital of Chicago
Affiliated Organization



Why Sponsor?

For 26 years, Step Up for Kids has been a signature fundraising event for Lurie Children's that has raised millions of dollars for the Department of Family Services. Family Services is committed to ensuring patients and their families are supported mentally, emotionally and spiritually and each year, funds raised from Step Up help to provide valuable services such as art therapy, music therapy, child-life support and educational services.

Since its inception, the event has become one of Chicago's largest stair climbs, to the top of one of the city's tallest buildings, high above the city.

Benefits

Align your brand with the world-renowned care and reputation of Lurie Children's

Provide an excellent platform for employee engagement and activity

Gain valuable and broad exposure through pre-event marketing, on-site activation and post-event impressions

Send a strong message to your customers, clients and employees by demonstrating your commitment to Chicago's kids and their futures

2023 EVENT STATS

\$662,800

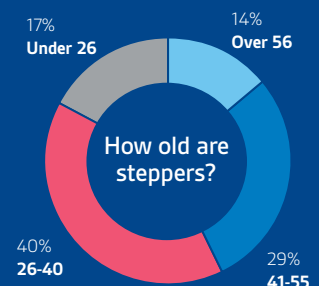
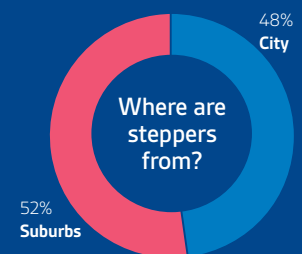
GROSS TOTAL RAISED

125

TEAMS

1,212

PARTICIPANTS



More than **100,000** dedicated emails to highly engaged audience of supporters



Sponsor logos appear on over **2,000** shirts

Corporate Sponsorship Opportunities

	 Title Sponsor	 Presenting Sponsor	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Event Sponsor
	SOLD	SOLD	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
Premiere Benefit	Title status in the event name and logo	Presenting status in the event name and logo	Celebration station/photobooth sponsor	Post-event celebration sponsor	Gear check or start line sponsor	Packet pick-up or half climb sponsor	Kids activity sponsor	Water station sponsor
E-COMMUNICATIONS								
Logo on event website with reciprocal link	✓	✓	✓	✓	✓	✓	✓	✓
PRINT & DIGITAL MEDIA								
Logo on printed promotions brochures, posters, etc.	✓	✓	Limited	Limited	Limited	Limited		
EVENT DAY								
Complimentary registration entries	Unlimited	Unlimited	50	40	30	20	15	10
Logo on event shirts	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity for product or engagement activation	✓	✓	✓	✓	✓	✓	✓	✓
Signage on 10 stairwell landings	✓	✓	✓	✓	✓	✓		
Logo on race bibs	✓	✓	✓	✓				
CROSS EVENT OPPORTUNITIES								
One team (up to 20) in Lurie Children's Corporate Cup	✓	✓						

Corporate Teams

Corporate Teams commit to a fundraising goal and companies can host special events/ incentives to encourage employee fundraising. Lurie Children's will provide each team member with a toolkit to help with their efforts. Whether you have three or 300 employees who would like to participate, this is a great opportunity for employee engagement.

In-Kind or Product Sponsor

Benefits include recognition in select event promotion materials listed above, logo placement on the event website, with reciprocal link and on-site booth space for product-marketing and distribution at the event.



About Lurie Children's

In the 2023-2024 *U.S. News & World Report* rankings of the best children's hospitals, Ann & Robert H. Lurie Children's Hospital of Chicago continues to be the top pediatric hospital in Illinois. Lurie Children's provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute.

The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children's has a network of 17 outpatient centers and 12 partner hospitals, providing top pediatric care across the greater Chicago area. As a nonprofit hospital, Lurie Children's relies on philanthropic support to care for more than 239,000 children last year.

Learn more at luriechildrens.org.

About K.I.D.S.S for Kids

K.I.D.S.S. for Kids, Kindness is Doing Something Special for Kids, is an Affiliated Organization of Ann & Robert H. Lurie Children's Hospital of Chicago. Since its inception in 1991, K.I.D.S.S. for Kids has raised over \$14 million dollars, making it one of the largest affiliated organizations at the hospital.

All fundraising activities benefit Lurie Children's Department of Family Services, which is focused on the emotional and spiritual well-being of the patients and their families. Programs include Skylight TV, Child Life Specialists, Art & Music Therapists, and School Services.



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To learn more about sponsorship opportunities contact
Aly Marzonie at amarzonie@luriechildrens.org or 847.220.3709.

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