

Lurie 
Children's
WEEK

THE WALK
FOR LURIE CHILDREN'S

PRESENTED BY  **Hub
Group**



2025
**Sponsorship
Opportunities**



Lurie Children's Week *and* The Walk for Lurie Children's

These cornerstone events showcase our commitment to providing world-class care, advancing pediatric research, and supporting every child who comes through our doors.

Together, these programs offer a unique opportunity for sponsors to amplify their impact while connecting with thousands of passionate supporters in the Chicago community.

Lurie Children's Week is a week-long celebration of our hospital's mission and the people who make it possible. Anchored by high-visibility events for patients, families, staff and community members, Lurie Children's Week offers a meaningful way to highlight your company's commitment to children's health and well-being.

The Walk for Lurie Children's, our signature community fundraising event, brings together participants to celebrate the strength of our patients and their families while raising critical funds for the hospital's greatest needs. This inspiring event serves as the community-wide celebration during Lurie Children's Week and allows sponsors to connect with an engaged audience of supporters who are invested in making a difference.

This dual sponsorship of *Lurie Children's Week and The Walk for Lurie Children's* showcases your company's dedication to addressing critical health challenges while maximizing your impact and engagement. Your company will gain unparalleled visibility across multiple platforms and audiences, be recognized as a leader in supporting children's health and build lasting connections with our loyal and passionate community.

Estimated Impressions*

Paid Media

3.5MM

Email

550,000

Organic Social Media

35,000

In-Person Events

3,000

*Impression estimates are based on the highest-visibility sponsorship opportunities.



Lurie Children's WEEK

June 1 – June 9, 2025

A week-long celebration of the care, compassion, and community that define our mission.



Honoring Caregivers and Staff

Our dedicated team makes Lurie Children's a special place of hope and healing. Appreciation events will take place at the hospital and outpatient centers to recognize their commitment to our mission.



Recognizing Donors and Inspiring Support

Our donors make it possible for Lurie Children's to deliver exceptional care for more kids. We will show appreciation and ask our community to join in giving generously to support vital programs and services.



Celebrating Patients and Families

Our patients are at the heart of everything we do. The week will include activities designed to create moments of joy, connection, and comfort for the children in our care and their loved ones.



Engaging Our Community

Local businesses and organizations show their support for Lurie Children's through special events and offers during the week. From restaurant promotions to pride-filled shows of support, these efforts will allow everyone to support the hospital's mission.

THE WALK

FOR LURIE CHILDREN'S

Sunday, June 1, 2025

Montrose Harbor, Chicago • Busse Woods, Elk Grove Village

This is the signature event during Lurie Children's Week, bringing our entire community together in a vibrant celebration of hope, resilience, and collective support.



Caregivers and Staff

Lurie Children's caregivers and team members volunteer at The Walk, fundraise for critical programs and services and walk side-by-side with the patients they serve.



Patients and Families

Patient families fundraise to help other kids and families and to honor their journeys and Lurie Children's experiences.



Donors

Donors support event participants or join teams to walk in solidarity with staff and families.



Community Members

Corporate teams, friends, neighbors and supporters walk to show support for the kids in their lives.



Benefits

Presenting
SOLD

Premier
\$50,000

Signature
\$25,000

Champion
\$15,000

Community
Activation
\$5,000

Restaurant
and Retail
Partners

Number Available

1

2

3

1

Many

Many

Premier Benefits

Name incorporated into the event names and used in each first reference.

Custom on-site activation at The Walk or during Lurie Children's Week.

Signature sponsorship of one element of The Walk.

Official sponsor of in-hospital TV programming during Lurie Children's Week.

Cause marketing partnership or water station sponsor.

Lurie Children's Week

Logo and sponsorship level on website with reciprocal link



Lurie Children's Day promo in office



Highlight company involvement on hospital employee digital screens



Limited

Limited

Opportunity to distribute giveaway items at Lurie Children's



Volunteer opportunity at Lurie Children's



Recognized as a sponsor in emails to all hospital staff



The Walk

Logo and sponsorship level on website with reciprocal link



Logo on e-marketing



Logo on in-hospital marketing



Logo on display and social digital ads



Complimentary t-shirts for Walk participants

All

All

All

10

5

Support event with in-kind donation and distribution for participants



Tent with custom sign and item distribution opportunity



Logo on event signage



Recognition in speaking program



Logo on event t-shirts



Company representative invited to speak in program



One team (up to 20 participants) in Lurie Children's Corporate Cup

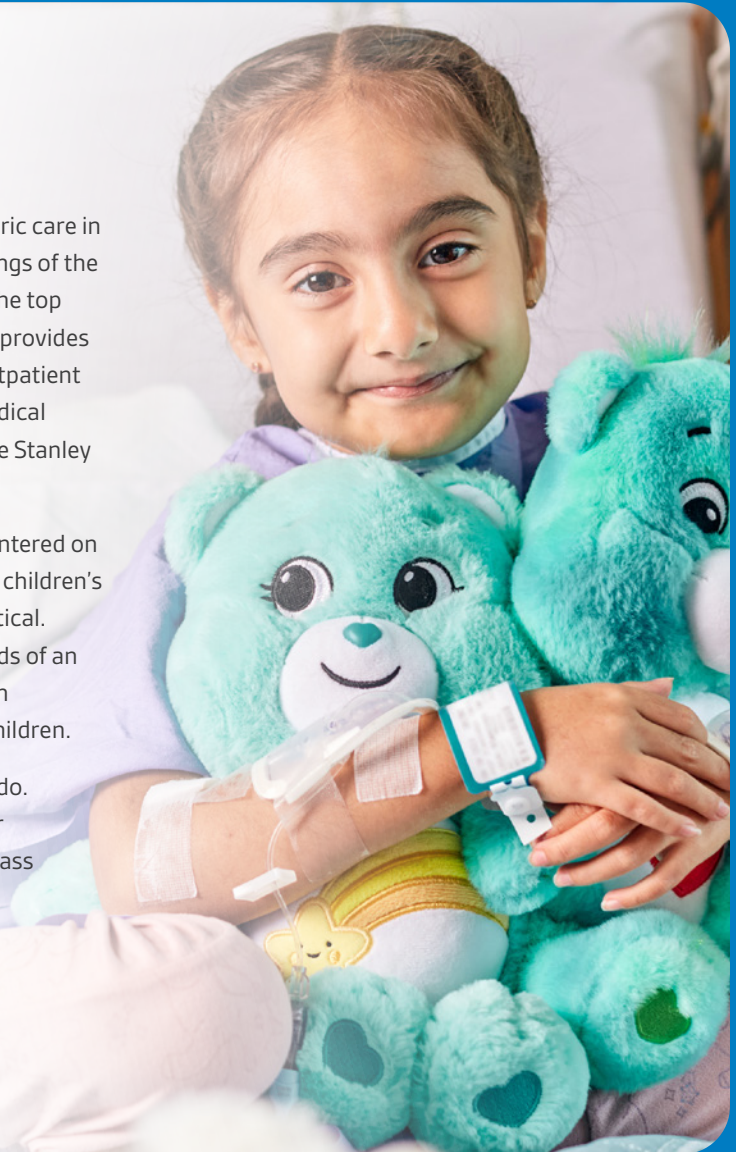


About Lurie Children's

Lurie Children's provides some of the highest quality pediatric care in the country. In the 2024-25 *U.S. News & World Report* rankings of the Best Children's Hospitals, Lurie Children's continues to be the top hospital in Illinois, ranking in 11 specialties. Lurie Children's provides superior pediatric care in a state-of-the-art hospital and outpatient centers that offer the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute.

Lurie Children's is unique because our mission is entirely centered on children. With fewer than 30 independent, research-driven children's hospitals in the U.S., our existence has never been more critical. Unlike adult hospitals, which increasingly prioritize the needs of an aging population, we dedicate all our resources—whether in research, bed space, or medical expertise—exclusively to children.

Our commitment to children's health drives everything we do. But we can't do it alone. As a nonprofit medical center, your support is crucial in helping us continue to provide world-class care, maintain an environment uniquely designed for children and support families when they need it the most. When you choose to support Lurie Children's, you're investing in a future where every child has access to the best possible care.



Become a Sponsor Today

To learn more about sponsorship opportunities contact Jennie Cimino at

JCIMINO@LURIECHILDRENS.ORG or **312.227.7262**