



Run, Walk & Virtual Challenge

SPONSORSHIP OPPORTUNITIES

Run & Family Fun Walk | April 25, 2027

Virtual Challenge | May 1-31, 2027

Providing support for CHOP's most critical needs.



Presented by



PHILADELPHIA
INSURANCE COMPANIES

A Member of the Tokio Marine Group

*CHOP patient Saniya, 6,
and Jalen Hurts, Official
Champion of I ♥ CHOP*



**Children's Hospital
of Philadelphia®**

FOR EVERY CHILD. FOR EVERY NEED.

There's nothing more powerful than a community rallying together to support one another. Our 2nd annual I ♥ CHOP Run, Walk & Virtual Challenge, presented by Philadelphia Insurance Companies, is a run and family fun walk on Sunday, April 25, 2027.

For those who want to participate remotely, I ♥ CHOP will continue with a monthlong virtual activity challenge in May.

Rally your friends and family to join us as we mobilize our community to improve the lives of children and honor CHOP's legacy of care!

JALEN HURTS IS IN. ARE YOU?

"When you wear No. 1, people expect greatness. When you support Children's Hospital of Philadelphia (CHOP), you help deliver it. I care deeply for the youth of Philadelphia. I ♥ CHOP gives us all a chance to show up for the incredible work happening at CHOP every day as we help power its mission to deliver healing and hope for even more kids."

— Jalen Hurts,
Official Champion of I ♥ CHOP

EVENT DETAILS

3-Mile Run & 1.5-Mile Family Fun Walk

Sunday, April 25, 2027 | 7 to 10:30 a.m.

FDR Park, 1500 Pattison Ave. & S. Broad Street,
Philadelphia, PA 19145

Virtual Challenge

May 1-31, 2027

Anywhere you are and as far as you want to go!

DATES TO REMEMBER

- **Feb. 26, 2027**
Deadline for company name/logo inclusion on T-shirts
- **March 3, 2027**
Deadline for company name/logo inclusion on event day signage
- **March 29, 2027**
Deadline for company name/logo inclusion on event digital video board

Please note: Sponsorship benefits are subject to change depending on your confirmation date.

MARKETING AND SPONSORSHIP FACTS

- Children's View circulation: **121,000**
- Projected in-person attendance: **8,000+**
- Media impressions: **8 million**
- CHOP Facebook likes: **181,000+**
- CHOP Instagram followers: **67,000+**

EVENT CONTACT

Ellie Paparone • PaparoneE@chop.edu • 315-256-6285

I ♥ CHOP benefits the Children's Fund, an unrestricted source of support used to address the hospital's most pressing needs, drive medical research, and provide flexible resources where they are needed most.



WINNER'S CIRCLE SPONSOR • \$50,000

EXCLUSIVITY

- Category exclusivity

RACE DAY

- Opportunity to address participants during the opening program
- Recognition by event emcee
- Check presentation opportunity
- Registration for 50 participants, both in-person and virtually
- Logo inclusion at start/finish line (*Deadline: March 3, 2027*)
- Logo inclusion on digital video board (*Deadline: March 29, 2027*)
- Opportunity to distribute pre-approved promotional materials at the event
- Premium placement of 10' x 10' hospitality tent
- Six (6) passes to attend a meet-and-greet with Jalen Hurts on event morning
- Custom banner with company name/logo to carry during walk
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Opportunity for virtual or in-person speaking opportunity with a CHOP patient, family or clinician
- Presenting sponsor of a fundraising or recruitment challenge with the opportunity to provide special incentives to selected participants

RECOGNITION

- Company name/logo included on event T-shirts (*Deadline: Feb. 26, 2027*)
- Company name/logo on I ♥ CHOP Run, Walk & Virtual Challenge website
- Mentions in an email announcement sent to all CHOP employees (approximately 25,000+ employees)
- Creation of a custom social media plan across various CHOP platforms including Facebook, Instagram and X (formerly Twitter)

Estimated charitable contribution: \$48,750



*Dylan, 3,
with mom, Amy*

DYLAN'S STORY

Just days after Dylan was born, her parents learned she had congenital cytomegalovirus (CMV), a common virus they had never heard of that would forever change their lives. As specialists at Children's Hospital of Philadelphia (CHOP) uncovered CMV retinitis threatening Dylan's vision and other complex medical challenges, the baby spent her first 63 days in the hospital surrounded by expert care.

Since then, Dylan has faced additional hospitalizations, surgeries, therapies and diagnoses, including cerebral palsy and Baraitser-Winter cerebrofrontofacial syndrome, a rare disorder that affects the brain, facial features, eyes, ears and other body systems.

Through every setback, Dylan's resilience has inspired her family, and CHOP has been there every step of the way. Dylan's family is joining I ♥ CHOP Run, Walk & Virtual Challenge to support the groundbreaking research, innovative treatments and compassionate care that give children like Dylan the opportunity to thrive and help create healthier futures for families everywhere.

SIGNATURE SPONSOR • \$25,000

RACE DAY

- Recognition by event emcee
- Check presentation opportunity
- Registration for 30 participants, both in-person and virtually
- Logo inclusion at start/finish line (*Deadline: March 3, 2027*)
- Logo inclusion on digital video board (*Deadline: March 29, 2027*)
- Opportunity to distribute pre-approved promotional materials at the event
- Premium placement of 10' x 10' hospitality tent
- Four (4) passes to attend a meet-and-greet with Jalen Hurts on event morning
- Custom banner with company name/logo to carry during walk
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Opportunity for virtual or in-person speaking opportunity with a CHOP patient, family or clinician

RECOGNITION

- Company name/logo included on event T-shirts (*Deadline: Feb. 26, 2027*)
- Company name/logo on I ♥ CHOP Run, Walk & Virtual Challenge website
- Public recognition via CHOP social media platforms including Facebook, Instagram and X (formerly Twitter)

Estimated charitable contribution: \$24,250

EMPOWERING DREAMS AND INSPIRING HOPE

Your gift supports patient care, innovation, research, community impact and growth at CHOP.

LEADING CLINICAL CARE

Our clinical team is focused on **delivering better outcomes** for every child. From state-of-the-art hospitals to deep subspecialty expertise, CHOP clinical care is uniquely comprehensive.

INNOVATION AT CHOP

CHOP relentlessly pursues answers to the biggest pediatric challenges. It is **a place where the unbelievable can happen**; where innovation meets empathy and hope becomes healing.

UNLOCKING POTENTIAL

Our research transforms discoveries into **life-changing solutions**. With unmatched capabilities and a solid track record, we are committed to finding answers and helping children thrive.

COMMUNITY ADVOCACY AND IMPACT

Together with legislators, educators, community leaders and families, we are tackling the biggest issues in pediatric healthcare and finding new solutions to **improve children's lives**.

AN EXPANSIVE FOOTPRINT; A BRIGHTER TOMORROW

We are committed to meeting our patients' needs by creating **innovative spaces designed with patients in mind** and research facilities ready to unlock tomorrow's breakthroughs.

A MEANINGFUL OPPORTUNITY

I ♥ CHOP offers you a unique opportunity to connect with thousands of participants and provides substantial marketing exposure for your company. This sponsorship packet outlines a variety of options that can be tailored to align with your marketing goals and budget. There are also opportunities for your company to field a corporate team, which is an exciting way to foster employee camaraderie while making a significant impact on pediatric healthcare.

Please note: Sponsorship benefits are subject to change depending on your confirmation date.

GOLD SPONSOR • \$15,000

RACE DAY

- Recognition by event emcee
- Registration for 25 participants, both in-person and virtually
- Premium placement of 10' x 10' hospitality tent
- Logo inclusion on digital video board (*Deadline: March 29, 2027*)
- Opportunity to distribute pre-approved promotional materials at the event
- Two (2) passes to attend a meet-and-greet with Jalen Hurts on event morning
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Opportunity for virtual lunch-and-learn with a CHOP patient, family or clinician

RECOGNITION

- Company name/logo included on event T-shirts (*Deadline: Feb. 26, 2027*)
- Company name/logo on I ♥ CHOP Run, Walk & Virtual Challenge website
- Public recognition via CHOP social media platforms including Facebook, Instagram and X (formerly Twitter)

Estimated charitable contribution: \$14,375



NICHOLAS' STORY

After losing two children to metachromatic leukodystrophy (MLD), a devastating genetic disease that robs children of the ability to move, speak and survive, an Alaskan family faced the same diagnosis in their youngest son, Nicholas (*pictured above*). But this time, a critical breakthrough changed everything.

Diagnosed at birth before symptoms appeared, Nicholas was referred to Children's Hospital of Philadelphia (CHOP), where experts at the Leukodystrophy Center and Cellular Therapy and Transplant Section moved quickly to deliver a groundbreaking gene therapy designed to stop the disease before irreversible damage began. At just 6 months old, Nicholas became the youngest patient to receive stem cell gene therapy at CHOP.

Today, he is growing and developing without symptoms, offering powerful hope for families facing MLD and highlighting the life-changing potential of early diagnosis and gene therapy.



CREATING BREAKTHROUGHS

Every day at Children's Hospital of Philadelphia, we work to give each child hope for a healthy future. From life-changing research to leading clinical care that impacts our communities, we advocate for and provide the best for children in our backyard and around the world. Being the first pediatric hospital in the nation is only one of the many firsts we've celebrated during the past 170+ years. We empower dreams, unlock potential and inspire hope in children like Jayden, 12, (*left*) and their families.

SILVER SPONSOR • \$10,000

RACE DAY

- Registration for 15 participants, both in-person and virtually
- Logo inclusion on digital video board (*Deadline: March 29, 2027*)
- Opportunity to distribute pre-approved promotional materials at the event
- Premium placement of 10' x 10' hospitality tent
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Opportunity for a virtual lunch-and-learn with a CHOP patient, family or clinician

RECOGNITION

- Company name/logo on I ♥ CHOP Run, Walk & Virtual Challenge website
- Public recognition via CHOP social media platforms including Facebook, Instagram and X (formerly Twitter)

Estimated charitable contribution: \$9,625

BRONZE SPONSOR • \$5,000

RACE DAY

- Registration for 10 participants, both in-person and virtually
- Logo inclusion on digital video board (*Deadline: March 29, 2027*)
- Volunteer opportunities for employees at the event, if desired

RECOGNITION

- Company name/logo on I ♥ CHOP Run, Walk & Virtual Challenge website

Estimated charitable contribution: \$4,750

DID YOU KNOW?

CHOP has been consistently named one of the Best Children's Hospitals in the nation by *U.S. News & World Report*.



*Jalen Hurts
with Adam, 3,
CHOP patient*

CHOP BY THE NUMBERS

1.7 million

Outpatient visits per year

36,000+

Hospital admissions each year

300+

Centers, programs and disease-specific clinics

235,000+

Inpatient days per year

724

Hospital beds (in use) at Philadelphia and King of Prussia locations

50+

Care Network sites in Pennsylvania and New Jersey

**Fiscal Year 2025 statistics*

SPONSORSHIPS AT A GLANCE

A MEANINGFUL OPPORTUNITY

This event offers significant marketing exposure to thousands of participants. Sponsorships offer a range of options and can be customized to meet your marketing and budgetary needs.

Sponsorship benefits are subject to change depending on your confirmation date.

	WINNER'S CIRCLE \$50,000	SIGNATURE \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
EXCLUSIVITY	●				
Presenting sponsor of fundraising or recruitment challenge	●				
Opportunity to address participants during opening program	●				
Company name/logo on event T-shirt	●	●	●		
Check presentation opportunity	●	●			
Opportunity to distribute pre-approved promotional materials at event	●	●	●	●	
Opportunity for in-person or virtual lunch-and-learn with CHOP patient, family or clinician	●	●	● Virtual only	● Virtual only	
Team tent on event day	●	●	●	●	
Number of passes to attend a meet-and-greet with Jalen Hurts on event day	6	4	2		
Custom sponsor banner with your company name/logo to carry during event	●	●			
Recognition by event emcee	●	●	●		
Company logo included on event day signage*	●	●	●	●	●
Registration for participants	50	30	25	15	10
Public recognition on social media platforms	●	●	●	●	
Company name/logo included on event website	●	●	●	●	●

*See sponsorship levels for which specific signage will feature your company logo.

SPONSORSHIP RESERVATION FORM

(Please type or print all information exactly as it should appear in recognition materials.)

☐ Personal ☐ Corporate

Name (As you would like it to appear on recognition materials) _____

Title _____

Company/Organization _____

Address _____

City _____ State _____ ZIP _____

Phone number (day) _____ Fax _____

Email address _____

LEVEL OF SPONSORSHIP (Please check one.)

- | | | | |
|--|----------|---|----------|
| ☐ Winner's Circle Sponsor | \$50,000 | ☐ Silver Sponsor | \$10,000 |
| ☐ Signature Sponsor | \$25,000 | ☐ Bronze Sponsor | \$5,000 |
| ☐ Gold Sponsor | \$15,000 | ☐ Donation | \$ _____ |

We waive all benefits associated with our chosen level of sponsorship (please initial). _____

In some cases, receipt of benefits by a private foundation may result in tax implications. Please consult your adviser with any questions.

Form completed by: _____ Telephone (day): _____

PAYMENT



☐ Check enclosed. Please make checks payable to CHOP Foundation. Add "I ♥ CHOP event" on the memo line.

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Please use this QR code to pay by credit card.

MATCHING GIFTS

The CHOP Foundation welcomes matching gifts from participating companies. Obtain a matching gift form from your personnel office and send the completed form to us with your gift.

☐ I have enclosed a matching gift form.

SEND RESERVATION FORM AND PAYMENT TO

Mail via USPS to — CHOP Foundation • I ♥ CHOP Run, Walk & Virtual Challenge • P.O. Box 781352 • Philadelphia, PA 19178-1352
Contact Ellie Paparone to coordinate delivery via UPS or FedEx.

Event Contact — Ellie Paparone: PaparoneE@chop.edu • 315-256-6285

To remove your name from our fundraising list, please visit chop.edu/optout or call 267-426-5332.