

FOUNDATION



Children's[®]
Healthcare of Atlanta

2009 Sports Network Sponsorship Package

Your company will receive year long exposure and client entertainment benefits to six of our largest sports and holiday fundraising events benefiting Children's Healthcare of Atlanta. Your umbrella sponsorship will create a prominent association in the community between your company and Children's.

Children's, one of the top 3 children's hospitals in the country, is a non-profit organization that operates three children's hospitals with more than 500,000 patient visits annually. Our three main campuses are Children's at Egleston, Scottish Rite and Hughes Spalding. We also have 16 neighborhood locations around metropolitan Atlanta.

Events & Benefits

Tim Hudson Birdies & Baseball (February 22-24, 2009)

Join the Atlanta Braves in spring training in Orlando. This all-inclusive 3 day/2 night trip with airfare, hotel accommodations, golf, food and drinks includes a day at a Braves practice and a day of golf with the Braves players at ChampionsGate Resort which is home to the PGA Tour Father-Son golf tournament.

- 2 all-inclusive playing positions

Spring Classic – UGA vs. GT (May 12, 2009)

Two of college baseball's national powers and state rivals, Georgia and Georgia Tech, will play one another for bragging rights. More than 22,000 tickets have been sold each of the past five years.

- Use of private hospitality suite
- 50 tickets with suite access and seating for at least 20
- \$500 credit toward food and beverages
- 10 parking passes
- One autographed Atlanta Braves jersey signed by honorary chair John Smoltz
- Corporate recognition on video board a minimum of four times during the game
- Corporate recognition on public address announcements a minimum of four times during the game
- Corporate recognition on team roster sheets given to spectators
- Corporate logo on all print ads promoting the game in the Marietta Daily Journal/Neighbor Newspapers
- Corporate listing on sponsor board
- Corporate banner on display at Turner Field gate during the game
- Opportunity for on-site promotion during game
- Opportunity for pre-event ticket promotion in the community with general admission tickets

Children need Children's and Children's needs You[®]

FOUNDATION



Children's[®]
Healthcare of Atlanta

2009 Sports Network Sponsorship Package \$25,000

Champions Tour (May of 2009)

This inaugural Champions Tour professional golf event will be held at the TPC at Sugarloaf. The event will feature many of the top players on the Champions Tour such as Tom Watson, Nick Price, Bernhard Langer, Loren Roberts, Craig Stadler and many others.

- Four skybox tickets on Saturday and Sunday in the Children's hospitality box on the 18th green
- Corporate recognition as a Sports Network sponsor in Children's full page ad in the tournament program

John Smoltz-Tim Hudson-Jeff Francoeur Braves Celebrity-Am (August 23-24, 2009)

Be a part of Atlanta's largest celebrity-am golf tournament. This two-day event gives participants a chance to golf and socialize with Braves players and former professional MLB, NBA, NFL, and NHL athletes. The event is held at Atlanta National, Settindown Creek and White Columns.

- 8 playing positions
- 8 player gift packages
- 8 team photos
- 16 invitations to the Sports Auction and Draw Party
- Corporate listing on sponsor board
- Corporate banner on display at the courses
- Corporate name prominently displayed on event brochures

CVS/pharmacy Strong Legs Run (November 7, 2009)

Be a part of one of the largest races in Atlanta as 4,000 runners hit the streets for a 10K Run, 5K Run/Walk and 2K Run/Walk at Turner Field.

- 75 regular complimentary runner/walker spots
- Corporate logo on 5,000+ t-shirts
- Corporate logo in the registration application (75,000 distributed)
- Corporate logo in all print ads promoting the race in the Marietta Daily Journal/Neighbor Newspapers, and racing magazines
- Corporate banners displayed at the race site
- Corporate logo on finish line banner
- Opportunity for pre-event and on-site race day promotion

Children need Children's and Children's needs You[®]

FOUNDATION



Children's[®]
Healthcare of Atlanta

2009 Sports Network Sponsorship Package \$25,000

Children's Healthcare of Atlanta Christmas Parade (December 5, 2009)

The annual Children's Christmas Parade is the southeast's premier holiday parade. The parade is broadcast live on WSB-TV from downtown Atlanta. More than 100,000 spectators line the parade route. The event is also broadcast on radio.

- Prominent parade signage: Your company will sponsor one of the parade units, which include award-winning marching bands, dance troupes, clowns and much more. Your logo banner will precede your unit while your on-screen logo is broadcast on television during live broadcast and in syndication.
- Sponsor name mentioned during parade broadcast
- VIP sponsor section tickets to the parade
- Sponsor logo or name included on official Parade web site
- Sponsor recognition at the Holiday Gala
- Invitations to Holiday Gala

Children's Sports Network Sponsorship: \$25,000

For more information please contact [Dave Winokur](#) at (404) 785-7373.

Children need Children's and Children's needs You[®]