

# Be a Champion of Good Health.

Give HOPE. Give HEALTH. Give LIFE.



Become a Corporate Champion for Care Ring by making a leadership investment of \$1,000 or more.

- Keep Charlotte's workforce healthy
- Promote a thriving economy
- Reduce racial and socioeconomic disparities in health and quality-of-life outcomes
- Showcase your social responsibility and leadership
- Enhance visibility and increase your brand loyalty with customers and the general public
- Build team with volunteer opportunities

Join your peers as a Corporate Champion:



Atrium Health

NOVANT HEALTH



BANK OF AMERICA

nuveen

A TIAA Company



OrthoCarolina



UnitedHealthcare



BlueCross BlueShield of North Carolina

An independent licensee of the Blue Cross and Blue Shield Association



Moore & Van Allen

WellCare Health Plans

ally do it right.

CharlotteRadiology

FOUNDATION FOR THE CAROLINAS

Humana

Stewart LAW OFFICES

TOWNE BANK

Alliance Health

EY Building a better working world

LINCOLN DERR

Morris·Berg ARCHITECTS

Parker Poe

The levels below offer robust exposure for 365 days from the date of your pledged commitment. Care Ring can also individually tailor promotion of your company to align with your marketing needs.

See PAGE 3 for event information.

<b>INVESTMENT <i>opportunities</i></b>	Healthy Child \$1,000	Healthy Neighbor \$2,500	Healthy Family \$5,000	Healthy Community \$10,000	Healthy For Life \$25,000
Presenting Sponsor designation of Fall Hob Nob event & Spring Black Maternal Health Week event - (industry exclusive)					●
Logo & company highlight feat. on front of "Support our Corporate Champs" insert sent with every donor thank-you letter					●
Guest blog for Care Ring's blog; then distributed via social media and e-newsletter				1x/year	2x/year
Speaking opportunity at signature events				(1 minute)	(2 minutes)
Logo on 2 Care Ring digital billboard ads that will run a total of 4 weeks along major travel corridors, generating almost 1,000,000 views. An <b>\$11,000</b> value! ( <i>Billboards donated by Adams Outdoor and run based on availability</i> )				●	●
Logo & link on event info/registration pages			●	●	●
Logo on event invitations			●	●	●
Company mention in event speeches thanking sponsors			●	●	●
Logo and link in Corporate Champions section of our quarterly e-news (4,000+ subscribers)			●	●	●
Logo on back of "Support our Corporate Champions" insert sent with every donor Thank You letter			●	●	●
Reciprocal marketing on social media to promote your brand (6,000+ followers - you provide content)		●	●	●	●
Option to provide event needs such as plates, napkins, cups, coasters, favors, etc branded with your logo		●	●	●	●
Invitation to attend both Care Ring events	2 guests	2 guests	4 guests	6 guests	8 guests
Announcement of Corporate Championship on 4 social media channels (6,000+ followers)	●	●	●	●	●
Logo and hyperlink on Care Ring's home page (22K pageviews/yr) and/or our "Corporate Champions" page	Corp Champ page	Corp Champ page	Both	Both	Both
Logo displayed on Sponsor sign at entrance to both events	●	●	●	●	●
Logo on Sponsor Thank You graphic sent to all event guests in post-event thank you emails.	●	●	●	●	●

## **FLAGSHIP EVENTS**

Each Investment Opportunity Level includes exposure for your company at these Care Ring events & beyond. *NOTE: Care Ring complies with all state and local guidelines regarding COVID-19 precautions and will exercise best judgment around event format and may need to delay holding an in-person event if necessary.*

### **HOB NOB** *Bringing Stakeholders Together – Fall*

Our annual thank-you celebration for Care Ring's top donors, funders, sponsors, and the doctors and dentists who donate care through our Physicians Reach Out program. Guests "hob nob" while enjoying locally-provided upscale food, beverages, and music. Sponsor recognition and information about our supporters' impact on the community will be woven into the evening's festivities, and in pre- and post-event emails. A small, high-end silent auction helps to generate funds from the event.

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### **BLACK MATERNAL HEALTH WEEK EDUCATION EVENT** – Spring

During Black Maternal Health Week (April 11-17), Care Ring will raise awareness of the [Black maternal health crisis](#) and how our two maternal-child health programs are improving birth and quality-of-life outcomes for mothers and their babies. A unique event will be held to culminate the week's activities, inviting local activists, elected leaders, funders, donors, corporate sponsors, and anyone interested in making a significant difference in this alarming crisis.

#### **ONE-TIME EVENT** *opportunities:*

If committing to a Corporate Champion sponsorship isn't possible, consider these one-time event opportunities that can still earn great exposure for your company.

#### **Choose EITHER event:**

\$500

- 2 invitations to attend the event to mix and mingle with our distinguished guests
- Logo on Event Sponsors signage displayed at event
- Logo in post-event summary email sent to all guests



*"As a Corporate Champion, Moore & Van Allen is proud to support Care Ring's mission for the past 15 years with pro bono legal services and financial contributions. We recognize and embrace our duty to support organizations in our community who provide services and programs that assist the most fragile and deserving of our neighbors. We have a responsibility to use our knowledge and resources to serve our community, and to continue our Firm founders' tradition and legacy of service and corporate social responsibility."*

**– Carol Bowen, Attorney for Moore & Van Allen**



## EMPLOYEE ENGAGEMENT *opportunities:*

Engage your employees in making a difference in our community, leading to greater overall job satisfaction and a happier, more productive workforce for you.

### **Volunteer** – *Team build while making a difference!*

We can customize volunteer activities for individuals or groups to match their interests, abilities, and schedules. Examples include: event planning and execution, office support, cleaning/organizing projects, supply drives, and more. We will also take photos and share about your employees' volunteerism on our social media platforms.

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### **Workplace Giving/Corporate Matching** – *Work while making a difference!*

If you participate with United Way or another workplace giving program, we can come to your office and give a "lunch 'n' learn" presentation on our mission and help educate your employees on their workplace giving options, as well as any matching funds that may be available through your company.

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### **Carolina 10K Classic presented by Ivy Rehab** – *Get fit while making a difference!*

This annual 10K/5K is one of the area's premier running events and directs a portion of its proceeds to Care Ring. Support your employees' fitness goals and team building by forming a virtual run team for the race.



Low-Cost Clinic	Maternal-Child Health	Physicians Reach Out
Through our Low-Cost Clinic we provide high-quality preventive care to 2,000 uninsured and underinsured neighbors. Dedicated staff provide treatment of chronic illnesses and offer wellness checks, health screenings, employment exams, vaccinations, and health education.	Care Ring's home visitation program, Nurse-Family Partnership®, pairs an at-risk mom with a Registered Nurse from pregnancy through her child's 2nd birthday. A second program, A Guided Journey, leverages Community Health Workers to connect pregnant and new mothers with resources.	A network of 1,600 volunteer health professionals donate dignified care through Physicians Reach Out. We provide access to primary care, specialty care, labs, and diagnostic tests to 5,440 uninsured people facing the challenges of poverty in Mecklenburg County each year. PRO donates more than \$51,000,000 in free care annually.



601 East 5<sup>th</sup> Street, Suite 140  
Charlotte, NC 28202

[www.CareRingNC.org](http://www.CareRingNC.org)

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For Corporate Champion inquiries, contact Jennifer Peele:  
704-248-3727 or [jpeelee@careringnc.org](mailto:jpeelee@careringnc.org)