

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:



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.

INVESTMENT <i>opportunities</i>	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)					●
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 \$11,000 value! <i>(Billboards donated by Adams Outdoor and run based on availability)</i>				●	●
Logo & link on event info/registration pages			●	●	●
Logo on event invitations/flyer			●	●	●
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			●	●	●
Logo on printed program for Black Maternal Health Week educational event		●	●	●	●
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/admission to attend both Care Ring events	2 guests	2 guests	4 guests	6 guests	8 guests
Booth at our Sponsor Expo to interact with guests during breaks and lunch during Black Maternal Health Week event	●	●	●	●	●
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 (and digitally, where possible depending on venue)	●	●	●	●	●
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.

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. An educational event will be held to educate and offer CEUs to pregnancy and birthing providers on this crisis and how to implement meaningful interventions. Families with lived experience will also be invited to participate to share and to learn.

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 guests (for Black Maternal Health Week event, also includes free Sponsor Expo booth)
- Logo on Event Partners signage displayed at event and on event website
- 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 16 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.

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.



Access to Care	Maternal-Child Health	Community-Based Care
<p>Through our Low-Cost Clinic and our Physicians Reach Out network, we offer a wide range of low-cost and free primary and specialty care to over 5,600 uninsured and low-income residents each year. Our Clinic providers and the volunteer providers in our PRO network work tirelessly to empower our patients to establish and maintain good health, helping those who are falling through the cracks of the traditional healthcare system.</p>	<p>Care Ring's home visitation program, Nurse-Family Partnership®, pairs an expectant mother 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. These programs help to create better and safer birthing and infant health outcomes for women and their babies in underserved areas. Last year, these programs served nearly 1,000 families.</p>	<p>Care Ring's newest health initiative, The Bridge, leverages a mobile unit and our community partners to provide free services to those in our city's most under-resourced areas, right where they live. Starting in the Grier Heights neighborhood, and now expanding to North End, The Bridge provides weekly health screenings, care coordination and navigation, counseling and mental health support, and connections to community resources for our neighborhoods most in need.</p>



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