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
- Associate your brand with a nonprofit in the Charlotte-Mecklenburg community with a 70+ year history of trusted service, collaboration, and leadership

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 *opportunities*	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 Maternal Health Conference					●
Guest blog for Care Ring's blog; then distributed via social media (6,300 followers) and e-newsletter (4,800 subscribers)				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! *(Billboards donated by Adams Outdoor and run based on availability)*				●	●
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 (4,800+ subscribers)			●	●	●
Logo on back of "Support our Corporate Champions" insert sent with every donor Thank You letter			●	●	●
Logo on printed program for Maternal Health conference			●	●	●
Reciprocal marketing on social media to promote your brand (6,100+ 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
Expo Booth at Maternal Health Conference to interact with guests during networking, breaks, and lunch	●	●	●	●	●
Announcement of Corporate Championship on 4 social media channels (6,300+ followers)	●	●	●	●	●
Logo and hyperlink on Care Ring's home page (64K 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.

Annual MATERNAL HEALTH CONFERENCE – Spring

During Maternal Health Month (April), Care Ring brings together the community to address the maternal health crisis, with an emphasis on most-affected populations. The conference is 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. Our conferences are extremely successful, selling out quickly with over 320 guests, attending both in-person and remotely. Sponsors can interact with attendees through a well-attended Sponsor Fair, and gain exposure through logo placement on printed and digital materials and in promo materials ahead of the event. Depending upon sponsorship level, sponsors may also be invited to speak from the stage and recognized in Main Stage remarks.

Annual HOB NOB *Bringing Stakeholders Together* – Fall

Our annual thank-you celebration for Care Ring's top donors, funders, sponsors, civic and faith leaders, and the doctors and dentists who annually donate over $77M in care through our Physicians Reach Out program. Guests "hob nob" while enjoying 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.

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.

$500

Choose EITHER event:

- 2 invitations to attend the event to mix and mingle with our guests (for Maternal Health 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

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: food pantry inventory and food distribution, 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.

CARE RING
THE HEART OF COMMUNITY HEALTH

Access to Care

Through our **Clinic**, our **Physicians Reach Out** network, and our **community-based health** screenings, we offer a wide range of donor and funder sponsored healthcare services to **over 7,000** uninsured and low-income residents each year.
Our staff work tirelessly to empower our patients to establish and maintain good health, catching those who are falling through the cracks of the traditional healthcare system. As a result, our community is healthier and more productive.

Maternal-Child Health

Care Ring's home visitation program, **Nurse-Family Partnership®**, pairs an expectant, higher-risk mother with a 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 maternal and infant health outcomes for women and their babies in underserved populations. Last year, these programs served nearly **1,000** families.

Nutrition Support

Care Ring became a Nourish Up **food pantry** partner in March 2025 after moving into our new facility. The pantry operates 2-3 days per week, fluctuating with need. It provides seven days worth of groceries to families facing food insecurity, and offers shoppers flexibility with choosing their items to meet their dietary needs. Refrigerated items such as meats and dairy provide even more robust choices. In its first year, the pantry served **3,400** individuals.

Check us out & connect with us online!

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