Be a Champion of Good Health.

CORPORATE CHAMPION FOR COMMUNITY HEALTH CARE RING

Give HOPE. Give HEALTH. Give LIFE.

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

Why participate?

- Keep Charlotte's workforce healthy
- Promote a thriving economy
- Reduce racial and other 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:

OrthoCarolina
WELLS FARGO
Atrium Health
NOVANT HEALTH
BlueCross BlueShield of North Carolina
nuveen A TIAA Company
BANK OF AMERICA
FOUNDATION FOR THE CAROLINAS
Moore&VanAllen
UnitedHealthcare
WellCare Health Plans
CharlotteRadiology
REGIONS
TOWNE BANK
Uwharrie BANK making a difference
LabCorp
LINCOLN DERR
BAIRD
EY
Carolina Asthma & Allergy Center
Smile CHARLOTTE

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 of Falling for Care Ring event series (FFCR) and Hob Nob (industry exclusive)					●
Logo, CEO photo and quote on special insert sent with yearly tax statement in January to every donor from prior year					●
Guest blog for Care Ring's blog				1xyear	2xyear
Speaking opportunity at Care Ring's Hob Nob event AND sponsor mention in host remarks at each FFCR event				(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 appears at end of annual client story video, sent out and/or shown to all FFCR guests, highlighted in 1 of our quarterly e-newsletters, and housed on our YouTube channel				●	●
Logo & link on FFCR & Hob Nob event info/sign up pages			●	●	●
Logo on Hob Nob invitations			●	●	●
Company mention in FFCR & Hob Nob speeches			●	●	●
Logo in Corporate Champions section of our quarterly e-news (4,000+ subscribers)			●	●	●
Logo on "Support our Corporate Champions" insert included with every donor Thank You letter mailed throughout the year			●	●	●
Reciprocal marketing on social media to promote your brand (4,726+ followers - you provide content)		●	●	●	●
Logo on signage at various event areas at Hob Nob (ie bar, food stations) or opt to provide event needs such as plates, napkins, coasters, branded with your logo		●	●	●	●
Invitation to attend Care Ring's Hob Nob event	2 guests	4 guests	6 guests	8 guests	10 guests
Announcement of Corporate Championship on our 4 social media channels (4,726+ followers)	●	●	●	●	●
Logo and hyperlink on Care Ring's home page (19K 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 Hob Nob event; logo on "Donate Here" signage at all FFCR parties.	●	●	●	●	●
Logo on Sponsor Thank You graphic sent to all FFCR and Hob Nob guests in post-event thank you email.	●	●	●	●	●

The levels above 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.

Please see p.3 for more information about our flagship events.

ANNUAL FLAGSHIP EVENTS

Each Investment Opportunity includes exposure for your company at these Care Ring events & beyond:

HOB NOB *Bringing Stakeholders Together* – Spring

An exclusive thank-you celebration for Care Ring's top donors, funders, and the doctors and dentists who donate care through our Physicians Reach Out program. Guests will "hob nob" while enjoying locally-provided upscale food, beverages, and live 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.

FALLING FOR CARE RING *A Hybrid Fundraising Event Series* –October 15 to December 15

Care Ring has redesigned its usual Fall event, the annual luncheon, to meet the changing needs of our supporters and to protect their health. "Falling for Care Ring" is a fundraising event series where our biggest fans are invited to raise money for Care Ring through small in-person events, personal health or fitness challenges, virtual gatherings, or a combination. Care Ring urges all participants to follow CDC and state and local guidance and mandates for COVID-19 safety protocols.

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.

HOB NOB

$500

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

FALLING FOR CARE RING

$500

- Business logo AND link featured in post-event series wrap up email sent to all event participants, fundraisers/hosts, and donors to fundraisers
- Social media shout out following the event across Facebook, Twitter, IG and LinkedIn (4,726 followers)

"As a Corporate Champion, Moore & Van Allen is proud to support Care Ring's mission for the past 13 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

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.

OrthoCarolina 10K Classic – *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.

CARE RING
THE HEART OF COMMUNITY HEALTH

Low-Cost Clinic	Nurse-Family Partnership	Physicians Reach Out
Through our Low-Cost Clinic we provide high-quality preventive care to 2,600 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®, is for at-risk moms. Each mother is partnered with a Registered Nurse from pregnancy through her child's 2nd birthday. Mothers gain the tools to provide their child a stable home and work to achieve self-sufficiency.**	**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 7,000 uninsured people facing the challenges of poverty in Mecklenburg County each year. PRO donates more than $51,000,000 in free care annually.**

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