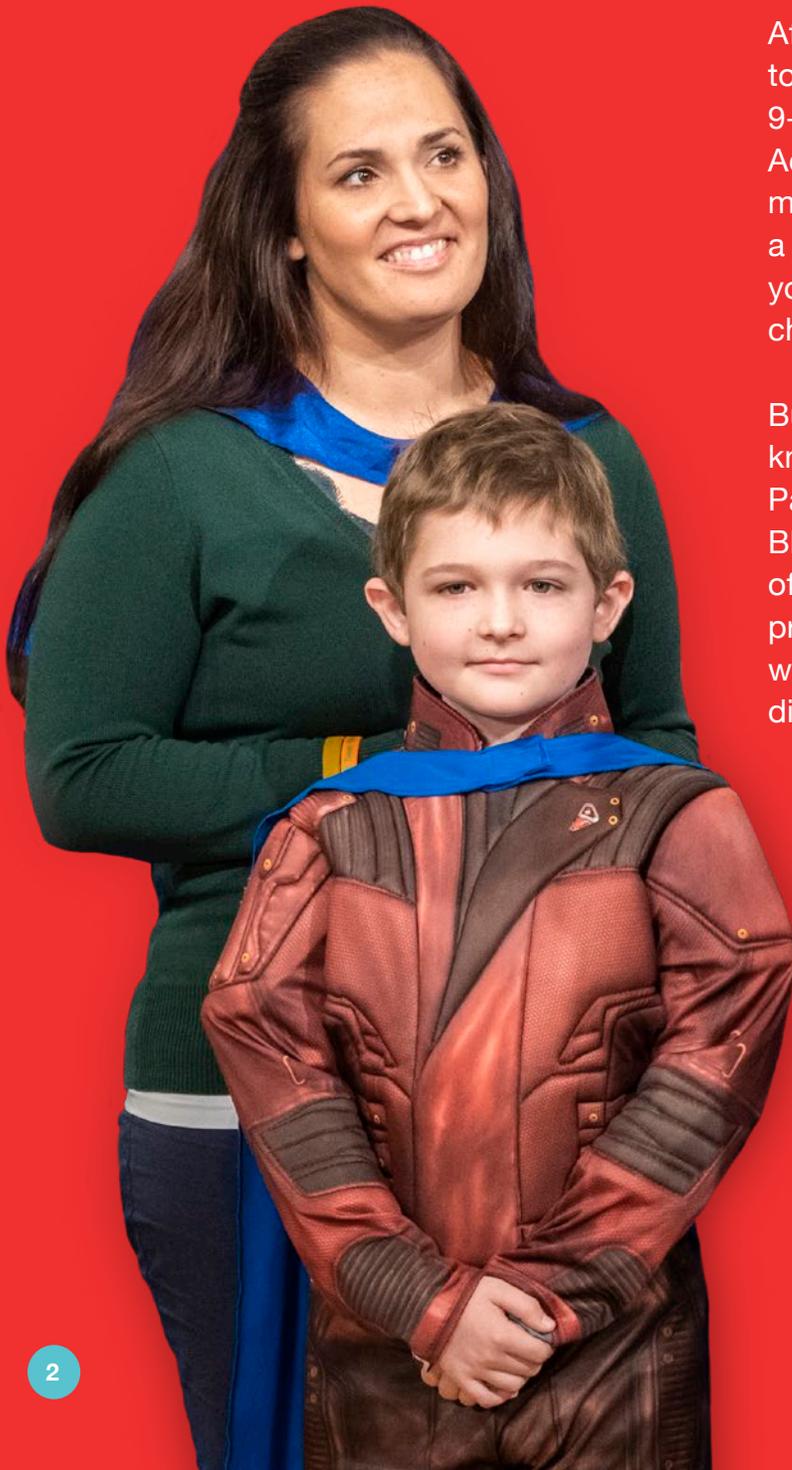


I CHOOSETM
CHILDREN'S
DURING CHILDHOOD CANCER AWARENESS MONTH



SPONSORSHIP OPPORTUNITIES

CHILDREN LIKE BEN NEED YOUR HELP



After a trip to Children's Health due to persisting flu-like symptoms, 9-year-old Ben was diagnosed with Acute Lymphoblastic Leukemia. His mom, Sarah, said the news was like a nightmare, and Ben, the family's youngest of three children, started chemotherapy two days later.

But no matter what happened, Sarah knew Ben was in the best hands at the Pauline Allen Gill Center for Cancer and Blood Disorders at Children's Health, one of the nation's premier pediatric specialty programs devoted exclusively to children who have cancer and hematologic disorders.

DEAR FRIENDS,

We hope this letter finds you and yours healthy and well during this unprecedented time. Like so many, we have historically taken for granted good health for ourselves and our families. The COVID-19 crisis has certainly reminded us of our relative fragility and has also taken a heavy toll on our health care systems.

For nonprofit hospitals like Children's HealthSM committed to addressing the diverse and complicated health needs of our children, the economic toll has forcefully impacted fundraising. For more than a century, the mission of Children's Health has been to make life better for children. Dedicated doctors, nurses and staff — our health care heroes — have kept an unwavering focus on that mission during these uncertain times, and they need our help.

September is Childhood Cancer Awareness Month, and we've teamed up to shine a light on the growing need for support of Children's Health. Illness and injury haven't stopped during this time, and Children's Health has continued to treat its patients, support their families and keep them safe from the virus that causes COVID-19.

As we plan to give back during this year's North Texas Giving Day, we are proud to say, "**I Choose Children's.**" We hope you'll join us by supporting this one-of-a-kind nonprofit.

We are honored to co-chair these initiatives as part of Childhood Cancer Awareness Month and ask you to please consider giving at any level outlined within the accompanying sponsorship packet. Join us in making life better for children.

Thank you so very much for your consideration.

Sincerely,

Darrell Crall
PGA of America, COO

Donovan Lewis
KTCK-AM - The Ticket



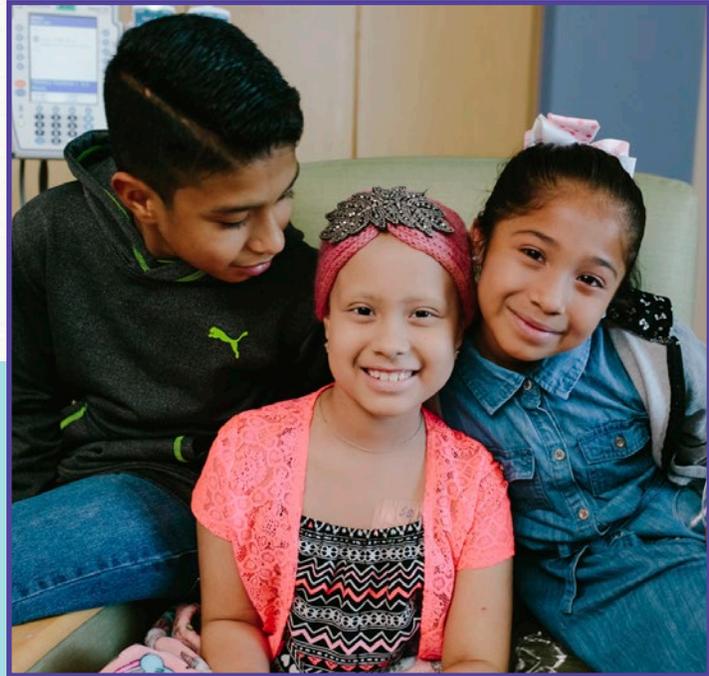
DARRELL CRALL



DONOVAN LEWIS

CHILDHOOD CANCER AWARENESS MONTH SPONSORSHIPS

Childhood Cancer Awareness Month is an opportunity to honor and raise awareness of pediatric cancer patients while raising funds for research and treatment. Illness and injury have not stopped during COVID-19, and neither has the dedication of Children's Health. They continue to treat patients, support families and keep the community safe.



PRESENTING SPONSOR

\$100,000

- Opportunity for one executive to join Campaign Chairs Darrell Crall and Donovan Lewis live on The Ticket to promote the campaign
- Opportunity to be listed as presenting sponsor for Children's Health's Childhood Cancer Awareness Month, which includes presenting opportunity for Children's Health Family Golf Week. Visibility from September 1, 2020, through October 10, 2020
- Mention in any secured earned media supporting the campaign
- Virtual check presentation at Children's Health, with opportunity for sponsor to provide gifts to caregivers
- Opportunity for one executive to join virtual broadcaster/patient virtual chat to ask meaningful questions about their experience with cancer; virtual chat to be shared via broadcaster social channels
- Opportunity to provide an auction item/experience; sponsor will be asked to co-promote
- Inclusion in society press (e.g. *Dallas Modern Luxury*, *PaperCity* or like) virtual materials and recap
- Mention in campaign recap email from Children's Medical Center Foundation President Brent Christopher
- Logo on auction site and Children's Medical Center Foundation event webpages
- Presenting listing in donor communications, including communications from Campaign Chairs
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas

HEALTH CARE HEROES SPONSOR

\$50,000

- Opportunity to present branded gift to team members at Children's Health; gift subject to budget availability
- Serve as the virtual host of "Guess the Golf and Tennis Balls Employee Challenge" with Children's Health employees. To be advertised on internal employee communications email (8,000 recipients). Opportunity to collect contact information from employees that participate. Opportunity to highlight product/service through offering it as a prize
- Opportunity for one executive to join virtual broadcaster/patient virtual chat; virtual chat to be shared via broadcaster social channels
- Opportunity to provide an auction item/experience; sponsor will be asked to co-promote



- Inclusion in society press (e.g. *Dallas Modern Luxury*, *PaperCity* or like) virtual materials and recap
- Mention in campaign recap email from Children's Medical Center Foundation President Brent Christopher
- Logo on auction site and Children's Medical Center Foundation event webpages
- Listing in donor communications, including communications from Campaign Chairs
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas

AUCTION SPONSOR

\$25,000

- Opportunity to sponsor auction that will be promoted by numerous influencers across social media channels; auction proceeds will benefit the Gill Center for Cancer and Blood Disorders
- Logo placement on auction website
- Opportunity to provide an auction item/experience; sponsor will be asked to co-promote
- Branding on physical/virtual distribution of auction items to recipients
- Mention in society press (e.g. *Dallas Modern Luxury*, *PaperCity* or like) virtual materials and recap
- Opportunity to include a swag bag to be distributed with each item won
- Listing in campaign recap email from Children's Medical Center Foundation President Brent Christopher
- Listing on auction site and Children's Medical Center Foundation event webpages
- Listing in donor communications
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas

A NOTE FROM "I CHOOSE CHILDREN'S" CAMPAIGN AMBASSADORS

DEAR FRIENDS,

For more than a century, the mission of Children's Health has been to make life better for children. During the COVID-19 crisis, our health care heroes have kept a steadfast focus on that mission. Childhood illness and injury have not stopped during this pandemic. Children's Health has continued to treat its patients, support their families and keep them safe. September is Childhood Cancer Awareness Month and we're asking that you lend your much-needed support to Children's Health.



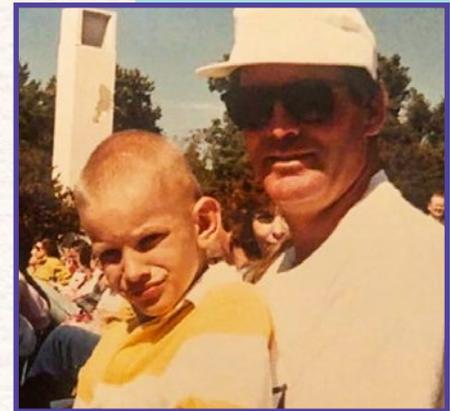
We are thrilled to support this incredible auction as a part of Childhood Cancer Awareness Month – and we're proud to say, "I Choose Children's." Please consider joining us in making life better for children.

Sincerely,
@sisters.of.red
Erin Duvall and Molly Duvall Thomas



“We were so filled with gratitude for the world-class care our son received at Children’s. We felt inspired to rally our community to help other young patients and their families.”

- KEN SUMROW



THE RED BALLOON CHILDREN HELPING CHILDREN TENNIS SPONSORSHIPS

For 30 years, the Red Balloon Children Helping Children Tennis Tournament has brought together youth tennis players, community supporters and grateful patient families to raise money to support pediatric cancer research and programs at Children’s Health. Launched by Pam and Ken Sumrow after their son Clint battled cancer, the tournament has harnessed the community’s collective heart power to support Children’s Pauline Allen Gill Center for Cancer and Blood Disorders, where more than 1,000 new patients are cared for each year. Please consider supporting at any level outlined during Childhood Cancer Awareness Month.

CHALLENGE SPONSOR

\$5,000

- Lead sponsor on three Tennis Tournament challenges, each posted on social media by youth participants; sponsor handle to be mentioned or tagged in posts by participants for designated challenge
- Opportunity to provide an auction item/experience; sponsor will be asked to co-promote
- Listing on auction site and Children's Medical Center Foundation event webpages
- Listing on all virtual Tournament materials, including peer-to-peer participant fundraising pages
- Listing in donor communications
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas



PRIZE SPONSOR

\$2,500 + Gift Cards

- Lead sponsor on six tennis tournament prizes, awarded to highest male and female fundraisers
- Provide six prizes for highest male and female fundraisers in first, second and third place (base value \$100 with incremental value increase per level)
- Listing on select virtual tournament materials
- Listing on auction site and Children's Medical Center Foundation event webpages
- Listing in donor communications
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas

GO GOLD GIFT SPONSOR

\$1,000

- Listing on auction site and Children's Medical Center Foundation event webpages
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas



“There are so many things that gave us the vision and the light at the end of the tunnel to keep fighting for this—to get Jacob healthy again.”

- JOHN SENDEN



PLAY YELLOW GOLF SPONSORSHIPS

North Texan and PGA Golfer John Senden invites you to Play Yellow for Children's Health. Joining Jack and Barbara Nicklaus' national Play Yellow initiative through Children's Miracle Network Hospitals, the Senden family strives to raise money for pediatric hospitals through the golf community.

In 2017, John's son Jacob was diagnosed with an aggressive, malignant brain tumor the size of a golf ball. Doctors saved Jacob's life during emergency brain surgery at Children's Medical Center Dallas. Following six months of chemotherapy and six weeks of radiation, Jacob's tumor decreased to the size of a pea. Jacob now leads an active life, with regular visits to his medical team at Children's Health.

Join the Senden family, as they Play Yellow, by sponsoring or participating in a giveback opportunity.

GIVEBACK/PROFIT SHARE MATCHING SPONSOR

\$10,000

- Promotion as providing matching gift to entice public participation in Children's Health Family Golf Week giveback and profit shares on social media and in select communications; sponsor mention or engagement with select social media influencer
- Opportunity to support not only Children's Health, but the restaurant and retail industry as well through sponsorship that encourages people to shop and eat local at participating restaurant/retail locations
- Opportunity to provide an auction item/experience to be included in the auction; sponsor will be asked to co-promote
- Listing in campaign recap email from Children's Medical Center Foundation President Brent Christopher
- Listing on auction site and Children's Medical Center Foundation event webpages
- Listing in donor communications
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas

CONTEST/CHANCE DRAWING SPONSOR

\$2,500

Sponsors host a contest or chance drawing benefiting Children's Health. Contests/chance drawing will be run by individual sponsors. Companies must provide their own prize and manage donations. Sponsors commit to a minimum gift of \$2,500 (can use proceeds from contest towards sponsorship commitment).

- Support from Children's Health staff on development of contest/drawing activation
- Opportunity to use Children's Health logo on promotional collateral (pending approval from Children's Health)
- Company name listed on Children's Health Play Yellow landing page
- Opportunity to collect prospect information through entry form to your contest/raffle
- Opportunity to highlight your products/services by using them as a prize
- Sponsor that raises the most money through their contest/chance drawing wins an hour-long virtual golf instructional Zoom call for their office by golf pro
- Highest fundraising sponsor will also be announced on a recap/thank you communication from Children's Health
- Highest fundraising sponsor listed in campaign recap email from Children's Medical Center Foundation President Brent Christopher
- Virtual employee engagement opportunity
- Thank you from Children's Health Campaign Chairs for making life better for children in North Texas

PROFIT SHARE/GIVEBACK SPONSOR

Opportunity for companies to host a giveback or profit share promotion benefiting Children's Health during Children's Health Family Golf Week (October 4, 2020, to October 10, 2020). Profit shares and givebacks will be promoted by Children's Health on the Children's Health Play Yellow landing page.

- Company name listed on Children's Health Play Yellow landing site with description of profit share/giveback
- Opportunity to use Children's Health's name and logo on promotional materials (pending approval from Children's Health)
- Children's Health will provide Children's Health branded marketing collateral if requested
- Highest fundraising sponsor listed in campaign recap email from Children's Medical Center Foundation President Brent Christopher

I CHOOSETM
CHILDREN'S

DURING CHILDHOOD CANCER AWARENESS MONTH

CORPORATE@CHILDRENS.COM
#ICHOOSECHILDRENS
@CHILDRENS