



Pediatric Congenital
Heart Association
Michigan

Sponsorship Package 2019 Funky Heart 5k

What is the Funky Heart 5k?

On September 21, 2019, the Pediatric Congenital Heart Association of Michigan (PCHA-MI) will be hosting the fifth annual Funky Heart 5k and Mile Walk at Riverside Park in Grand Rapids. This event will help us raise critical funds for the programs of PCHA-MI and help raise awareness about heart defects and their impact on Michigan.

What is the Pediatric Congenital Heart Association of Michigan?

The Pediatric Congenital Heart Association of Michigan is a 501(c)(3) non-profit organization run by volunteers that provides hope and support to Michigan families affected by heart defects. We welcome families raising children with heart defects, adults with heart defects and families that have lost children to heart defects. PCHA-MI works in conjunction with the Congenital Heart Programs at Helen DeVos Children's Hospital and C.S. Mott Children's Hospital at the University of Michigan.

What does the Pediatric Congenital Heart Association of Michigan offer?

Social Events – PCHA-MI hosts social events to give families an opportunity to meet others that are dealing with similar challenges. These connections provide a source of local peer-to-peer support so children and adults with heart defects and their families know that they are not alone on their journey.

Educational Events – PCHA-MI provides educational events to give families the answers, education, and resources they need to best manage the effects of congenital heart defects.

Care Bags – PCHA-MI provides care bags to support families with children or adults having surgery for congenital heart defects at Helen DeVos Children’s Hospital and C.S. Mott Children’s Hospital. The care bags include comfort items for the patient and caregivers as well as heart defect related educational materials.

Prenatal Packs – PCHA-MI provides prenatal packs for distribution to families throughout Michigan that find out that their child will be born with a heart defect. The prenatal packs include items and information that help families as they plan for the birth of their heart baby.

CHD Awareness Initiatives – Unfortunately, most people are unaware that congenital heart defects are the most common birth defect in the United States, affecting approximately 1 in 110 babies. PCHA-MI works locally to promote education and awareness as well as advocating on issues to help improve the health and quality of life for those with heart defects.

Why become a sponsor?

As a Pediatric Congenital Heart Association of Michigan sponsor, you will provide a critical resource to families in need. Many children with heart defects will require complex surgical intervention, some undergoing open heart surgeries as soon as they are born. Heart defects often require lifelong care and there is no cure. By supporting PCHA-MI, you help us support families during some of the scariest times they will face. For more information on the programs and events of PCHA-MI, please visit our website at www.conqueringchd.org/Michigan.

When you become a PCHA-MI sponsor, the Pediatric Congenital Heart Association of Michigan will give back to you. We will promote your organization through our website, social media outlets and our Funky Heart 5k promotional materials. Enclosed is an information sheet outlining the different sponsorship levels available.

How do I become a sponsor?

A Sponsor Registration Form is included in this package. Complete the form and return it to PCHA of Michigan, PO Box 223, Alto, MI 49302. Please contact Jennifer Dougherty at 616-644-6529 or jdougherty@conqueringchd.org with any questions.



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2019 Funky Heart Sponsor Registration Form

Company/Organization Name: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Address: _____

City, State, Zip Code: _____

Please indicate your level of support:

____ Presenting Sponsor (\$1000+)

____ Silver Sponsor (\$250 - \$499)

____ Platinum Sponsor (\$750 - \$999)

____ Partner (\$100 - \$249)

____ Gold Sponsor (\$500 - \$749)

____ Other \$ _____

Please make checks payable to Pediatric Congenital Heart Association of Michigan and return to:

PCHA of Michigan
PO Box 223
Alto, MI 49302

For questions or to make a special sponsorship arrangement, please contact Jen Dougherty at 616-644-6529 or doughertyj@conqueringchd.org.

The Pediatric Congenital Heart Association of Michigan is a non-profit 501(c)(3) organization. You may be eligible to claim a tax deduction for your contribution. Please discuss with your tax advisor.



Funky Heart 5k Sponsorship Opportunities

Thank you for your interest in sponsoring the Funky Heart 5k and supporting the work of the Pediatric Congenital Heart Association of Michigan. By being a sponsor, you are helping us provide hope and support to Michigan families affected by congenital heart defects.

The sponsorship levels are as follows:

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Partner
Sponsorship Level	\$1000+	\$750 - \$999	\$500 - \$749	\$250 - \$499	\$100 - \$249
Verbal recognition at event	♥	♥	♥	♥	♥
Recognition in promotional materials	♥	♥	♥	♥	
Opportunity to include promotional materials in race bags	♥	♥	♥	♥	
Booth at race expo on event day	♥	♥	♥		
Large logo on race shirts	♥	♥			
Small logo on race shirts			♥	♥	
Signage at event	♥	♥	♥	♥	♥
Premium signage at event	♥				
Complimentary race registrations	12	8	5	3	