

SEPTEMBER 10-13, 2020

FLOCK THE YARD

Supporting Carolinas Ovarian Cancer Fund



THE FUNDS RAISED:

Proceeds from Flock the Yard benefit the Carolinas Ovarian Cancer Fund, supporting research conducted by Levine Cancer Institute physicians to advance the treatment of ovarian cancer. These funds also support patient education and community-based care programs.

CHANGING THE COURSE OF CANCER CARE

In one way or another, cancer has impacted all of us. At Atrium Health's Levine Cancer Institute, providing care means focusing on the person, not just the disease. Levine Cancer Institute has put together a team of nationally recruited physicians focused on using the latest technology and innovative techniques in the treatment of gynecologic cancers.

With more than 25 cancer care locations, the Institute provides access to top-ranked physician expertise, groundbreaking clinical trials, and the latest cancer treatments. Led by internationally renowned cancer researcher and medical oncologist Dr. Derek Raghavan, Levine Cancer Institute is redefining the role of a traditional cancer center by bringing cancer research and clinical innovations closer to patients. Levine Cancer Institute offers the most advanced, comprehensive care for gynecologic cancer. Our nationally recognized team of surgeons, gynecologic oncologists, radiation oncologists, pathologists and other specialists work together to develop individualized cancer treatment plans for the best outcomes possible.

The epicenter of Levine Cancer Institute's network opened in October 2012 on the campus of Carolinas Medical Center in Charlotte, housing nine clinics plus infusion, palliative care, clinical trial centers, radiation oncology therapy center, and the region's first blood and marrow transplant unit. A subsequent gift from The Leon Levine Foundation resulted in the significant expansion of Levine Cancer Institute, to include heightened research efforts around novel treatments, as well as improvements to existing survivorship, palliative and rehabilitation programs that support patients and their families throughout their care journey. Philanthropy helps to fund patient navigators, wellness outreach programs, clinical research, and equipment, as well as new technologies and treatments. Your gift can help make life better for a cancer patient, spread awareness, or contribute to vital research.



SPONSORSHIP OPPORTUNITIES

Teal Sponsor – \$10,000

- Recognition as title sponsor in all Flock the Yard publicity (broadcast and printed)
- Logo on sleeve of our custom teal chemo shirts given to patients in your community
- 25 adopted Flamingos, named after your company or local survivors
- Featured in Charlotte Business Journal “Thank You” advertisement post event
- Company featured in articles published by Atrium Health Foundation, including Momentum magazine, a donor publication reaching 10,000 households in the Greater Charlotte area and beyond.
- Mention on People Connect, online Atrium Health employee portal, accessible by 65,000 teammates
- Company logo featured on email marketing campaign, with each message reaching nearly 3,500 ovarian cancer supporters (typical campaign includes 3-5 email messages)
- On air interview opportunity with our event media partner, WBTV

ADDITIONAL LOGO OPPORTUNITIES:

- Prominent logo displayed on each Flamingo adoption tag
- Prominent logo placement on all event signage
- Company logo with link to corporate website prominently featured on event website
- Dedicated logo thank you on multiple social media post: Facebook, Instagram, and Twitter (approximately 5,000 followers across Atrium Health Foundation accounts)

Platinum– \$7,500

- 20 adopted Flamingos, named after your company or local survivors
- Listed in Charlotte Business Journal “Thank You” advertisement post event
- Company name included in articles published by Atrium Health Foundation, including Momentum magazine, a donor publication reaching 10,000 households in the Greater Charlotte area and beyond.
- Company logo featured on email marketing campaign, with each message reaching nearly 3,500 ovarian cancer supporters (typical campaign includes 3-5 email messages)
- Recognition by event media partner, WBTV

ADDITIONAL LOGO OPPORTUNITIES:

- Logo included on event signage
- Company logo with link to corporate website featured on event website
- Dedicated logo thank you on social media post: Facebook, Instagram, and Twitter (approximately 5,000 followers across Atrium Health Foundation accounts)



Gold- \$5,000

- 15 adopted Flamingos, named after your company or local survivors
- Listed in Charlotte Business Journal “Thank You” advertisement post event
- Company name included in articles published by Atrium Health Foundation, including Momentum magazine, a donor publication reaching 10,000 households in the Greater Charlotte area and beyond.
- Company name included in email marketing campaign, with each message reaching nearly 3,500 ovarian cancer supporters (typical campaign includes 3-5 email messages)
- Recognition by event media partner, WBTV

ADDITIONAL LOGO OPPORTUNITIES:

- Logo placed on event webpage
- Company logo with link to corporate website featured on event website
- Included in thank you posts on social media post: Facebook, Instagram, and Twitter (approximately 5,000 followers across Atrium Health Foundation accounts)

Silver - \$2,500

- 10 adopted Flamingos, named after your company or local survivors
- Listed in Charlotte Business Journal “Thank You” advertisement post event
- Company name listed in email marketing campaign, with each message reaching nearly 3,500 ovarian cancer supporters (typical campaign includes 3-5 email messages)
- Company logo listed on event webpage
- Special mention on social media post: Facebook, Instagram, and Twitter (approximately 5,000 followers across Atrium Health Foundation accounts)

Bronze - \$1,000

- 5 adopted Flamingos, named after your company or local survivors
- Name listed on event webpage
- Special mention on social media post: Facebook, Instagram, and Twitter (approximately 5,000 followers across Atrium Health Foundation accounts)

Friend - \$500

- 2 adopted Flamingos, named in your honor or for local survivors
- Name listed on event webpage

