

# PHILLY SPIN-IN



## SPONSORSHIP OPPORTUNITIES

Saturday & Sunday, March 9–10, 2024

Benefits pediatric cardiac research and care at Children's Hospital of Philadelphia



*When Mia's pulmonary valve became infected, she needed open-heart surgery to replace it. Now 20, she's a busy college student with a bright future ahead – thanks to the cutting-edge care Philly Spin-In helps fund!*



**Children's Hospital  
of Philadelphia®**



## We Ride for Little Hearts

### JOIN THE MOVEMENT!

Philly Spin-In is a high-energy, team cycling party supporting the Cardiac Center at Children's Hospital of Philadelphia (CHOP). Join us for a cardio party, or take the party to your place and participate virtually! Every dollar you raise will support research and care for children with heart disease.

**Last year, we raised more than \$1 million!**

Teams of all skill levels can sign up to participate in person at one of three 4-hour cycling sessions led by Philly's top spin instructors. Riders can also participate from the comfort of home by livestreaming.

Whether you ride in person or at home, you'll hear inspiring patient stories, dance to heart-pumping music and help support breakthroughs in the Cardiac Center at CHOP.

### AN IMPORTANT BENEFICIARY

Every day, CHOP's Cardiac Center delivers game-changing treatments, inspired by our amazing patients. Our team, which includes more than 800 of the world's top experts in pediatric heart disease, cares for children and adults with congenital heart disease. Each year, the Cardiac Center handles more than 32,000 outpatient visits and 1,200 inpatient admissions — with outcomes among the best in the world.

The Cardiac Center offers the most advanced care and treatments available and continues to make discoveries that transform patients' lives. By supporting Philly Spin-In, you help us make important new research breakthroughs to better understand the causes of congenital and acquired heart disease, develop new treatments, revolutionize care, improve long-term outcomes and offer new hope to families who need it most.



## RIDE FOR AMELIA

Amelia, now 4, was still in her mother's womb when a fetal echo showed extensive heart abnormalities. She underwent open-heart surgery at just 4 days old and another at 3 months. During the nine-month hospital stay that followed, Amelia needed several cardiac interventions before finally being discharged with a g-tube and a tracheostomy. "We owe each precious moment we've gotten with her to the Cardiac Center," says Amelia's mom, Annika.

**LEARN MORE AT**  
[PhillySpinIn.org](https://PhillySpinIn.org)





## EVENT DETAILS

March 9–10, 2024

- One session Saturday
- Two sessions Sunday

## MARKETING AND SPONSORSHIP FACTS

- Facebook followers: more than 175,000
- Twitter followers: more than 52,500
- Instagram followers: more than 42,000

## EVENT CONTACT

Amanda Higgins

CalabreseAP@chop.edu • 267-426-6477

## A MEANINGFUL OPPORTUNITY

Philly Spin-In offers marketing exposure for your company. The enclosed sponsorship package provides a range of options and can be customized to meet your marketing and budgetary needs. There are also opportunities for your company or organization to field a team, which is a great bonding experience and helps make a difference in the lives of children with heart disease.

## CORPORATE TEAMS

Creating a corporate team for Philly Spin-In offers your employees and their families a chance to enjoy a fun, team-building experience and be involved in a community service effort to help kids with heart conditions — all in one event!

Once you register your corporate team, a company team web page will be generated, where you can display your logo and information about your company/organization, along with inspirational messages. Employees can register for your corporate team, set their own individual fundraising goals and start raising money for cardiac care and research at CHOP. Contact us at [CalabreseAP@chop.edu](mailto:CalabreseAP@chop.edu) to find out how you can start your corporate team!



## RIDE FOR TYLER

Tyler was born with multiple heart defects, including double outlet right ventricle and hypoplastic left ventricle. This sweet and shy little boy has already undergone open-heart surgery and multiple cardiac catheterizations. Tyler's mom, Karleen, says she finds hope in the cutting-edge interventions and surgical procedures that keep kids like Tyler living well into adulthood. Now 5, Tyler loves playing with his siblings and recently rode his first roller coaster!

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## HEART SPONSOR: \$25,000

### Event Day

- Five complimentary VIP bikes (opportunity to choose bike location)
- Complimentary registration for up to 20 people
- Opportunity to distribute preapproved promotional materials or product samples
- Opportunity to introduce patient speaker
- Special recognition by the emcee and check presentation
- Logo inclusion on event day signage, including digital video board
- Volunteer opportunities for employees at event, if desired

### Engagement

- Invitation to an intimate behind-the-scenes discussion to hear how CHOP's Cardiac Center team is creating breakthroughs every day
- Presenting sponsor of a challenge with the opportunity to provide special incentives to selected participants

### Promotional Materials

- Company name/logo included on postcard  
(Deadline: December 18, 2023)
- Company name/logo included on participant rally towel  
(Deadline: February 5, 2024)

### Recognition

- Company name/logo on the Philly Spin-In website
- Public recognition throughout the year on the hospital's donor display
- Creation of a custom social media plan across various CHOP platforms, including Facebook, Instagram and Twitter

*The tax-deductible portion for the benefits listed above is \$24,550.*

## RIDE FOR KODI

A heart murmur at Kodi's 1-month-checkup led to a diagnosis of patent ductus arteriosus (PDA), a condition in which the opening between the two major blood vessels leading from the heart doesn't close after birth. Kodi needed surgery to close the vessels. Now, this bubbly 6-month-old loves to laugh and play with her big sister. Say her parents: "We're participating in Philly Spin-In to raise funds for kids like Kodi."



**1 in 120 babies**  
is born with heart  
disease each year in  
the U.S. That's 40,000  
babies every year!

**LEARN MORE AT**  
[PhillySpinIn.org](https://PhillySpinIn.org)



## CHAMPION SPONSOR: \$15,000

### Event Day

- Four complimentary VIP bikes (opportunity to choose bike location)
- Complimentary registration for up to 16 people
- Opportunity to distribute preapproved promotional materials or product samples
- Special recognition by the emcee and group check presentation
- Logo inclusion on event day signage, including digital video board
- Volunteer opportunities for employees at event, if desired

### Engagement

- Invitation to an intimate behind-the-scenes discussion to hear how CHOP's Cardiac Center team is creating breakthroughs every day
- Presenting sponsor of a challenge with the opportunity to provide special incentives to selected participants

### Promotional Materials

- Company name/logo included on postcard  
(Deadline: December 18, 2023)
- Company name/logo included on participant rally towel  
(Deadline: February 5, 2024)

### Recognition

- Company name/logo on the Philly Spin-In website
- Public recognition throughout the year on the hospital's donor display
- Public recognition via CHOP social media platforms, including Facebook, Instagram and Twitter

*The tax-deductible portion for the benefits listed above is \$14,600.*



## RIDE FOR LORENZO

Lorenzo was diagnosed in utero with hypoplastic left heart syndrome. By four months, he had already undergone two open-heart surgeries. Lorenzo's doctors were planning for his third and final surgery when Lorenzo went into heart failure. He received a ventricular assist device to keep him alive until a new heart could be found. In June 2022, Lorenzo underwent a heart transplant, just in time for his third birthday!

**LEARN MORE AT**  
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## MVP SPONSOR: \$10,000

### Event Day

- Three complimentary VIP bikes (opportunity to choose bike location)
- Complimentary registration for up to 12 people
- Opportunity to distribute preapproved promotional materials or product samples
- Special recognition by the emcee and group check presentation
- Logo inclusion on event day signage, including digital video board
- Volunteer opportunities for employees at event, if desired

### Engagement

- Invitation to an intimate behind-the-scenes discussion to hear how CHOP's Cardiac Center team is creating breakthroughs every day

### Promotional Materials

- Company name/logo included on postcard  
*(Deadline: December 18, 2023)*
- Company name/logo included on participant rally towel  
*(Deadline: February 5, 2024)*

### Recognition

- Company name or logo inclusion on Philly Spin-In website
- Public recognition throughout the year on the hospital's donor display
- Public recognition via CHOP social media platforms, including Facebook, Instagram and Twitter

*The tax-deductible portion for the benefits listed above is \$9,700.*



## RIDE FOR CHLOE

When Chloe was 11, she began to experience shortness of breath during extreme exercise and was ultimately diagnosed with multiple atrial septal defects and mitral regurgitation. At CHOP, Chloe underwent open heart surgery to repair an atrial septal defect. Now 14, she's back to the sports she loves!

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## ALL-STAR SPONSOR: \$6,000

### Event Day

- Two complimentary VIP bikes (opportunity to select bike location)
- Complimentary registration for up to 8 people
- Logo inclusion on event day signage, including digital video board
- Volunteer opportunities for employees at event, if desired

### Promotional Materials

- Company name/logo included on participant rally towel  
*(Deadline: February 5, 2024)*

### Recognition

- Company name/logo on the Philly Spin-In website

*The tax-deductible portion for the benefits listed above is \$5,800.*

## FRIEND SPONSOR: \$2,500

### Event Day

- One complimentary VIP bike
- Complimentary registration for up to 4 people
- Logo inclusion on event day signage, including digital video board

### Recognition

- Company name/logo on the Philly Spin-In website

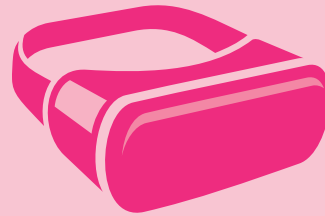
*The tax-deductible portion for the benefits listed above is \$2,400.*



## RIDE FOR PAULIE

Paulie was diagnosed in utero with hypoplastic left heart syndrome (HLHS). By 15 months, he had already undergone two open-heart surgeries and a heart catheterization.

Paulie's mom, Anne Marie, says, "As the leading place for treating HLHS, CHOP was the only place we considered for our son's care." Paulie's parents are participating in Philly Spin-In to give hope to other children like Paulie.



## 3D modeling and virtual reality

are advancing  
treatment options  
for children with  
heart disease.

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## SPONSORSHIP RESERVATION FORM

- Personal *(Please type or print all information exactly as it should appear in recognition materials.)*
- Corporate *Return by **Monday, February 6, 2024.***

Recognition Name for Print \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing City \_\_\_\_\_

Billing State \_\_\_\_\_ Billing ZIP \_\_\_\_\_ Telephone (day) \_\_\_\_\_

Email Address \_\_\_\_\_

### SPONSORSHIP LEVELS (Please check one)

- Heart Sponsor ..... \$25,000       All-Star Sponsor ..... \$6,000
- Champion Sponsor..... \$15,000       Friend Sponsor ..... \$2,500
- MVP Sponsor..... \$10,000       Donation ..... \$\_\_\_\_\_

We waive all benefits associated with our chosen level of sponsorship *(please initial)*. \_\_\_\_\_

*In some cases, receipt of benefits by a private foundation may result in tax implications. Please consult your financial adviser with any questions.*

Form completed by \_\_\_\_\_ Telephone (day) \_\_\_\_\_

### PAYMENT



- Check enclosed. *Please make checks payable to CHOP Foundation.*
  - VISA     MasterCard     American Express     Discover
- Please scan this QR code to pay by credit card.*

**Matching Gifts** – The CHOP Foundation welcomes matching gifts from participating companies. Obtain a matching gift form from your personnel office and send the completed form to us with your gift.

- I have enclosed a matching gift form.

**Send to** – CHOP Foundation • Philly Spin-In • P.O. Box 781352 • Philadelphia, PA 19178-1352

**Event Contact** – Amanda Higgins at CalabreseAP@chop.edu or 267-426-6477

*To remove your name from our fundraising mailing list, please visit [www.chop.edu/optout](http://www.chop.edu/optout) or call 267-426-5332.*

