

Holiday Campaign: 2022 "Light Up The Lawn Light Up A Life"

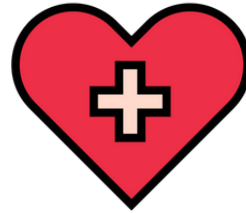


Light Up The Lawn. Light Up A Life.

Create an advanced butterfly display visible to patients in the tower that lights up each time a donation is made.



Fueling the heart of the Holiday Season = Together with the community, create a new Central Ohio holiday tradition to share love and support with children who must receive hospital care over the holidays and to celebrate the heroes caring for them.



Inspire the community by connecting everyone together to do something amazing for the patients of Nationwide Children's Hospital



Impact: Doing Good Feels Great. A giving opportunity for all. Every gift can impact child



Support: Boost employee morale for our healthcare heroes

Street View



Inside the Hospital



Point-of-Care Butterfly Sponsorship Benefits

At the \$1,000 level:

- 40 butterflies are available to brighten the day for patients and staff throughout the hospital at key points of care, such as nurses stations.
- Name/ Logo recognition
- Name listed on holiday sponsorship thank you ad (January 2023)
- Social media toolkit to share publicly with opportunities to light up the butterflies during the holiday season
- Recognition in the year-end thank you ad in the Columbus Dispatch *gift must received by December 2nd
- Invitation to attend select donor appreciation events in 2023



Light up the Lawn Sponsorship Benefits

Adopt one of the signature butterflies to support the nightly holiday light display for patients

At the \$5,000 level:

- Adopt One (1) of the 6 ft. butterflies; 72 are available to be placed in the hospital playrooms and throughout the hospital lawn
- Sponsor recognition at Nationwide Children's Hospital
- Name listed on holiday sponsorship thank you ad (January 2023)
- Social media toolkit to share publicly with opportunities to light up the butterflies during the holiday season
- Recognition in the year-end thank you ad in the Columbus Dispatch *gift must received by December 2nd
- Invitation to attend the Nationwide Children's Hospital Leadership Level Celebrations in 2023

At the \$10,000 level:

- Adopt One (1) of the 10 ft. butterflies; 23 are available to be placed in the hospital playrooms and throughout the hospital lawn
- Sponsor recognition at Nationwide Children's Hospital
- Name listed on holiday sponsorship thank you ad (January 2023)
- Social media toolkit to share publicly with opportunities to light up the butterflies during the holiday season
- Invitation to attend a holiday tour of hospital (up to 4 people)
- Check presentation
- Recognition in the year-end thank you ad in the Columbus Dispatch *gift must received by December 2nd
- Opportunity to send butterfly holiday cards to children in the hospital from your company
- Invitation to attend the Nationwide Children's Hospital Patron Level Celebrations in 2023
- **Recognition as a matching sponsor on Foundation digital communications as long as matching opportunity inventory is still available*



Holiday Champion Sponsorship Benefits

At the \$25,000 level:

- 7 weeks available for matching sponsor for the week
- Sponsor recognition on one 6ft. Holiday butterfly at Nationwide Children's Hospital
- Sponsor recognition at Nationwide Children's Hospital and on holiday campaign webpage
- Logo included on holiday sponsorship thank you ad
- Social media toolkit to share publicly with opportunities to light up the butterflies during the holiday season
- Invitation to attend a holiday tour of hospital (up to 8 people)
- Check presentation
- Recognition in the year-end thank you ad in the Columbus Dispatch **commitment must received by December 2nd*
- Recognition as a matching sponsor on Foundation digital communications and Main hospital Instagram stories
- Opportunity to send butterfly holiday cards and butterfly pillows from your company to children in the hospital
- Holiday Toy Drive volunteer opportunities for employees available throughout the holiday season (*subject to changing COVID protocol*)
- Invitation to attend the Nationwide Children's Hospital Children's Circle of Care Level Celebrations in 2023 and the 2022 *Dinner with the Docs* event



Holiday Light Sponsor

At the \$50,000 level:

- 2 Sponsorships available at a Presenting Level: "Light Up the Lawn powered by/ presented by [Company Name]"
 - *"Light Up" the campaign for the first time and featured sponsor from 11/14 – 12/5*
 - *Giving Tuesday and Year-End featured sponsor from 12/6 – 1/2*
- Name recognition on a 10 ft. butterfly in the Magic Forest of Nationwide Children's Hospital with unique QR code to track matching donations throughout your allocated time period during the holiday season
- Logo recognition on holiday campaign webpage
- Logo included on holiday sponsorship thank you ad (January 2023)
- Social media toolkit to share publicly with opportunities to light up the butterflies during the holiday season
- Invitation to attend a holiday tour of hospital (up to 8 people)
- Check presentation
- Recognition in the year-end thank you ad in the Columbus Dispatch *gift must received by December 2nd
- Recognition as a matching sponsor on Foundation digital communications and Main hospital social media (Instagram, Facebook and Twitter)
- Opportunity to send butterfly holiday cards and butterfly pillows from your company to children in the hospital
- Holiday Toy Drive volunteer opportunities for employees (multiple shifts available throughout November and December; and first pick at positions for the community donation day; traditionally the first Saturday of December)
- Invitation to attend the Nationwide Children's Hospital Children's Circle of Care Level Celebrations in 2023 and the 2022 *Dinner with the Docs* event



****Asks pending approval from prospects****

Donation Experience

1. Entry Point

***Paid media, media relations,
social media, internal employee
comms.***



2. Call to Action

***Hit QR code to donate OR click to
landing page to donate***

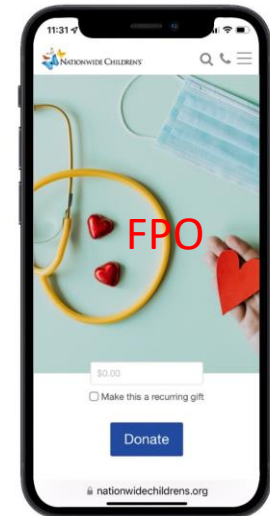


OR

NationwideChildrens.org/Give

3. Donation Message

***Website talks about the light show
and encourages donor to be part of
an experience a child will never
forget***



Light Up The Lawn. Light Up A Life.

Thank you for bringing
hope to kids in the
hospital this holiday
season.





For sponsorship inquiries,
please contact:

Carrie.DiNovo@nationwidechildrens.org

(614) 355-5494

or visit:

[Light Up the Lawn Sponsorship Info](#)