

*Forward. For Generations.

Building on a Dream
Sponsorship Proposal



Sponsorship Proposal



Nicklaus
Children's
Hospital

Spread Joy
A toy drive to benefit Nicklaus Children's





What is Spread Joy?

Spread Joy is about putting a smile on the face of a child.

Each year, the holiday tradition brings together corporate partners and individuals who donate cash contributions or new, unwrapped toys to help bring extra cheer to patients who are admitted at Nicklaus Children's Hospital during the holidays and throughout the year.

Spread Joy offers companies an opportunity to make a difference in the lives of local children experiencing health challenges and receive excellent sponsorship benefits!





Creating Memorable Experiences Like No Other Hospital

Spread Joy makes every hospital stay a little brighter for children in our care.

On the eight days of Hanukkah and on Christmas morning, every patient admitted at Nicklaus Children's will wake up with a gift bag of toys and other goodies tailored to their age range.

The remaining toys are used throughout the year for patients and their siblings as birthday presents and prizes, milestone gifts, going-home gifts, and for therapy and education.



Enjoy our [2023 Spread Joy video!](#)

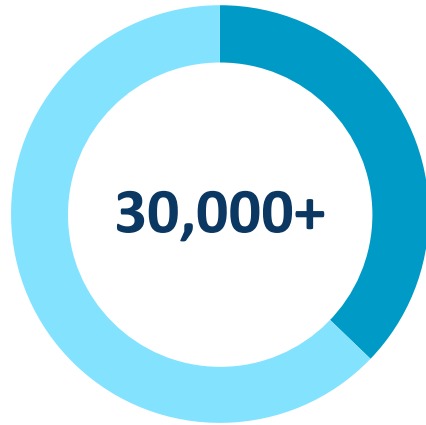






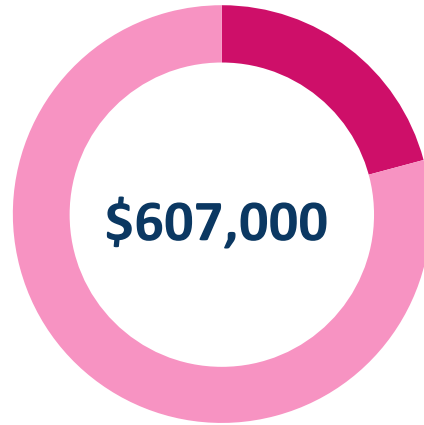
2023 Program Impact

In 2023, through the generosity of our corporate partners and countless individual donors and volunteers, Nicklaus Children's made a profound impact in the lives of South Florida pediatric patients and families during the holidays and throughout the year!



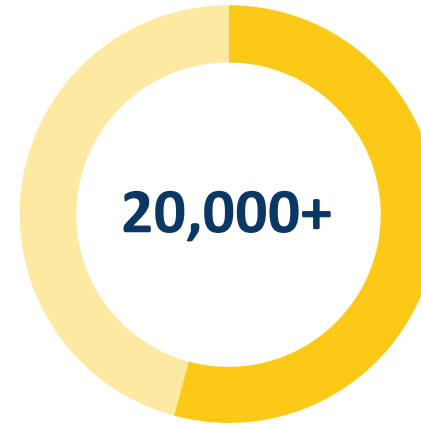
Toys distributed

to 10 Nicklaus Children's Rehab Centers spanning across South Florida from Palm Beach County to southern Miami-Dade County.



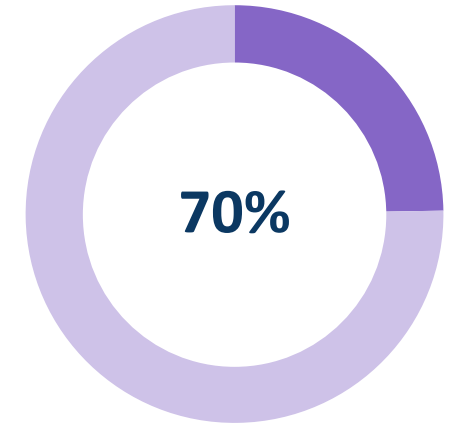
Total value raised

Critical dollars were raised to support our patients and families. Together, along with our amazing community, we used our collective giving power to make a difference!



Children served

137 children admitted on Christmas Day & 9 throughout Chanukah, each waking up to a bag FULL of toys, selected just for them, on Christmas morning laid next to their bed. Remaining toys are distributed throughout the year.



Patients on Medicaid

The majority of pediatric patients seen at Nicklaus Children's are low-income and underserved.





Meet Bradley

Bradley, who is experiencing developmental delays that affect his speech and ability to walk, received an SUV custom-built by CCC Miami through the Spread Joy Toy Drive 2023!

Bradley's parents, Vilma and Jose Migenis, said the small vehicle will improve his time outdoors.

"To have something that he can ride, wind in his face, it's a different experience for the afternoons, and he's really going to enjoy that."



Save the Date

Spread Joy Toy Drive Drop-off Event

Saturday, December 7th, 2024



2024

Sponsorship Opportunities

How will you bring joy to children this year?

1. Spread Joy Toy Drive Yellow Sponsor - \$50,000
2. Spread Joy Toy Drive Blue Sponsor - \$25,000
3. Spread Joy Toy Drive Green Sponsor - \$10,000
4. Spread Joy Toy Drive Pink Sponsor - \$5,000
5. Spread Joy Toy Drive Virtual Sponsor - \$10,000
6. Spread Joy Toy Drive Gift In-Kind Sponsor

Logo submission deadlines:

Event signage: November 22nd

\$50,000

Spread Joy Toy Drive Yellow Sponsor

Sponsorship benefits include:

- Featured as a "2024 Spread Joy Toy Drive" sponsor with company logo + branding
- Company logo featured on Spread Joy:
 - Day-of event signage
 - NCHF website
 - Email marketing
 - Digital and social media recognition
- Featured sponsor in Spread Joy post-event video
- Three (3) employee volunteer engagement activations:
 - One (1) Spread Joy on-site event - up to ten (10) employees
 - Two (2) NCH patient activity on-site events – up to ten (10) employees/event
- Opportunity for company on-site toy collection with Spread Joy collection day drop-off, accompanied by photography and videography
- Opportunity to distribute company branded child-friendly giveaways (items must be pre-approved by Nicklaus Children's event staff) approved swag items at collection day event



\$25,000

Spread Joy Toy Drive Blue Sponsor

Sponsorship benefits include:

- Featured as a "2024 Spread Joy Toy Drive" sponsor with company logo + branding
- Company logo featured on Spread Joy:
 - Day-of event signage
 - NCHF website
 - Email marketing
 - Digital and social media recognition
- Three (3) employee volunteer engagement activations:
 - One (1) Spread Joy on-site event - up to ten (10) employees
 - Two (2) NCH patient activity on-site events – up to five (5) employees/event
- Opportunity for company on-site toy collection with Spread Joy collection day drop-off, accompanied by photography and videography



\$10,000

Spread Joy Toy Drive Green Sponsor

Sponsorship benefits include:

- Featured as a "2024 Spread Joy Toy Drive" sponsor with company logo + branding
- Company logo featured on Spread Joy:
 - Day-of event signage
 - NCHF website
 - Email marketing
 - Digital and social media recognition
- One (1) employee volunteer engagement activations:
 - One (1) Spread Joy on-site event - up to five (5) employees
 - OR
 - One (1) NCH patient activity on-site event – up to five (5) employees



\$5,000

Spread Joy Toy Drive Pink Sponsor

Sponsorship benefits include:

- Featured as a "2024 Spread Joy Toy Drive" sponsor with company logo + branding
- Company logo featured on Spread Joy:
 - Day-of event signage
 - Digital and social media recognition
- One (1) employee volunteer engagement activation:
 - One (1) Spread Joy on-site event - up to five (5) employees



\$10,000

Virtual Toy Drive Sponsor

Sponsorship benefits include:

- Featured as a "2024 Spread Joy Toy Drive" sponsor with company logo + branding
- Dedicated "2024 Spread Joy Virtual Toy Drive" social media posts
- Company logo featured on Spread Joy:
 - Day-of event signage,
 - NCHF website
 - Email marketing
 - Digital and social media recognition



In-Kind

Gift In-Kind Sponsor

Sponsorship benefits include:

- Company logo featured on Spread Joy:
 - Day-of event signage
- One (1) employee volunteer engagement activation:
 - One (1) Spread Joy on-site event - up to two (2) employees





Recognition and Marketing

Our Annual Marketing Footprint

7.09 million visits to website

3.9 million social media impressions

163,000 social media engagements

70,000 subscribers to e-newsletter (foundation, hospital and employee)

Donor Recognition Opportunities

Social media

E-newsletter and website

News story or press release

Naming opportunity ribbon cutting

Event recognition

Donor or partnership video feature

Annual Report listing

Donor wall

Co-branded Marketing Strategy

Opportunity to align with an industry-leading organization, with strong brand awareness and community saturation

Our Goals

Raise awareness

Promote community engagement

Share impact of our work together

2023 Marketing Examples



Nicklaus Children's Spread Joy Toy Drop-Off December 16, 2023



Donate Now
Spread Joy to
our Patients!

Gear up for the holiday season and join us for the Nicklaus Children's Spread Joy Toy Drop-Off on Saturday, December 16 from 9:00 am – 5:00 pm. Don't miss out on this incredible opportunity to bring happiness to our patients and families – secure your preferred time slot today before they are all gone by [registering online](#) today.

But that's not all! Even if you're unable to physically drop off toys, you can still make a big impact through our [virtual toy drive](#)! Create a personalized gift or start your own fundraiser to share with your loved ones. Every contribution counts!

Whether you're making a financial contribution or donating toys, every act of kindness matters. Together, let's illuminate the holiday season for our patients and their families at Nicklaus Children's!

Create a Fundraiser

Register Today!

For more ways to give back this season, visit our [website](#)!

Nicklaus Children's Hospital
Receives Toys Valued at \$607,000
During Annual Toy Drive



The South Florida community generously donated more than 30,000 toys (and counting!) to Nicklaus Children's Hospital during its annual Spread Joy Toy Drive Drop-Off last weekend. The donated toys had an estimated total value of over \$607,000!

Each year, the holiday tradition brings together corporate partners and individuals who donate new, unwrapped toys to help bring extra cheer to patients during the holidays and throughout the year.

You can still spread joy all year long through the [Virtual Toy Drive](#). With your donation or creation of a fundraising page, you can help support going home gifts, games at the bedside, and much more!

[Toy Drop-Off Video](#)
[Toy Drop-Off Photos](#)
[Give to Virtual Toy Drive](#)



Join us and Spread Joy at Nicklaus Children's!



Get ready to spread joy this holiday season with your favorite characters! Join Barbie, Batman and Ken as we bring smiles to the faces of our patients at Nicklaus Children's Hospital this holiday season.

[Register online](#) today to secure your preferred time slot in our annual Spread Joy toy donation drop-off at Nicklaus Children's Hospital on Saturday, December 16 from 9:00 am - 5:00 pm.

But that's not all! Even if you're unable to physically drop off toys, you can still make a big impact through our [virtual toy drive](#)! By making a one time or monthly donation or start your own fundraiser to share with your loved ones. Every contribution counts!

Let's come together and make a difference for our patients and families at Nicklaus Children's!

Create a
Fundraiser!

Register
Today!

Watch Video
Here!

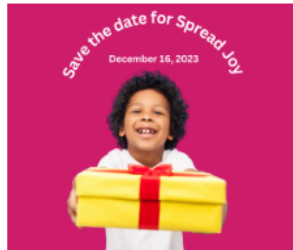
'Tis the Season to Spread Joy!

[Registration](#) is still open for the toy donation drop-off at Nicklaus Children's Hospital on Saturday, December 16.

In addition to the drop-off, there are more ways to support our patients this time of year, including purchases from our Amazon lists and the [Virtual Toy Drive](#)!

Special thanks to this year's Spread Joy sponsors Delta, Pacin Levine Attorneys at Law, DJ Yuny, Shake Shack and Dunkin'.

[Learn More](#) | [Create a Fundraiser](#) | [Donate](#)



Thank you for helping us spread LOTS of joy!



We appreciate all the support from our South Florida community and our sponsors for this year's [Spread Joy Toy Drive](#)! Your commitment to our patients and families is truly incredible.

With your help, we have collected 30,000 toys (and counting!) with an estimated total value of \$607,000 during the Spread Joy Toy Drive Drop-Off! This is DOUBLE the amount of toys we received last year, and it is all because of you! On behalf of all of us at Nicklaus Children's, thank you for helping us create holiday magic for our patients!

Wishing you and yours a happy, healthy holiday season!

Read News Article

Photo Album

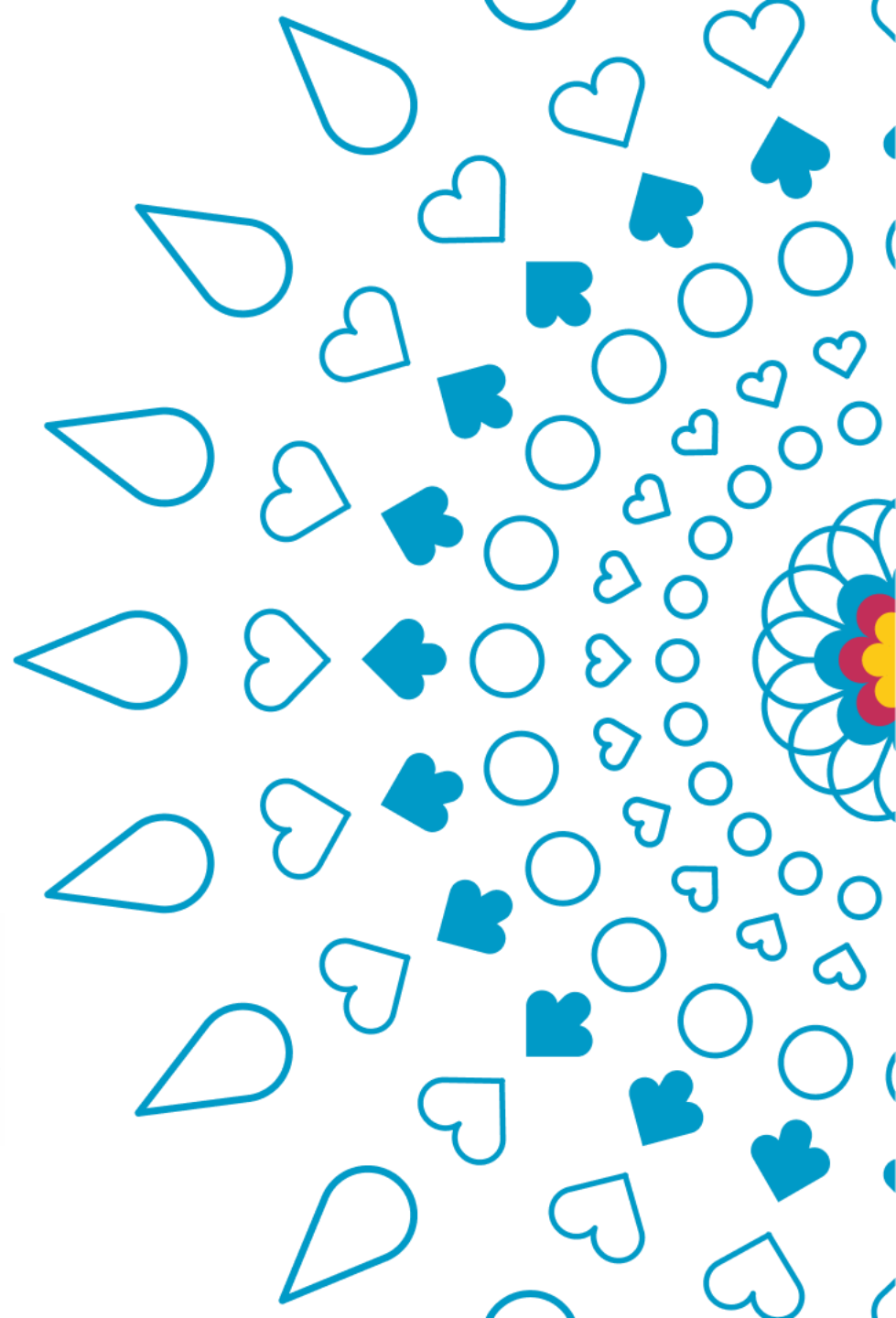
Still in the giving spirit? You can still spread joy all year long through the [Virtual Toy Drive](#).

For questions, please email toydrive@nicklaushealth.org or call 305-666-2889.

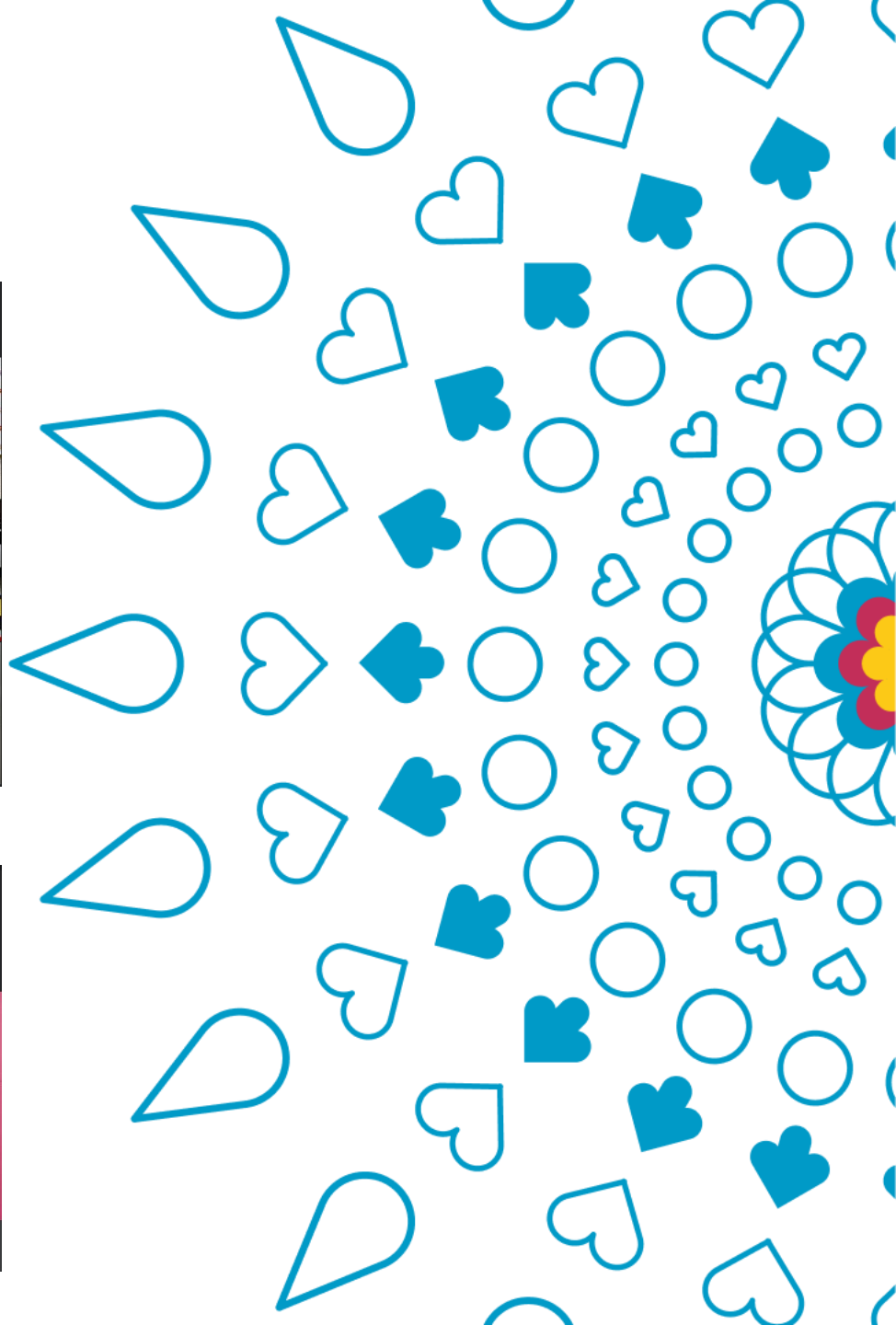
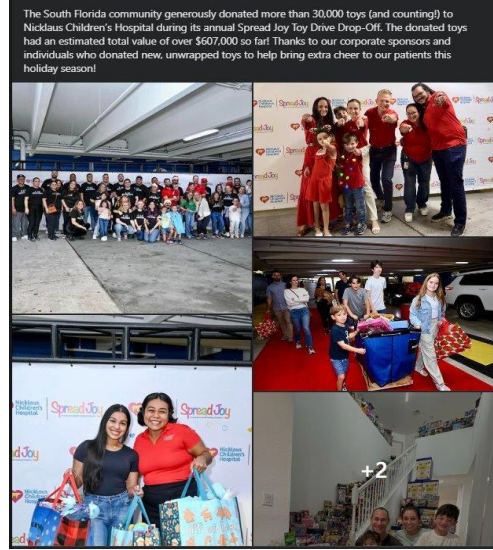
2023 Sponsors



Nicklaus Children's Hospital Foundation
give.nicklauschildrens.org | 305.666.2889 | nchf@nicklaushealth.org



2023 Marketing Examples



What is the Forward For Generations Campaign?

As we gear up for our 75th anniversary, Nicklaus Children's Hospital will celebrate its past while preparing for its future through the largest fundraising campaign in our history!

Our ambitious vision is to **become the global destination** for best-in-class pediatric care.

We will **transform** our care, **expand** access and help families and communities **thrive**.

All sponsorships and donations now through 2025 will support this bold and transformative campaign. Together, with support from generous donors and partners, no child will ever have to travel elsewhere to get excellent care, because South Florida is home to Nicklaus Children's Hospital.

Where Your Child Matters Most™



Kenneth C. Griffin Surgical Tower
OPENED SEPTEMBER 2024!

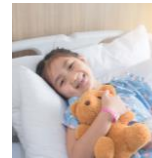


Nicklaus Children's Hospital



Our Mission

To inspire hope and promote lifelong health by providing the best care to every child



Our Vision

To create a healthy future for every child



Shared Values

- We believe in creating healthy futures for every child
- We believe in leveraging partnerships to enhance the delivery of amazing patient care and research
- We believe it is our social responsibility to give back to our community
- We believe in doing good
- We believe community partnerships can have transformational impact
- We believe we can work together to build our future
- We believe in showing love to our partners and supporters



Why Partner with Us?

What Sets Us Apart

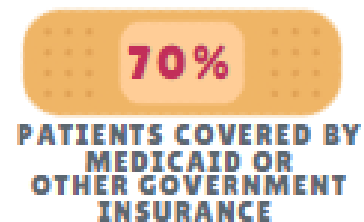
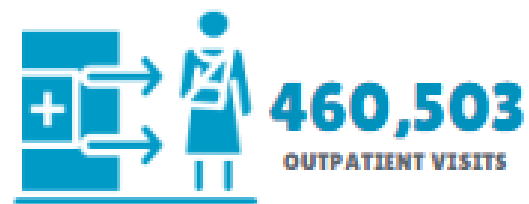
- Five Nicklaus Children's subspecialty programs are ranked among the **best in the nation** by [U.S. News World Report 2023-2024](#). No other hospital in South Florida has more ranked pediatric programs.
- Only licensed specialty hospital in South Florida ***exclusively*** for children.
- ER is home to South Florida's ***only*** freestanding pediatric trauma center, and among the most visited in the U.S.
- ***Exclusive*** Children's Miracle Network Hospital for our region
- Serving some of the ***most underserved patient populations*** in Florida

Who We Serve

- All Florida Counties
- All 50 U.S. States
- 119 Countries

Our Impact

Based on 2023 Hospital Data





Why your support makes a difference

Last year, we served over half a million children at Nicklaus Children's Hospital. We anticipate exceeding those numbers in future years as we are the fastest growing pediatric hospital in Florida.

What if we could continue investing in the future of clinical treatments and groundbreaking research while enhancing the patient experience and setting new standards in pediatric care?

**It's about saving more lives.
And transforming generations to come.**

Together.

Thank you for considering a sponsorship opportunity with Nicklaus Children's to help every patient get the care they need for a healthy future.

Your support will change lives.

Because at Nicklaus Children's, every child matters most.



Contact:

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She/Her/Hers

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