

# 8th Annual 2017 COVENANT KIDS TELETHON SPONSORSHIP OPPORTUNITIES

For the past seven years, the Covenant Kids Telethon has showcased the extraordinary care Covenant provides for kids in our region and across Michigan.

During the Telethon, WNEM TV5 personalities introduce viewers to past patients and their families, donors, physicians, nurses, sponsors and employees who support pediatric medical care in our community. Volunteers manage phone banks as viewers call in their pledges to support the pediatric efforts at Covenant HealthCare.

Our sponsorship packages range in price from \$250 to \$25,000 allowing you to participate in a variety of ways. On Telethon day, your message will reach thousands of households in the WNEM TV5 viewing area.

Call today and help us make a difference!

**989.583.7600**



**Covenant Kids Telethon  
Airs Live on Wnem TV5  
Saturday, April 22, 2017  
12 - 6 pm**



SPONSORSHIP OPPORTUNITIES	Telethon Premier Sponsor	Major Sponsor	Champion	Fun Site	Advocate	Patron	Sponsor	Supporter	Buddy
	\$25,000	\$10,000	\$5,000	\$3,000	\$2,500	\$1,500	\$1,000	\$500	\$250
Telethon "brought to you by..." included in radio and television promotions	●								
Logo on screen throughout entire six hour telethon	●								
Name mentioned when volunteers answer phone lines	●								
Video feature why organization is proud to support Covenant Kids	●	●							
Exclusive phone bank opportunity with logowear, organization signage and interviews	<b>2 Hours</b>	<b>1 Hour</b>							
Logo featured on telethon set	●	●	●						
Name included in all press releases and flyers	●	●	●						
Live interview or corporate video during telethon (number of times aired)	<b>8</b>	<b>4</b>	<b>2</b>	<b>1</b>					
Live "big check" presentation opportunity	●	●	●	●					
Opportunity to place corporate banners onsite telethon day	●	●	●	●					
Logo featured on the live tote board (minimum of twice)				●	●				
Digital logo featured on screen every hour	●	●	●	●	●	●			
On-site thank you signage telethon day	●	●	●	●	●	●	●		
Complementary tickets to Mid-Michigan Children's Museum telethon day	<b>16</b>	<b>14</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>		
Facebook presence	●	●	●	●	●	●	●		
Web presence	●	●	●	●	●	●	●	●	
Listed in telethon rolling credits	●	●	●	●	●	●	●	●	●

For maximum sponsor benefits, please respond by April 1, 2017.



## WHY SPONSOR COVENANT KIDS?

Covenant Kids is a fund managed by the Covenant HealthCare Foundation. Monies in this fund are dedicated to enhancing the care for all Covenant kids, any Covenant patient under the age of 18 and their families. Since 2010, Covenant Kids has raised more than \$900,000 to support pediatric needs of the Great Lakes Bay Region and beyond.

Covenant HealthCare is the regional leader in providing health care to children with the following services:

- Level III Regional Neonatal Intensive Care Unit (RNICU) offering the highest level of critical care for neonatal infants
- The only Pediatric Intensive Care Unit (PICU) serving mid-Michigan and the northern lower Michigan region designed to care for critically ill infants and children through the age of 17
- ACS-Verified Pediatric Trauma Center – one of only six in Michigan verified to care for the whole family in an emergency
- Community-based urgent care through MedExpress
- Extensive clinical programs for children (diabetes, rehabilitation, cardiology, and more)

**THE MONEY RAISED** for the Covenant Kids fund has been used to purchase many items that help provide better care for our smallest patients. These items include:

**Cinemavision** – a device purchased to reduce anxiety experienced during a pediatric MRI and is especially useful for keeping children calm and still during the procedure.

**Buzzy®** – a friendly, vibrating bee that helps reduce or even eliminate the needle pain. By placing Buzzy® above the injection site, the sensation confuses the nerves and distracts the child's attention away from the needle stick.

**Grants and Donations** – \$76,300 have provided the Covenant HealthCare Regional Neonatal Intensive Care Unit (RNICU) with a digital retina camera (RetCam), the first of its kind in the region, and one of only five in the state. RetCams are used to diagnose premature infants with Retinopathy of Prematurity, an eye disease that when undetected or untreated can lead to blindness.

**Adaptive Imaging Device** – used in the isolette to provide faster images with less radiation all within the comfort of the warm isolette and less disturbing for the baby.

**WE ARE PASSIONATE** about the work we do and the responsibility we have to support the medical needs of children in our community. The Covenant Kids Telethon is one facet of ongoing philanthropic activities in our community to support the Covenant Kids Fund. If you have an idea you'd like to discuss, contact the Covenant Kid Coordinator at 989.583.4166.

EXTRAORDINARY CARE FOR EVERY GENERATION



FOR MORE INFORMATION  
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