

# **G** TAILGATE TOUR

Benefiting



**Children's**  
Wisconsin

## Sponsorship Opportunities

### Help us help kids

For more than 130 years, Children's Wisconsin has provided exceptional pediatric care and services to kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. It is the generosity of our community and corporate partners that allows us to provide the very best physical, social and mental health care to those we serve. We hope you will consider making an investment.



### Packers Tailgate Tour Benefitting Children's Wisconsin

The Green Bay Packers will be setting out on their annual 'Tailgate Tour' set for April 8-12, which will travel throughout Wisconsin. The Packers appear at nonprofit fundraising events each day to visit with fans and thank them in person for their support.

The Tailgate Tour will conclude in Green Bay on 4/12 at a fundraising event for Children's Wisconsin. Every dollar raised will benefit kids and families served by our Fox Valley Hospital and clinics in Neenah, Appleton, De Pere, and Ashwaubenon.

With the NFL Draft just around the corner, join us for a Draft-themed celebration with all your favorite Wisconsin tailgate classics!

**Visit our event website!**

<https://support.childrenswi.org/packerstailgate>

## Brighter futures in Northeast Wisconsin and beyond

As a sponsor of the Tailgate Tour, you support the physical, dental, social and mental health of kids throughout Wisconsin. For the Northeast, this means bringing care closer to home. The money raised at this event goes toward creating regional access to nationally ranked pediatric services, reducing the travel burden for the children and families we serve. In the Northeast and beyond, Children's Wisconsin is committed to caring for the whole child so all kids in the state can have futures that are Brighter Than Ever.



### The Connected for Kids Partnership

Children's Wisconsin is proud to be a partner in Connected for Kids, a pediatric joint venture between Children's Wisconsin, Bellin Health in Green Bay and ThedaCare in the Fox Valley. Through this partnership, we are able to improve the health and well-being of more children and teens in Northeast and Central Wisconsin and the Upper Peninsula of Michigan. This will connect families to the highest level of pediatric health and wellness services in the region, bringing care closer to home for so many and reducing the need for children and their families to travel outside the region for a higher level of care.



### New clinic in Ashwaubenon, in partnership with Bellin Health

This new clinic, located at Highway 172 and Ashland Avenue in Ashwaubenon, will serve up to 10,000 kids and expand Children's Wisconsin's services in the region. Construction is well underway, and we expect to open our Ashwaubenon clinic in August of this year! At the Ashwaubenon clinic, Children's will provide:

- Pediatric specialty care services, including cardiology, diabetes, endocrinology, gastroenterology and urology, surgery, and echo services
- Physical, occupational and speech therapy
- Offer a sensory gym to serve kids with sensory needs and aid in their development



### Enhanced pediatric surgical access and expertise

Starting this year, Children's Wisconsin's surgeons and anesthesiologists will perform certain surgeries and procedures in partnership with pediatric-trained anesthesiologists, nurses and technicians from Bellin Health, at Bellin Hospital in Green Bay. Kids who would have needed to travel to Children's Wisconsin Milwaukee Hospital or Surgicenter for certain surgeries and procedures will be able to receive the treatment closer to home.



### The Northeast's only pediatric urgent care - opening in 2025

A brand new pediatric urgent care will open within our Appleton Clinic in the fall. The urgent care center will be open seven days a week and will provide an option dedicated solely to kids — including pediatricians, lab, imaging and child life. The staff in the urgent care clinic will be a combination of pediatricians from Children's Wisconsin and ThedaCare through the Connected for Kids partnership.

\$25,000

## First-Round Sponsor

### Tickets

- 12 tickets to the VIP Reception - with exclusive swag!
- 20 general admission tickets



### Recognition

- Name/logo prominently used in all materials such as: event website, emails, and event day signage
- Name/logo included on commemorative gift
- Name/logo included on photo station signage
- Acknowledgement from the podium

### Perks

- 12 reserved parking spaces
- 1 Prize Drawing ticket per person
- Complimentary "draft cards" at photo station



# SPONSORSHIP OPPORTUNITIES

Our goal is to have 10 sponsors at \$10,000! Sponsors are available on a first-come, first-served basis. **Thank you for your consideration!**

## All event sponsors will receive the following benefits:

- Name/logo displayed on event signage
- Name listed on the event website
- 6 VIP Reception tickets
- 10 general admission tickets
- Acknowledgement from the podium

### Child Life Craft Corner Sponsor: \$10,000

Kids and families will enjoy Packers-themed crafts, led by Children's Wisconsin Child Life Specialists. Enjoy all event sponsor benefits plus:

- Name/logo prominently displayed in the Craft Corner

### Chill Zone Sponsor: \$10,000

Kids and families can go to a designated area to relax and engage in calming activities. Enjoy all event sponsor benefits plus:

- Name/logo prominently displayed in the Chill Zone

### Game Zone Sponsor: \$10,000

Kids and families will enjoy tailgate-themed games— like cornhole! Enjoy all event sponsor benefits plus:

- Name/logo prominently displayed in the Game Zone

### Merchandise Table Sponsor: \$10,000

Packers shirts and merchandise will be available for sale. Enjoy all event sponsor benefits plus:

- Name/logo prominently displayed at the register

### **Draft Show Sponsor: \$10,000**

During the program, kids will be “drafted” to the Children’s team. Enjoy all event sponsor benefits plus:

- Name announced as the ‘Draft Show’ Sponsor
- Name/logo prominently displayed on stage during the program
- Name/logo shown on celebratory pom-poms or clappers

### **Photo Station Sponsor: \$10,000**

Say “cheesehead!” Have your photo taken and instantly receive your printed “draft card”. Enjoy all Event Sponsor benefits plus:

- Name/logo prominently displayed at the photo station

### **Prize Drawing Sponsor: \$10,000**

Guests can enter to win fun prizes and Packers memorabilia. Enjoy all Event Sponsor benefits plus:

- Name announced as Prize Drawing sponsor
- Name/logo featured at the display table

### **Beverage Station Sponsor: \$10,000**

Guests receive 2 drink tickets and special event slushies will be available for purchase! Enjoy all Event Sponsor benefits plus:

- Name/logo prominently displayed at the beverage station(s)

### **Food Sponsor: \$10,000**

Guests will enjoy classic Wisconsin tailgate food - such as sliders, brats, and cheese curds. Enjoy all Event Sponsor benefits plus:

- Name/logo prominently displayed at Food Stations

### **Packers Q&A Sponsor: \$10,000**

During the program, Packer players and owner Mark Murphy will be on stage for a Q&A with the audience. Enjoy all Event Sponsor benefits plus:

- Name/logo prominently displayed on stage during the Q&A
- Name announced as Q&A sponsor



Kids deserve the best.

## LET'S CONNECT

Want to learn more about how your brand can be a part of the Tailgate Tour? We'd love to chat!

### Contact us today:

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