



Home Run for Life 2020 | Game Partner

Since 2013, the South Bend Cubs and Beacon Children's Hospital have partnered to bring Cubs fans a fun and heartwarming celebration called Home Run for Life. Every season, six current or former patients of Beacon Children's Hospital are recognized at Four Winds Field for their courage and determination in battling through a significant medical event.

During six home games of the 2020 season, a patient will be honored on the field with their family, friends, and health care team. Following the third inning, the stadium jumbotron features a video which shares each patient's inspiring story. The patient then hits a "home run" and runs the bases while meeting the players from both teams, who stand together along the first and third-base lines. After the patient crosses home plate, the Cubs manager presents him or her with a personalized South Bend Cubs jersey, and pictures of the family are taken.

Home Run for Life games are promoted extensively in advance through newspaper ads, ABC-57, staff-wide e-mails to more than 7,500 Beacon Health System associates, and the social media platforms of Beacon Health System and the South Bend Cubs.

We invite you to join us as a Game Partner of Home Run for Life. Your partnership will benefit Beacon Children's Hospital, our region's only children's hospital, serving fourteen counties in northern Indiana and southwestern Michigan. It is the perfect way to invest in the health and well-being of our community's children while powerfully reinforcing your brand image in front of thousands of spectators and businesses.

Partnerships Includes:

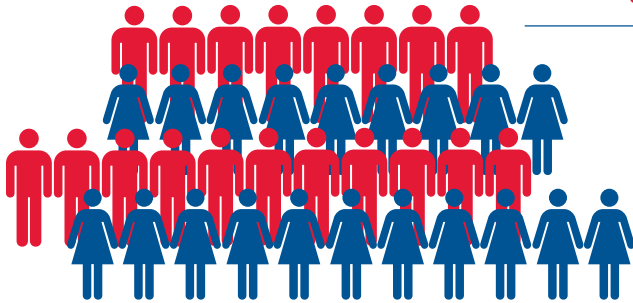
- Organization will be recognized and announced as the "Home Run for Life Game Sponsor" during the patients introduction
- Logo to be displayed on the jumbotron and patient video that evening
- Logo and recognition will be included in the South Bend Tribune article announcing the Home Run for Life patient
- Recognition on social media sites as the "Home Run for Life Game Sponsor"
- 20 tickets for your employees to attend the game
- 30 second video message by organization (optional)

**COST OF
GAME
PARTNERSHIP:
\$3000
PER GAME**





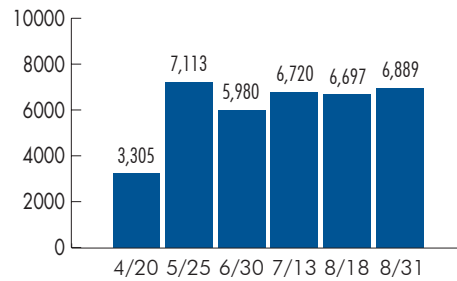
South Bend Cubs Attendance Numbers



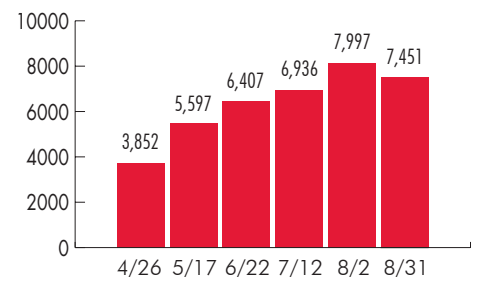
Home Run for Life Attendance Numbers



2018



2019



AND



Twitter
49,055
followers



Facebook
82,795
followers



Instagram
20,481
followers



Newsletter
45,000
in database

South Bend Cubs and Beacon Health System Social Media Numbers



Home Run for Life 2020 | Presenting Partner

Since 2013, the South Bend Cubs and Beacon Children's Hospital have partnered to bring Cubs fans a fun and heartwarming celebration called Home Run for Life. Every season, six current or former patients of Beacon Children's Hospital are recognized at Four Winds Field for their courage and determination in battling through a significant medical event.

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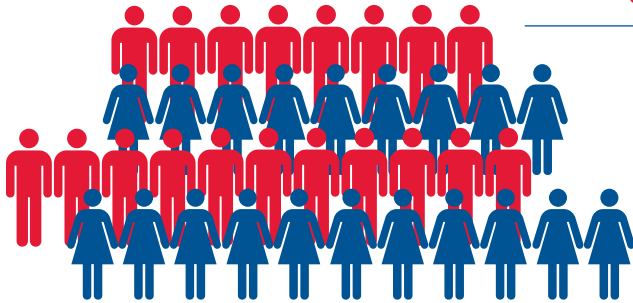
- Outdoor Suite for all six games with 20 tickets for your staff and family members
- Light snacks and refreshments are provided
- All Home Run for Life materials will include your company logo as the Presenting Partner
- Patient Videos
- Newspaper Ads
- Social Media-Beacon Health System (Facebook, Instagram, Twitter)
- Social Media-South Bend Cubs (Facebook, Instagram, Twitter)
- Newsletters
- Email Blasts to 7,500 Beacon associates
- Recognition leading up to game day (week of the game)
- Corporate booth set-up during the game
- 30 second corporate promo spot to be played immediately following the patient story
- 10 employees join the patient and their family on the field during the event

**COST OF
PRESENTING
PARTNERSHIP:
\$25,000**

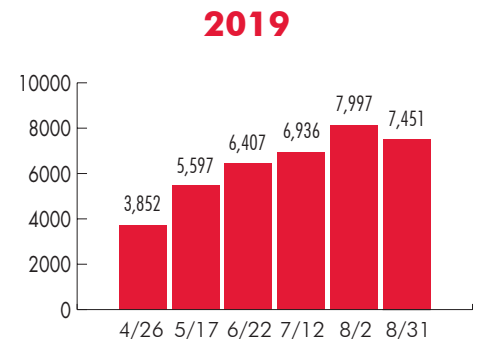
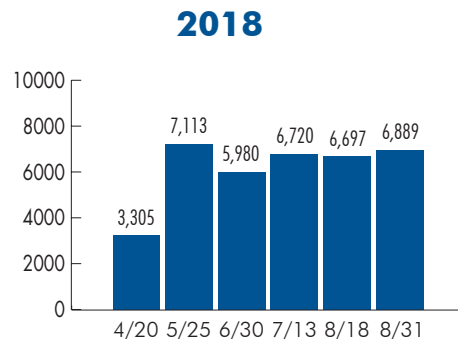




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