



## Home Run for Life 2021 | 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 2021 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:

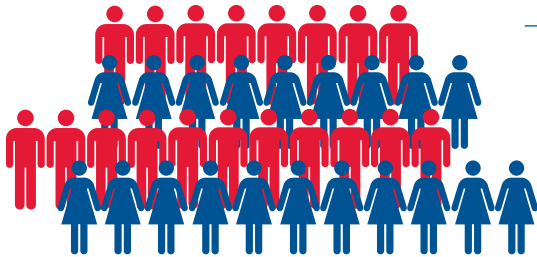
- Organization will be recognized and announced as the "Home Run for Life Game Sponsor" during the patients introduction
- Logo to be displayed on the jumbotron and patient video that evening
- Logo and recognition will be included in the South Bend Tribune article announcing the Home Run for Life patient
- 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**

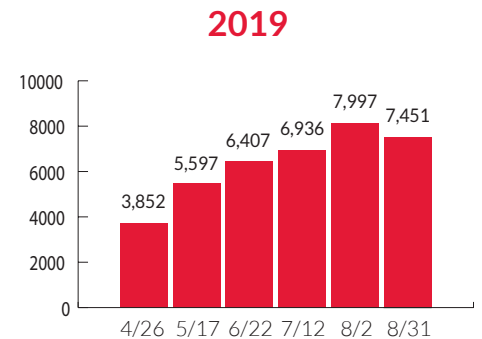
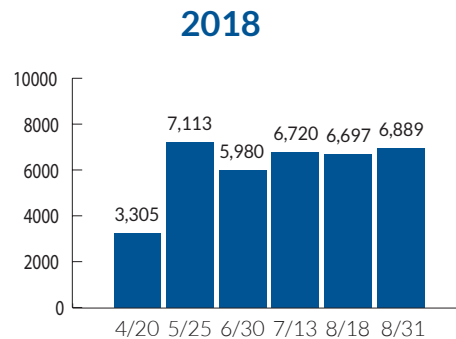




## South Bend Cubs Attendance Numbers



## Home Run for Life Attendance Numbers



AND



## South Bend Cubs and Beacon Health System Social Media Numbers



Twitter  
49,055  
followers



Facebook  
82,795  
followers



Instagram  
20,481  
followers



Newsletter  
45,000  
in database