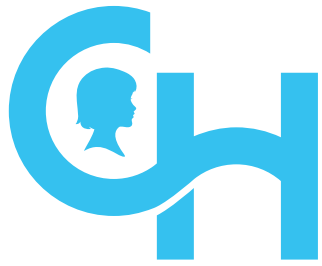


Children's Hospital of Philadelphia®



PARKWAY RUN & WALK

BE A SUPERHERO! BECOME A SPONSOR

SEPT. 27, 2026

BENEFITING PEDIATRIC CANCER RESEARCH AND
CARE AT CHILDREN'S HOSPITAL OF PHILADELPHIA



Presented by



CITADEL
CREDIT UNION

On Sunday, Sept. 27, the CHOP Cancer Center community will again gather together for an inspiring day on the Benjamin Franklin Parkway.

TOGETHER, WE WILL CONQUER CANCER

The Parkway Run & Walk, presented by Citadel Credit Union, is an unforgettable day that brings together thousands of people with the shared goal of defeating childhood cancer. By raising crucial funds for Children's Hospital of Philadelphia's Cancer Center, the event fuels the next groundbreaking discovery that will save children's lives. The incredible support of our sponsors and participants makes a profound and immediate impact on the patients CHOP serves.

EVENT DETAILS

Celebration and 5K run/2K walk
Sunday, Sept. 27, 2026
Benjamin Franklin Parkway, Philadelphia

DATES TO REMEMBER

Deadlines for company name/logo inclusion:

- Postcard: **July 6, 2026**
- T-shirts: **July 27, 2026**
- Event digital video board: **Sept. 11, 2026**

MARKETING AND SPONSORSHIP FACTS

- *Children's View* circulation: **124,000**
- Visits to parkway.chop.edu: **20,000+**
- Parkway Run & Walk attendance: **8,000+**
- Parkway Run & Walk media impressions: **5.5 million**
- CHOP Facebook likes: **181,000+**
- CHOP X followers (formerly Twitter): **50,900+**
- CHOP Instagram followers: **64,000+**

EVENT CONTACT

Ellie Paparone • PaparoneE@chop.edu • 267-426-4931

A MEANINGFUL OPPORTUNITY

This event offers significant marketing exposure to thousands of participants. The enclosed sponsorship package provides a range of options and can be customized to meet your marketing and budgetary needs. There are also opportunities for your company to field a corporate team, which is a great employee bonding experience that helps make a difference in the fight against childhood cancer.

Please note: Sponsorship benefits are subject to change depending on your confirmation date.

WINNER'S CIRCLE SPONSOR • \$50,000

EXCLUSIVITY

- Category exclusivity

RACE DAY

- Opportunity to address guests
- Recognition by event emcee
- Check presentation opportunity
- Registration for 20 participants
- Logo inclusion at start/finish line
- Logo inclusion on digital video board (*Deadline: Sept. 11, 2026*)
- Opportunity to distribute preapproved promotional materials at the event
- Premium placement of 10' x 10' hospitality tent (includes coffee and doughnuts)
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Invitation to intimate behind-the-scenes discussion to hear how CHOP's Cancer Center team is creating breakthroughs every day
- Presenting sponsor of a fundraising or recruitment challenge with the opportunity to provide special incentives to selected participants

PROMOTIONAL MATERIALS

- Company name/logo included on postcard (*Deadline: July 6, 2026*)
- Company name/logo included on T-shirts (*Deadline: July 27, 2026*)

RECOGNITION

- Logo on Parkway Run & Walk website
- Mentions in email announcement sent to all employees of CHOP (approximately 13,000)
- Creation of a custom social media plan across various CHOP platforms including Facebook, Instagram and X

Estimated charitable contribution: \$49,400



WALK FOR FRANKIE

Neck pain during a family vacation at the beach led to a shocking diagnosis: 11-year-old Frankie had a bone cancer called Ewing sarcoma. While undergoing 14 rounds of chemotherapy and 31 rounds of radiation, “Frankie would go out of her way to make a new friend or make someone feel more comfortable,” says her mother, Brittany. Frankie loves all Philly sports teams, playing soccer and snuggling her dogs.

FRANKIE'S SUPERPOWER:
Teleportation

GOLD SPONSOR • \$25,000

RACE DAY

- Recognition by event emcee
- Check presentation opportunity
- Registration for 15 participants
- Logo inclusion at start/finish line
- Logo inclusion on digital video board (*Deadline: Sept. 11, 2026*)
- Premium placement of 10' x 10' hospitality tent (includes coffee and doughnuts)
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Invitation to intimate behind-the-scenes discussion to hear how CHOP's Cancer Center team is creating breakthroughs every day
- Presenting sponsor of a fundraising or recruitment challenge with the opportunity to provide special incentives to selected participants

PROMOTIONAL MATERIALS

- Company name/logo included on postcard (*Deadline: July 6, 2026*)
- Company name/logo included on T-shirts (*Deadline: July 27, 2026*)

RECOGNITION

- Logo on Parkway Run & Walk website
- Creation of a custom social media plan across various CHOP platforms including Facebook, Instagram and X

Estimated charitable contribution: \$24,550



RUN FOR VAUGHN

Eleven-year-old Vaughn's swollen lymph node ended up being a symptom of Hodgkin lymphoma. While undergoing treatment for this cancer of the lymph system, Vaughn spent long periods as an inpatient at CHOP. He made the best of it — and he has a TikTok video with his oncologist to show for it!

VAUGHN'S SUPERPOWER:
He's a super-fast runner

SILVER SPONSOR • \$10,000

RACE DAY

- Registration for 10 participants
- Logo inclusion on digital video board (*Deadline: Sept. 11, 2026*)
- Premium placement of 10' x 10' hospitality tent (includes coffee and doughnuts)
- Volunteer opportunities for employees at the event, if desired

ENGAGEMENT

- Invitation to intimate behind-the-scenes discussion to hear how CHOP's Cancer Center team is creating breakthroughs every day

RECOGNITION

- Company name/logo included on postcard (*Deadline: July 6, 2026*)
- Company name and/or logo on Parkway Run & Walk website

Estimated charitable contribution: \$9,700

BRONZE SPONSOR • \$5,000

RACE DAY

- Registration for five participants
- Logo inclusion on digital video board (*Deadline: Sept. 11, 2026*)
- Volunteer opportunities for employees at the event, if desired

RECOGNITION

- Company name and/or logo on Parkway Run & Walk website

Estimated charitable contribution: \$4,850

FRIEND SPONSOR • \$2,500

RACE DAY

- Registration for three participants
- Logo inclusion on digital video board (*Deadline: Sept. 11, 2026*)

RECOGNITION

- Company name and/or logo on Parkway Run & Walk website

Estimated charitable contribution: \$2,410

#1

childhood cancer is the leading cause of death by disease in children under 15 in the United States

 **2 OUT
OF 3**

childhood cancer patients will have long-lasting, chronic conditions from treatment

10 YEARS OLD

average age of a child diagnosed with cancer

250,000+

new cases of cancer affect children under the age of 20 worldwide annually

100%

of every donation received for the Parkway Run & Walk funds research for a cure and care for children treated for cancer at CHOP

SPONSORSHIPS AT A GLANCE

PARTNER WITH PURPOSE

This event offers significant marketing exposure to thousands of participants. Sponsorships provides a range of options and can be customized to meet your marketing and budgetary needs. *Sponsorship benefits are subject to change depending on your confirmation date.*

	WINNER'S CIRCLE \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000	FRIEND \$2,500
EXCLUSIVITY	●				
RACE DAY					
Opportunity to address guests	●				
Event Emcee	●	●			
Check Presentation	●	●			
Registrations	20	15	10	5	3
Logo at Start/Finish	●	●			
Event Video Board	●	●	●	●	●
Promo Materials at Event	●				
10x10 Hospitality Tent	●	●	●		
Volunteer Opportunities	●	●	●	●	
ENGAGEMENT					
Behind-the-scenes Discussion	●	●	●		
Fundraising or Recruitment Challenge	●	●			
PROMOTIONAL MATERIALS					
Name/Logo on Postcard	●	●	●		
Name/Logo on T-shirt	●	●			
RECOGNITION					
Logo on Website	●	●	●	●	●
Email Inclusion to All CHOP Employees	●				
Custom Social Media Plan	●	●			

SPONSORSHIP RESERVATION FORM

(Please type or print all information exactly as it should appear in recognition materials.)

Personal Corporate

Name (As you would like it to appear on recognition materials) _____

Title _____

Company/Organization _____

Address _____

City _____ State _____ ZIP _____

Phone number (day) _____ Fax _____

Email address _____

LEVEL OF SPONSORSHIP (Please check one.)

- | | | | |
|--|----------|---|----------|
| <input type="checkbox"/> Winner's Circle Sponsor | \$50,000 | <input type="checkbox"/> Bronze Sponsor | \$5,000 |
| <input type="checkbox"/> Gold Sponsor | \$25,000 | <input type="checkbox"/> Friend Sponsor | \$2,500 |
| <input type="checkbox"/> Silver Sponsor | \$10,000 | <input type="checkbox"/> Donation | \$ _____ |

We waive all benefits associated with our chosen level of sponsorship (please initial). _____

In some cases, receipt of benefits by a private foundation may result in tax implications. Please consult your adviser with any questions.

Form completed by: _____ Telephone (day): _____

PAYMENT



Check enclosed. *Please make checks payable to CHOP Foundation.*

VISA MasterCard American Express Discover

Please use this QR code to pay by credit card.

MATCHING GIFTS

The CHOP Foundation welcomes matching gifts from participating companies. Obtain a matching gift form from your personnel office and send the completed form to us with your gift.

I have enclosed a matching gift form.

SEND RESERVATION FORM AND PAYMENT TO

Mail via USPS to – CHOP Foundation • Parkway Run & Walk • P.O. Box 781352 • Philadelphia, PA 19178-1352

Contact *Ellie Paparone* to coordinate delivery via UPS or FedEx.

Event Contact – *Ellie Paparone*: PaparoneE@chop.edu • 267-426-4931

To remove your name from our fundraising list, please visit www.chop.edu/optout or call 267-426-5332.

©2026 The Children's Hospital of Philadelphia. 26FNDN269691/NP/4-26