16th Annual

Cheers!

to Brenner Children's

Celebrating Children's Health

Presented by

BERKSHIRE HATHAWAY HomeServices
Carolinas Realty
Cheers! to Brenner Children’s is the signature fundraising event that supports the only full-service pediatric hospital in western North Carolina. Each year, Brenner Children’s treats more than 150,000 children in our region including inpatient, outpatient and emergency services.

Proceeds from our 2020 event will be distributed across the many programs featured in the Brenner Children’s Patient Assistance Fund. This fund benefits families in need with program initiatives that provide support for transportation, meals, medications, counseling and more.

Audience

Since Cheers! first began in 2005, we have raised more than $1 million for Brenner Children’s. In years past, Cheers! has been a sold out event featuring food and wine, and welcoming more than 400 attendees including young professionals, community leaders and accomplished retirees. 50+ corporate sponsors support this fundraising event.

NEW for 2020, Cheers! will expand to be a month-long virtual celebration welcoming a larger and more diverse audience than past years. Targeted messaging with a mix of traditional and digital marketing has been developed to reach families with children and grandchildren under the age of 18 years. In addition, we’re broadening our geographic reach to capture an audience that lives within our service area. We are excited that expanding our marketing reach not only provides increased exposure for Brenner Children’s, but for our event sponsors as well!

Event Details

Cheers! to Brenner Children’s will kick-off with a virtual event on Thursday evening, November 5th. WGHP Fox8’s Chad Tucker along with his wife, Meredith, will share their family’s personal journey and the impact Brenner Children’s has had on their daughter’s recent care. The kick-off will also feature details of planned activities in November, the launch of our online auction and A Toast to Children’s Health paddle raise, surprise guest appearances, and much more!

Following the kick-off, Brenner Children’s supporters will be able to actively engage in a number of fundraising activities throughout the month. A sampling of these activities benefitting Brenner Children’s include:

- An online auction featuring holiday-themed items, such as wreaths, gingerbread houses and more
- Exclusive Cheers! Party Packs offered at a variety of local restaurants and businesses
- Special fundraising promotions at area restaurants
- Exclusive invitations to engaging virtual events such as cooking demonstrations, family friendly activities, and much more!
Sponsorship Opportunities

Grand Reserve $7,500

Marketing and Promotional Benefits

Company logo on:
- Promotional posters displayed within WFBH system facilities
- Promotional advertising in regional magazines and newspapers
- Cheers! webpage with hyperlink to corporate sponsor’s site
- Ongoing internal promotions to WFBH’s 18,000+ employees
- Post-event Thank You advertisement

Logo recognition in all media releases with distribution to news outlets in a five-county radius

Social media recognition on Friends of Brenner Children’s, Brenner Children’s and WFBH sites (40,000+ social media followers)

Logo recognition in ENGAGE – bi-annual magazine distributed to 4,000+ WFBH donors and supporters

Recognition during Live Virtual Event on November 5th

Sommelier Sponsor $5,000

Marketing and Promotional Benefits

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Recognition during Live Virtual Event on November 5th
Sponsorship Opportunities

Connoisseur Sponsor $2,500

Marketing and Promotional Benefits

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- Promotional advertising in regional magazines and newspapers
- Cheers! webpage
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Recognition during Live Virtual Event on November 5th

Enthusiast Sponsor $1,000

Marketing and Promotional Benefits

Company name on:
- Promotional posters displayed within WFBH system facilities
- Promotional advertising in regional magazines and newspapers
- Cheers! webpage
- Ongoing internal promotions to WFBH’s 18,000+ employees
- Post-event Thank You advertisement

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Name recognition in ENGAGE – bi-annual magazine distributed to 4,000+ WFBH donors and supporters

Recognition during Live Virtual Event on November 5th
Culinary Sponsor $500

Marketing and Promotional Benefits

Company name on:
- Ongoing internal promotions to WFBH’s 18,000+ employees
- Post-event Thank You advertisement

Name recognition in ENGAGE – bi-annual magazine distributed to 4,000+ WFBH donors and supporters

Recognition during Live Virtual Event on November 5th