



Kids deserve the best.

LET'S CONNECT

Want to learn more about how your brand can be a part of Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres? We'd love to chat! Contact us today:

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Presented by Marcus Theatres

Anticipated Movie Premiere Date – September - November

Marcus Majestic Cinema of Brookfield

SPONSORSHIP OPPORTUNITIES

Help us help kids

For nearly 130 years, Children's Wisconsin has provided exceptional pediatric care 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. The generosity of our community and corporate partners allows us to provide the very best and safest physical, social and mental health care to those we serve. We hope you will consider making a strategic investment with us.



Event impact

This year marks the 6th annual Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres. The exclusive event gives kids and their families a "blue carpet" experience they'll never forget! Marcus Theatres will premiere one of the most highly anticipated family-friendly movies of the season before its official release. The evening features movie-themed activities for all ages and delicious food and drinks. Since it began, this event has raised more than \$500,000 for Children's.



Kids deserve the best.

Be a part of something special.

As a sponsor of the Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres, you directly support the physical, social and mental health of Wisconsin's kids and teens.

As a sponsor, your brand will:

- Reach up to 300 attendees through **event-day benefits** as well as thousands of individuals throughout greater Milwaukee who will receive **targeted digital and direct mail communications**
- Receive event tickets to enjoy **this unique fundraiser that's perfect for entertaining families, employees and business partners alike**
- Gain greater exposure and goodwill by **partnering with one of the nation's top pediatric hospitals**
- Lead the way for other Wisconsin companies by **investing in a statewide asset we all depend on**



Sponsor supplied 30-second ad/video to play on big screen before premiere

Opportunity to provide sponsor-supplied marketing materials as guest takeaway

Recognition on general signage

VIP movie tickets with reserved seating (to be used by you and your guests or donated for use by patient families)

Event day				
\$20,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
✓				
✓	✓			
Premier logo	Logo	Logo	Logo	Name
25	15	12	8	(Hollywood Sponsor to receive 15)

Opportunity to tour a Children's location

Recognition in one Children's post-event thank-you email

Recognition in one Children's social media post

First right of refusal to support 2025 event

Post-event				
\$20,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
✓				
Premier logo	Logo	Logo	Logo	Name
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓

SPONSORSHIP BENEFITS



Pre-event					
	\$20,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
Exclusive benefits outlined on previous pages	✓	✓	✓	✓	✓
Recognition in one Children's social media post	✓	✓			
Recognition on printed and digital save-the-date	Premier logo	Logo	Logo	Logo	Name
Recognition on event invite	Premier logo	Logo	Logo	Logo	Name
Recognition in on-screen ad running for several weeks at theatre locations throughout greater Milwaukee	Premier logo	Logo	Logo	Logo	Name
Recognition in two Children's Wisconsin emails	Premier logo	Logo	Logo	Logo	Name
Recognition on Children's and Marcus Theatres event websites	Premier logo	Logo	Logo	Logo	Name

Reach an audience committed to making a difference*:

Children's Wisconsin

Sponsors will receive brand exposure across a variety of Children's channels, including*:

-  **Up to 300 event participants — kids and adults**
-  **Up to 27,000 LinkedIn followers**
-  **Up to 130,000 Children's Wisconsin email subscribers**
-  **Thousands of Children's event and registration web page views**

Marcus Theatres

Sponsors will receive brand exposure across a variety of Marcus Theatres' channels, including*:

-  **Thousands of individuals and families viewing 30-second pre-event on-screen advertisement** running for several weeks at theatre locations throughout greater Milwaukee
-  **Thousands of Marcus Theatres event website visitors**

*Specific benefits may vary by sponsorship level.



SPONSORSHIP OPPORTUNITIES

All sponsorships include event tickets. If desired, please let Children's know at least 6 weeks in advance of the event if you would like to donate your tickets back to the event for use by patient families and volunteers. **For additional benefit details by level, see upcoming pages.**

\$20,000+

Premier Sponsor

Be the premier sponsor of the Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres, giving your company premier logo placement on the event and registration web pages, event materials, email communications, advertisements and signage.

Exclusive sponsorship benefits include:

- Dedicated, company-supplied 30-second advertisement/video to play on the big screen prior to the movie on event night
- Opportunity for your company to tour a Children's hospital, clinic or community service office of your choosing for an impactful and behind-the-scenes experience that is sure to connect you to our mission



\$10,000+

Kid Zone Sponsor

Sponsor the Kid Zone, featuring fun games and experiences for kids. Exclusive benefits include name and logo recognition on signage throughout the Kid Zone with the opportunity to staff activity stations with volunteers.

\$7,500+

Blue Carpet Sponsor

Make it an unforgettable evening by sponsoring the VIP "blue carpet" photo opportunity with exclusive name and logo recognition on "blue carpet" signage and logo inclusion on stickers given to all event attendees upon arrival.

Lanyard Sponsor

Become a lanyard sponsor and receive exclusive name and logo recognition on lanyards worn by all event attendees.

\$5,000+

Big Screen Sponsor

Sponsor the big screen and receive a dedicated on-screen slide with exclusive name and logo recognition before the movie premiere.

Drawing Sponsor

Sponsor the basket drawing and receive exclusive name and logo recognition on drawing signage and tickets.

Hospitality Sponsor

Sponsor the food and beverage stations and receive exclusive name and logo recognition on signage at each station as well as logo inclusion on the cocktail napkins used throughout the event.

Hollywood Sponsor (unlimited available)

Receive seven additional event tickets than other \$5,000 level sponsors (15 total) and event marketing exposure.

\$2,500+

Blockbuster Sponsor (unlimited available)

Receive event tickets and event marketing exposure.