

2023 Sponsorship Recap



Boston
Children's
Hospital

corporatecup
compete. have fun. do good.

presented by

BJ's Charitable
FOUNDATION.



Event Day Recap

Thursday, July 13, 2023 | Harvard Athletic Complex

Corporate Cup is a fundraiser for Boston Children's Hospital that promotes fun and friendly competition through a series of eight field day events.

Being part of Corporate Cup isn't just about taking home the trophy, it's about encouraging teamwork and camaraderie while being proud to support an amazing cause.

This year we had **61 teams** and **1,200+ individuals** compete and raise critical funds to support the hospital's Every Child Fund.

Thank you Lamacchia Realty for your partnership as a valued sponsor and your help to fight for patient children and their families, one obstacle at a time.



Your Sponsorship Benefits

Your generous sponsorship made Corporate Cup 2023 possible. Your support helps bring lifesaving answers, hope and healing to children from around the world who need it most.

Thanks to you, the 2023 Corporate Cup raised \$964,000 that will go to support **The Every Child Fund**, helping provide a healthy future to *every child* here and around the world. Relive the excitement of the 2023 Corporate Cup [HERE](#)!

Silver Sponsor | \$12,500

- Logo inclusion on in person event signage
- Logo inclusion on event web page
- One 10x10 team tent
- One team entry
- Opportunity to be paired with a Patient Partner



Brand Recognition

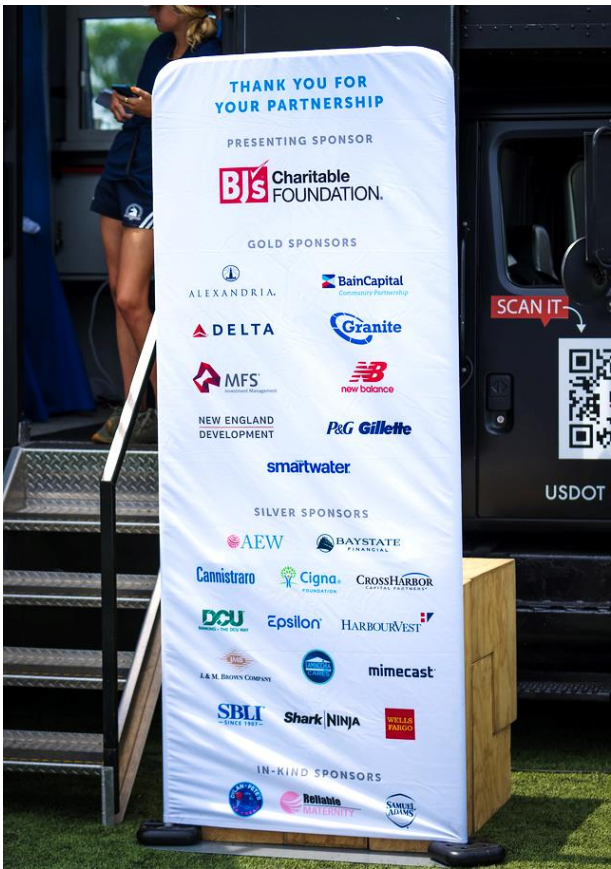


Website homepage



Team Tent

Brand Recognition continued



Pop-up signs on event stage



HD screen

Social Media Highlight

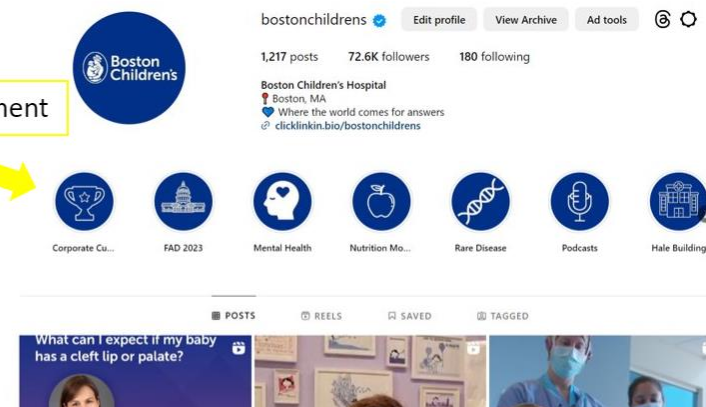


This year, Corporate Cup took over Boston Children's Hospital Instagram page on event day. We were thrilled to capture live action video of companies participating in friendly competition!



Total combined story reach: 45k
Total IG audience: 72.6k
Average reach per story: \$2.5k

Permanent placement



Patient Partner Program

Our Patient Partner program for Corporate Cup allows our mission to come to life on and off the field. Amazing memories were made on event day as Mia became a honorable member of the Lamacchia team. Thank you Lamacchia Realty for creating a wonderful patient partner experience for Mia and her family!



Lamacchia Realty
plays for

Mia
Age: 7

Fun fact:
Loves to cook
and is known
as "Chef Mia"

Favorite animal:
Bunnies



 **Boston Children's Hospital**
where the world comes for answers

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Your Sponsorship Dollars at Work – The Every Child Fund

*All funds raised from Corporate Cup go towards supporting the hospital's **Every Child Fund**, the **hospital's most vital fund**; it empowers Boston Children's to respond to emergencies and the needs of an ever-changing world with three goals:*



nurture
every child



Sick children face more than medical treatments at a hospital. The Every Child Fund brings joy into the hospital with celebrations, puppies, arts and laughter to ease fear and hasten healing. Kindness that insurance doesn't cover.



support
every family



When a family has a sick child, their world can fall apart as they face overwhelming choices. The Every Child Fund supports our family-centered care. These services, housing, interpreters and social workers are not covered by insurance.



conquer
every disease



Boston Children's is home to the largest pediatric research center in the world. Your fundraising dollars provide seed funding for the next breakthrough discoveries. Then, we share our treatments with the world through training & global programs.

The Every Child Fund continued

Every gift helps

By the Numbers

Caring for a child includes costs adult hospitals don't have—**special-sized equipment** to fit kids from the tiniest preemie to an adult-sized teen, **extra support for families** and **research that unleashes cures** to our most challenging childhood diseases. At Boston Children's *every dollar you give heals, supports and helps find cures.*



Thank you,
Lamacchia
Realty!



Boston Children's

Where the world comes for answers

