



**13th Annual  
BACK-TO-SCHOOL  
CARNIVAL!**

**August 4 | 11 am – 3 pm**  
Lighthouse Field,  
199 East Erie Avenue, Philadelphia

# Be a Carnival hero!

Philadelphia has a high poverty rate, with approximately 22.8% of families and individuals living below the poverty line and 11.7% living in deep poverty. Children living in deep poverty, on average, score much lower in school than their peers and experience heightened levels of school dropout, behavioral and socioemotional problems, physical health problems, and developmental delays. The chronic stress of living in poverty has an adverse effect on the academic outcomes of children, impeding their ability to concentrate and learn, especially during early childhood.

We hope to change that by preparing students for school with backpacks filled with supplies while linking families to vital health and social services resources at our in-person carnival.

## Sponsor a Tent, a Backpack, or Contribute online.

Here's your chance support a highly-anticipated community event and to raise awareness of your company or organization in front of thousands of Philadelphia families!



**St. Christopher's  
Hospital for Children**

A PARTNERSHIP OF TOWER HEALTH  
AND DREXEL UNIVERSITY

*Donation details  
on next page.*



# Donation Details

Sponsorship Opportunities include:



Marquee Sponsor

**\$25,000** (one available)

Elite Sponsor

**\$10,000** (five available)

Tent Sponsors

**\$5,000** (ten available)

Backpack Superhero

**\$1,000** (twenty available)

**August 4 | 11 am – 3 pm**

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Friend of St. Christopher's

**\$1,000**

We hope to give away 5,000 backpacks on Friday, August 4th!

Purchase a Pre-K Backpack

filled with school supplies – **\$40**

Purchase an Elementary School Backpack

filled with school supplies – **\$60**

Purchase a High School Backpack

filled with school supplies – **\$80**

Donate to the St. Christopher's Center  
for Children and Youth with Special  
Health Care Needs

Donations are coordinated through our parent company, Drexel University.

For questions about sponsorships, making a gift online, payment details or to receive a sponsorship invoice, please contact:

**Pamela Loos, CFRE**

*Associate Director, Foundation and Corporate Relations*

Office of Institutional Advancement St. Christopher's Hospital for Children

Email: [Pamela.Loos@drexel.edu](mailto:Pamela.Loos@drexel.edu)

Phone: 215-427-8558



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Checks may be made payable to **St. Christopher's Hospital Carnival** and mailed to: **St. Christopher's Hospital for Children, Office of Institutional Advancement, Attention: Pam Loos, 160 East Erie Avenue, Philadelphia, PA 19134**

\*Promotional items or flyers will be subject to review and approval.

# Sponsorship Details

## Marquee Sponsor (one available) **\$25,000**

- Large banner/sign prominently displayed at the event entrance with your logo
- Recognition on the [www.stchristopherscarnival.com](http://www.stchristopherscarnival.com) website
- Recognition on four social media posts on St. Christopher's Facebook and Instagram Pages
- Recognition in internal communications to all St. Christopher's staff
- Ability to provide one promotional item or a single-sheet flyer in the student backpacks distributed to attendees.\*

## Elite Sponsor (five available) **\$10,000**

- Large banner/sign prominently displayed at the backpack giveaway tent with your logo
- Recognition on the [www.stchristopherscarnival.com](http://www.stchristopherscarnival.com) website
- Recognition on two social media posts on St. Christopher's Facebook and Instagram Pages
- Recognition in internal communications to all St. Christopher's staff
- Ability to provide one promotional item or a single-sheet flyer in the student backpacks distributed to attendees.\*

## Tent Sponsors (ten available) **\$5,000**

- Large sign featuring the logos of all the tent sponsors will be prominently displayed at the entrances to the food and community resources tents
- Recognition on the [www.stchristopherscarnival.com](http://www.stchristopherscarnival.com) website
- Recognition on two social media posts featuring all of the tent sponsors on St. Christopher's Facebook and Instagram Pages
- Recognition in internal communications to all St. Christopher's staff
- Ability to provide a single sheet flyer to attendees. The literature will be displayed on a table in the backpack giveaway tent.

## Backpack Superhero Sponsors (twenty available) **\$2,500**

- Large sign with the logos for all of the backpack superheroes will be displayed at the backpack giveaway tent
- Recognition on the [www.stchristopherscarnival.com](http://www.stchristopherscarnival.com) website
- Recognition on two social media posts featuring all of the backpack superheroes on St. Christopher's Facebook and Instagram
- Recognition in internal communications to all St. Christopher's staff

## Friend of St. Christopher's **\$1,000**

- Recognition on the [www.stchristopherscarnival.com](http://www.stchristopherscarnival.com) website



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**\*Sponsors must provide promotional items or single-sheet flyers by July 14, 2023.  
Items are subject to review and approval by St. Christopher's Hospital for Children.**