



BUILDING THE FOUNDATION

2024 CONSTRUCTION COALITION SPONSORSHIP OPPORTUNITIES



A Blueprint to
Transforming Futures



WHERE CONSTRUCTION MEETS COMMUNITY

The Isabella Santos Foundation (ISF) is excited to introduce Building the Foundation, a new industry-exclusive program focusing on fulfilling specific needs within rare pediatric cancer.

Building the Foundation unites all trades within the construction industry to support ISF initiatives at Atrium Health in Charlotte, NC, that sustain the organization's growth.

This cohort marks the first step toward ISF's expansion across the Carolinas, offering many benefits, including exclusive networking opportunities, dedicated marketing exposure and boosting your company culture through unique community engagement initiatives.



Sponsorships directly impact ISF's ability to serve more rare pediatric cancer patients and present an excellent way to reinforce your company's brand and commitment to the community while making an actual difference in the lives of others.

ABOUT ISF



Isabella Santos fought neuroblastoma, a form of rare cancer, for five years and ran out of treatment options. This is the case for many other children diagnosed with rare cancers. Pediatric cancer is not just one disease - it is made up of 12 major types and over 100 subtypes so it falls into its own category with little to no funding.

It is up to private foundations like ISF to raise essential funds for research and new treatment programs that will give the families affected a fighting chance.



THE IMPACT CEMENTING FUTURES

Since its inception in 2007, ISF has made huge strides in the rare pediatric cancer space, resulting in advancing research, more treatment options and better care.

- Over \$8M Donated to Support Our Mission
- Hired Top Research Oncologists
- Tripled the Solid Tumor Patient Volume
- Treated Patients Worldwide from 24+ Countries
- Opened Pediatric Cancer Research Lab at LCH
- 12 Clinical Trials + Rare Cancer Studies Funded

In partnership with Atrium Health Levine Children's Hospital, ISF proudly announced the opening of the Isabella Santos Foundation Rare & Solid Tumor Program in July 2020, bringing world-class comprehensive care, access to the latest clinical trials and an exceptional patient experience to Charlotte.



New clinic space, opened in July 2023, houses the ISF Rare & Solid Tumor Program treatment rooms.

WHAT'S NEXT THE BLUEPRINT FOR GIVING GREATER

In 2024, ISF is expanding to unite every single children's hospital in North and South Carolina around a single mission: **to make a greater impact.**

The next phase of ISF will identify 3-4 initiatives ranging from basic science and research, clinical trials and survivorship in collaboration with Dr. Lars Wagner of Duke University and Dr. Javier Oesterheld of Atrium Health, with an estimated annual funding requirement of \$2.8M.

Through this collaborative effort among hospitals, we will expand our reach from serving 130 children at Levine Children's Hospital in Charlotte to over 1,000 children across the Carolinas.



This growth is a meaningful step toward transforming the landscape of pediatric cancer research and providing hope to countless young lives worldwide.



MARKETING METRICS

RAISING THE BAR

ISF values every partnership and offers exclusive benefits for Building the Foundation partners, including access to a dedicated marketing and public relations team.



MONTHLY NEWSLETTER | 30,000+ Subscribers

FACEBOOK | 16K Followers + 115K Monthly Impressions

INSTAGRAM | Over 6,700 Followers + 25K Monthly Impressions

LINKEDIN | Over 1,200 Followers + 2K Monthly Impressions

WEBSITE METRICS | 6K Monthly Visits

TESTIMONIALS

ESTABLISHING RELATIONSHIPS UP TO CODE

"RAM Pavement is proud to partner with the Isabella Santos Foundation for many reasons. The entire ISF team is so committed to their work, and their energy is palpable. We've been serving Charlotte for 20 years, and it's been incredible to partner with another organization doing so much good in our community. RAM Pavement is excited to play a small part in the growth and success of the Isabella Santos Foundation, and we look forward to supporting this mission for as long as it takes."

ROB MILLER
RAM PAVEMENT

"ISF and everything they have provided to Levine Children's Hospital allows us to push medicine and push boundaries. To be in the conversation of moving science forward, and we're doing that. And without ISF, we couldn't. Period."

DR. JAVIER OESTERHELD
LEVINE CHILDREN'S HOSPITAL

"JE Dunn Construction has been a Sustaining Sponsor of the Isabella Santos Foundation since we had the opportunity to build the MIBG Suite at Levine Children's Hospital, which they fully funded. Since then, we have also renovated ISF's Solid and Rare Tumor Program clinic at Levine Children's. Our relationship with ISF is a true partnership where we support one another, strive to improve rare pediatric cancer treatment options and support families in their health journeys."

NATHAN HOLBROOK
JE DUNN



BUILDING THE FOUNDATION SPONSORSHIP LEVELS

PLATINUM | \$50,000 SPONSORSHIP (UNLIMITED)

Honorary Seat on ISF Board with Insider Access at Atrium Health

BUILD YOUR BRAND | EXCLUSIVE MARKETING + PR BENEFITS

Access to Dedicated Marketing Team to Collaborate on Marketing Efforts

BRAND EXPOSURE

WEBSITE | 6K monthly impressions

- Company Logo + Link to Website on Building The Foundation Landing Page
- Recognition in ISF’s Annual Report

SOCIAL MEDIA | 23K+ followers

- Supporter Spotlight on Instagram, Facebook & LinkedIn
- Saved Story on Instagram Highlight Reel
- Sponsorship Tags

EMAIL MARKETING | 31K+ Subscribers

- Dedicated Banner Ad in (1) Monthly Email Blast
- Brand Recognition in Annual Year in Review Publication

COMMUNITY ENGAGEMENT + EVENTS

10K+ impressions per year

- Onsite Brand Presence and/or Marketing Opportunities
 - + March Gala | 750 attendees
 - + June Golf Tournament | 200 attendees
 - + September Supporters Awareness Month | 8K+ Attendees
 - + October Coffee at Carmel | 600 Attendees
 - + EOY Partner Appreciation Dinner | 250 Attendees

MEDIA OPPORTUNITIES

- 2024 Sizzle Video - (1) Featured Interview
- 2024 Announcements + Media Pitches

COMMUNITY CULTIVATION

SHOWCASE YOUR BUSINESS

- Host an ISF Board Meeting, Networking Event or Fundraising Seminar

ENGAGE YOUR TEAM

- Participate in a Levine Children’s Hospital Family Day Meet + Greet
 - + Includes event coverage on digital channels, future promos + access to photo/video assets
 - + “Proud Partner” branded badge provided for digital channels, construction banners, hard hats, etc.





BUILDING THE FOUNDATION SPONSORSHIP LEVELS

GOLD | \$25,000 SPONSORSHIP (UNLIMITED)

Receive Insider Access at Atrium Health

BUILD YOUR BRAND | EXCLUSIVE MARKETING + PR BENEFITS

Access to Dedicated Marketing Team to Collaborate on Marketing Efforts

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BUILDING THE FOUNDATION SPONSORSHIP LEVELS

SILVER | \$10,000 SPONSORSHIP (UNLIMITED)

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BUILDING THE FOUNDATION SPONSORSHIP LEVELS SNAPSHOT

SPONSOR BENEFIT	PLATINUM	GOLD	SILVER
Honorary Seat on ISF Board with Insider Access at Atrium Health	√		
Receive Insider Access at Atrium Health		√	√
Access to Dedicated Marketing Team to Collaborate on Marketing Efforts	√	√	
WEBSITE			
Company Logo + Link to Website on Building the Foundation Landing Page	√	√	
Company Logo on Building the Foundation Landing Page			√
Recognition in ISF's Annual Report	√	√	√
SOCIAL MEDIA			
Supporter Spotlight on Instagram, Facebook & LinkedIn	√	√	
Saved Story on Instagram Highlight Reel	√	√	
Sponsorship Tags	√	√	√
EMAIL MARKETING			
Dedicated Banner Ad in (1) Monthly Email Blast	√		
Brand Recognition in Annual Year in Review Publication	√	√	
Recognition in Annual Year in Review Publication			√
COMMUNITY ENGAGEMENT + EVENTS			
Onsite Brand Presence and/or Marketing Opportunities	√	√	
Logo on Construction Coalition Signage			√
MEDIA OPPORTUNITIES			
2024 Sizzle Video - (1) Featured Interview	√		
2024 Announcements + Media Pitches	√	√	



ISABELLA SANTOS
FOUNDATION

Thank you for believing in our mission to
unite and fight for children with cancer.

MAKE A PLEDGE

Stay updated on the latest news and happenings
at **ISABELLASANTOSFOUNDATION.COM.**

SUBSCRIBE TO OUR
MONTHLY NEWSLETTER.

FOLLOW US ON SOCIAL



CONNECT WITH OUR TEAM

- ✉ **ERIN SANTOS** | EXECUTIVE DIRECTOR
- ✉ **KAREN MURPHY** | SPONSORSHIPS + COMMUNITY PARTNERSHIPS
- ✉ **ASHTON BARLOW** | DONOR PROGRAMS
- ✉ **HAILEY RORIE** | MARKETING + COMMUNICATIONS

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