

Big Dig For Kids

November 2, 2024



Phoenix Children's



Big Dig For Kids



Presented by

SUNDT

Built on Purpose

Big Dig For Kids

About the Event

A one-of-a-kind fundraising event, **Big Dig For Kids** helps Phoenix Children's patients build hope and healing—one dig at a time. By becoming a sponsor of this exclusive event, you have the unique opportunity to align your company with the Phoenix Children's brand and the construction community—all while helping create a magical day where construction excitement meets boundless wonder for some of Arizona's bravest kids.

2023 by the numbers



During Big Dig For Kids, patients from Phoenix Children's and their families take the controls of excavators, soar to new heights on scissor lifts, explore heavy machinery up close, and unleash their creativity through crafts and activities in the Kids' Zone—all within the confines of a safe and secure construction site environment.

Big Dig For Kids benefits the MIBG Targeted Radiotherapy Program at Phoenix Children's Center for Cancer and Blood Disorders. Since 2016, the event has raised approximately \$1.5 million for pediatric cancer research.

76% of Americans expect companies to positively impact society

Sponsorship Opportunities

Whether your organization is looking for exposure, engagement or brand alignment, we can build custom proposals to fit your charitable needs.

Title	RESERVED	Crane	Trencher	Dozer	Fork Lift	Excavator	Pile Driver
	\$50K	\$35K	\$20K	\$10K	\$7.5K	\$5K	

PRE/POST EVENT RECOGNITION

Exclusive naming rights as the Big Dig For Kids title sponsor	•						
Co-branded Big Dig For Kids logo	•						
Inclusion in media alert or post-event press release	•	•	•				
Inclusion in social media activation	•	•	•	•			
Recognition on e-invite to patient families	•	•	•	•	•		
Recognition on thank you e-blast to patient families and sponsors	•	•	•	•	•		
Recognition on Phoenix Children's corporate digital donor wall during the week leading up to event	logo	logo	logo	logo	logo	logo	
Recognition on BigDigForKids.com website	logo	logo	logo	logo	logo	logo	name
Brand affiliation and partnership activation rights with Phoenix Children's	•	•	•	•	•	•	•

EVENT DAY RECOGNITION

Opportunity to display and operate company equipment at events construction site*	•	•	•	•			
Recognition on V.I.P. Kid badges	•	•	•	•			
Company recognition on event T-shirt distributed to kid attendees and volunteers	logo	logo	logo	logo	name		
Opportunity to host an interactive booth in the Kids' Zone area	20x20	20x20	20x20	20x10	10x10		
Opportunity to provide branded giveaway item to be placed at patient hospitality tent (qty 750)	•	•	•	•	•	•	
Opportunity to display company banner on construction site perimeter	•	•	•	•	•	•	
Company logo included on event signage	•	•	•	•	•	•	•
Opportunity for sponsor employees to volunteer at event	•	•	•	•	•	•	•
Individual tickets for employees and family members to attend the event	150	150	100	75	50	25	15

EXCLUSIVE RECOGNITION

Swag Bag Sponsor (Company recognition on swag bag distributed to all kid attendees)	SOLD						
Hard Hat Sponsor (Company recognition on hard hat distributed to all kid attendees)	SOLD						
Photo Sponsor (Company recognition on all digital photos from photographer and static photo booth)	SOLD						
Toolbelt Sponsor (Company recognition on toolbelt distributed to all kid attendees)	SOLD						
Safety Vest Sponsor (Company recognition on safety vest distributed to all kid attendees)	SOLD						
Patient Hospitality Sponsor (Company recognition at patient family hospitality tent, opportunity to provide giveaways in the patient family tent)	SOLD						
Welcome Sponsor (Company recognition at registration tent, volunteer check-in tent and volunteer hospitality tent)	SOLD						
Entertainment Sponsor (Company recognition at deejay tent)	•						

*Must be approved by committee; deliverables subject to change

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*Founding board member
**2024 event co-chair

The Power of Partnership

A partnership with a trusted brand like Phoenix Children's can open many new doors for your company, providing opportunities to build deep and lasting relationships with your employees, customers and vendors—all while helping Phoenix Children's provide lifesaving care to sick and injured children.

Founding Members

Crawford Concepts



2023 by the numbers



40 years of serving children and families

247k+
patients treated

403k+
outpatient visits

107k+
emergency visits

62k+
urgent care visits

24k+
surgical cases

2.3k+
trauma cases

2.7m
dollars per day to operate the health system

campuses

4

- Phoenix Children's Hospital - Thomas Campus
- Phoenix Children's Hospital - East Valley Campus
- Phoenix Children's Hospital - Arrowhead Campus
- Phoenix Children's - Avondale Campus

urgent care centers

4

- Glendale
- Mesa (2 locations)
- Scottsdale

Centers of Excellence

8

pediatric subspecialties

75+

philanthropically funded programs

170+