



2nd Annual

# Champions for Children

## CHARITY 5K +FUN RUN

Saturday, September 6, 2025

**Start Times:**

**8:30 AM** Family Fun Run

**9 AM** 5k Race

OPEN TO THE PUBLIC

ALL PARTICIPANTS MUST REGISTER

**Location:**

Prairie Gateway Open Space, Commerce City



...because every child deserves a champion like you.

## Event Overview

### Purpose of Event

- Support Every Child Pediatrics in providing healthcare to uninsured children.
- Promote healthy lifestyles for children and families in Colorado.
- Launch the new “Champions for Every Child” monthly giving program at ECP.
  - Goal: 1,000 monthly recurring donors at \$25/month by 2027.
- Honor Kristen Maddoux PA-C, an avid runner and a true “Champion for Every Child” who dedicated her career to caring for vulnerable children at Every Child Pediatrics.

### Supporting Commerce City Children

- Since 2020, ECP has seen 13,019 children from Commerce City.
- Since 2020, 10% of our children from Commerce City have been uninsured.
- From 2007-2024 ECP, has seen 37,279 from Commerce City. 21% have been uninsured.

### Empower Our Mission through Sponsorships

- Empower our ability to grow our support network.
- Empower the launch of our ‘Champions for Children’ giving program by being a champion yourself.
- Empower families through positive community engagement and promotion of healthy lifestyles.

### Co-Branding and Recognition

- Position your brand alongside Colorado’s largest safety net clinic for children.
- Be recognized as a community leader supporting the health and well being of Colorado’s most vulnerable populations.
- Enjoy positive promotion across all marketing channels at Every Child Pediatrics.

### Fun Run for Families and Patients

- Engage the Every Child Pediatrics patient community with a free event that unites everyone behind a shared purpose.
- Provide an accessible and enjoyable method for participants of all ages and abilities to get outside and exercise.

### Growing our Network of Supporters

- Whether it is through the 5K or Fun Run, our network will grow when the community comes together for shared purpose.
- New supporters will help us foster new relationships that can benefit our mission.
- Supporters at this event will have the opportunity to attend future events and explore meaningful philanthropic opportunities.

## 100% of Proceeds Support Uninsured Children

All proceeds will go to our 'Care for Every Child' fund, an unrestricted fund established to offset costs associated with providing services to uninsured children—those who lack both insurance coverage and Medicaid enrollment, which would otherwise offer reimbursement.



## Breakdown of Proceeds and their Purpose

**Direct costs** associated with well-child checkups, sick visits, and behavioral health visits for uninsured children seen at any of our traditional or school-based clinics.

**Frontline providers delivering care to kids in need.** These are the pediatricians, behavioral health clinicians, nutritionists, care navigators, and other care teams who meet families where they are—providing essential, compassionate care in under-resourced communities. Without this dedicated provider workforce, more families would face barriers to accessing care or be forced to go without altogether. Simply put, more providers mean more uninsured children receive the care they need to grow and thrive.

**Care Navigation Services** - if we can't meet a child's need within our clinical footprint, we engage our in-house Care Navigators to meet their needs through external referrals and community partnerships. Much like social workers, Care Navigators work to ensure all basic needs are met, from food assistance to newborn supplies, and even referrals to specialists who will take children without insurance.



Run. Give. Champion Every Child.



SCAN QR CODE TO REGISTER FOR EVENT



## Sponsorship Levels

Presenting Sponsor		<b>\$25,000</b>
Fun Run Sponsor		<b>\$15,000</b>
Podium Sponsor		<b>\$10,000</b>
Gold Sponsor		<b>\$5,000</b>
Silver Sponsor		<b>\$2,500</b>
Bronze Sponsor		<b>\$1,000</b>

## Vendors and Tabling

Sponsors may reserve a table for day-of tabling and activations. Vendors that are not sponsoring the event may also reserve tables for a fee.

Tabling inquiries: [donate@everychildpediatrics.org](mailto:donate@everychildpediatrics.org)

## Branded Swag Items

Sponsors may provide items for swag bags that will be distributed to all participants. Please make arrangements to deliver or mail swag items no later than one week prior to the event.

Swag inquiries: [donate@everychildpediatrics.org](mailto:donate@everychildpediatrics.org)

Sponsorship Level:  
**Presenting Sponsor**

Your Investment:  
**\$25,000**

**Sponsorship Benefits**

- Entry for up to 150 runners in the 5k.
- Logo displayed on the official START/FINISH LINE banner.
- Logo printed on official race shirt provided to all 5k participants
- Logo included on all marketing materials and listed as ‘presenting sponsor’.
- Logo displayed on all mile markers on race course.
- Optional speaking opportunity prior to the start of the 5k.
- Logo displayed on event signage throughout all formal event spaces.
- Optional tabling opportunity.
- Logo prominently displayed on ‘Partners’ page of ECP website.

**5k Race Participant Perks**

- Commemorative Swag – Race T-shirt or exclusive item (size selected at registration).
- Finish line party with refreshments and vendor freebies.
- Opportunity to win race prizes and medals for top finishers.
- Supporting uninsured children at Every Child Pediatrics.

Sponsorship Level:

# Family Fun Run Sponsor

Your Investment:

**\$15,000**

## Sponsorship Benefits

- Entry for up to 100 runners.
- Logo on the Fun Run finish line ribbon.
- Logo displayed along fun run route.
- Logo on Fun Run participant gift and all marketing materials.
- Opportunity to give brief remarks at the Fun Run event.
- Logo displayed on event signage throughout all formal event spaces.
- Optional tabling opportunity.
- Logo displayed on 'Partners' page of ECP website.

## 5k Race Participant Perks

- Commemorative Swag – Race T-shirt or exclusive item (size selected at registration).
- Finish line party with refreshments and vendor freebies.
- Opportunity to win race prizes and medals for top finishers.
- Supporting uninsured children at Every Child Pediatrics.

Sponsorship Level:  
**Podium Sponsor**

Your Investment:  
**\$10,000**

**Sponsorship Benefits**

- Entry for up to 75 runners.
- Logo displayed on the winners podium.
- Logo displayed on mile markers.
- Event signage throughout finishing area of race.
- Optional tabling opportunity.
- Logo displayed on 'Partners' page of ECP website.

**5k Race Participant Perks**

- Commemorative Swag – Race T-shirt or exclusive item (size selected at registration).
- Finish line party with refreshments and vendor freebies.
- Opportunity to win race prizes and medals for top finishers.
- Supporting uninsured children at Every Child Pediatrics.



Sponsorship Level:  
**Gold Sponsor**

Your Investment:  
**\$5,000**

**Sponsorship Benefits**

- Entry for up to 50 runners.
- Logo displayed on mile markers.
- Logo displayed on event signage throughout all formal event spaces.
- Optional tabling opportunity.
- Logo displayed on 'Partners' page of ECP website.

**5k Race Participant Perks**

- Commemorative Swag – Race T-shirt or exclusive item (size selected at registration).
- Finish line party with refreshments and vendor freebies.
- Opportunity to win race prizes and medals for top finishers.
- Supporting uninsured children at Every Child Pediatrics.

Sponsorship Level:  
**Silver Sponsor**

Your Investment:  
**\$2,500**

**Sponsorship Benefits**

- Entry for up to 30 runners.
- Logo displayed on event signage throughout all formal event spaces.
- Optional tabling opportunity.
- Logo displayed on 'Partners' page of ECP website.

**5k Race Participant Perks**

- Commemorative Swag – Race T-shirt or exclusive item (size selected at registration).
- Finish line party with refreshments and vendor freebies.
- Opportunity to win race prizes and medals for top finishers.
- Supporting uninsured children at Every Child Pediatrics.

Sponsorship Level:  
**Bronze Sponsor**

Your Investment:  
**\$1,000**

**Sponsorship Benefits**

- Entry for up to 10 runners.
- Logo displayed on event signage throughout all formal event spaces.
- Optional tabling opportunity.
- Logo displayed on 'Partners' page of ECP website.

**5k Race Participant Perks**

- Commemorative Swag – Race T-shirt or exclusive item (size selected at registration).
- Finish line party with refreshments and vendor freebies.
- Opportunity to win race prizes and medals for top finishers.
- Supporting uninsured children at Every Child Pediatrics.





# How We Partner

## Aligning Your Business Objectives with Community Impact

This sponsorship is an ideal intersection between corporate and community benefits, all intended to strengthen support for vulnerable children in Colorado. Partnering with our organization to sponsor the 5K and Fun Run will serve as a great addition to your company's community engagement efforts and ESG profile (and/or CSR). We believe that our organization aligns with the values of your company, as we are both rooted in service to the Colorado community.

## Reporting Your Impact with Data

An impact report will be provided that includes a summary of the event, its sponsors, participants, fundraising outcomes, and impact on expense to revenue ratio. We will also provide a breakdown of the impact on our mission with attention to the number of children who will benefit from funds raised.

## Recognition

This investment is vital to our mission, and we hope to recognize your company accordingly. We intend to recognize sponsors in the following ways (based upon sponsorship level):

- Recognition in formal press release announcing the event.
- Premiere logo placement on marketing materials.
- Recognition in all external marketing and communications (website, email, print, digital, social media, and annual report).
- Recognition in a blog post that highlights key partners.
- Recognition in video recap of the event.
- Co-branding to align with your business goals and stakeholder marketing.
- And more...

Every child deserves  
a Champion like you.

MAKE A DIFFERENCE TODAY





## Honoring the Life and Legacy of Kristen Maddoux PA-C

Our inaugural 5K and Fun Run is more than just an event; it's a tribute to a cherished member of our Every Child Pediatrics family. Kristen Maddoux was a Physician Assistant and dedicated team member who tragically passed away last year. She embodied our mission to serve every child, regardless of their circumstances or ability to pay. Kristen was an avid runner who found joy in running through Denver's Central Park during her lunch breaks while working at Every Child Pediatrics. Her passion for running, combined with her commitment to promoting a healthy lifestyle, inspired all of us.



Kristen played a pivotal role in our school-based health center program and had a passion for asthma management, leading our effort to improve care for kids with asthma. Her patients adored her, and she was deeply loved by everyone who had the privilege to work alongside her. Her dedication and positive spirit left an indelible mark on our organization and the communities we serve.

This 5K and Fun Run is not only a way to raise awareness for the mission of Every Child Pediatrics and engage sponsors in our cause but also a heartfelt opportunity to honor Kristen's life and legacy. By coming together as a community, including our patients and their families, we aim to promote a healthy lifestyle, just as Kristen did every day. We hope this event will unite us all in celebration of Kristen's memory and the mission she championed with unwavering dedication.

# Together, we will make a difference for Colorado's most vulnerable children.



## Our Mission - Every child, regardless of their ability to pay

We provide primary medical care and integrated services to every child, regardless of their insurance status or ability to pay. We seek out children living in the most vulnerable situations and build support around them, so they have a Medical Home. Every Child Pediatrics has been a critical part of the Colorado community since 1996, providing medical care, behavioral and mental health services, and other basic social supports to over 57,000 children under our care. **We never turn a child away.**

## OUR REACH

### Colorado's Largest Safety Net Clinic for Children

4 traditional pediatric clinics

8 school-based health centers

74,000 patient encounters each year

57,000 children served across our clinical footprint

Over 200,000 children in Colorado currently living without insurance

2 clinics for unhoused children and teens at Samaritan House and Urban Peak Shelters

## **Thank you for your consideration!**

We greatly appreciate your consideration of our sponsorship request and look forward to working with you to find the best fit for your company at our inaugural Champions for Children 5K and Fun Run. Should you determine that this sponsorship package is not a good fit at this time, we offer other levels of support for which we would welcome the opportunity to discuss with you.



Sincerely,



**Kelly Joines**  
Chair, Board of Directors



**Dr. Laura Luzietti**  
Executive Director



**Reid DeSpiegelaere**  
Chief Development Officer

Every Child Deserves A Champion Like You



**Follow-up and inquiries:**

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