



BIG DIG FOR KIDS

November 6, 2021 Phoenix, AZ

The Big Dig For Kids gives patients of Phoenix Children's and their siblings, the opportunity to explore, interact and operate a variety of heavy machinery. In 2019, 1,200 participants investigated 18 moving excavators, 10 scissor lifts, a giant sand box, and an assortment of interactive kid zone activities.

This one-of-a-kind fundraising event promotes healing for Arizona's children, while also sparking curiosity and wonder for our construction community.



BigDigforKids.com

SAFETY AT THE FOREFRONT

The Big Dig for Kids committee and Phoenix Children’s Hospital Foundation are following a detailed prevention and response plan to protect our volunteers, participants, patients and family members. We will continue to update our plan regularly to align with the latest recommendations from the CDC and other public health officials.

We are taking the following precautions to support the health and safety and the well-being of our partners:

- COVID-19 safety awareness training for all volunteers and attendees
- Social distancing measures
- Increased hygiene and sanitation protocols on site per CDC recommendations
- Health evaluation questionnaire
- Mask requirements



Founding Executive Committee



Executive Committee



SPONSORSHIP LEVELS WITH DELIVERABLES

When you become a Big Dig for Kids sponsor, not only will you have an impact on patients' lives, but you will also have an opportunity to bring your brand/company to life creatively with an interactive game or experience for patients, sponsors, and their families.

	\$20,000	\$10,000	\$3,500	\$2,000	KID ZONE ENGAGEMENT	
					\$10,000	\$5,000
Opportunity to host interactive booth in Kid's Zone: 10X10 Tent/space					+	✓
Priority placement of brand within site plan	✓					
Patient engagement activity at Phoenix Children's*	✓					
Inclusion in media alert and/or post press release	★	✓				
Personalized event recap video	✓	✓			✓	
Recognition (logo and/or name) on event collateral	★	✓			✓	
Check presentation at Phoenix Children's*	✓	✓			✓	
Opportunity to display company equipment at event**	✓	✓				
Display banner(s) at The Big Dig For Kids	3	2			2	1
Company logo on event T-shirt	★	★			★	✓
Recognition on Phoenix Children's corporate donor wall one week leading up to event	LOGO	LOGO	NAME		LOGO	NAME
Opportunity for employees to volunteer at the event	✓	✓	✓		✓	✓
Company logo on event website hyperlinked back to company website	★	✓	✓	✓	✓	✓
Photo opportunities at the event for internal and external communication	✓	✓	✓	✓	✓	✓
Tickets to attend The Big Dig For Kids	✓	✓	✓	✓	✓	✓

★ Primary Placement

+ Premiere Placement

Become a food vendor with a \$1,000 donation to Phoenix Children's. 10x10 space for your team will be provided to hand out free food samples and/or beverages to the event attendees.

**All equipment must be reviewed by Executive Committee for approval prior to Oct 2021

*In - Hospital engagement opportunities dependent on COVID-19 visitor restrictions

Sponsors can make checks payable to Phoenix Children's Hospital Foundation

Mailing address: Phoenix Children's Hospital Foundation • Attn: Lauren Schult • 2929 E Camelback Rd., Ste 122 • Phoenix • AZ • 85016



BY THE NUMBERS

Patients from across Arizona rely on Phoenix Children's for the best pediatric care.

- 204,000+** Patients treated
- 375,000+** Outpatient visits
- 98,000+** Visits to the emergency room
- 51%** Patients are AHCCCS beneficiaries
- 22** Outpatient treatment centers
- 4** Specialty and urgent care centers
Avondale, Glendale, Scottsdale, Mesa
- 2** Hospitals
Phoenix Children's Main Campus &
Phoenix Children's Hospital at
Dignity Health Mercy Gilbert Medical Center



We are 1 of only 24 hospitals in the nation ranked in 10 out of 10 medical specialties on U.S. News and World Report.



Within five years, 1 in 4 Arizona children will have received care from a Phoenix Children's Hospital provider.



We serve the 4th largest market for children's medical services in the country.



Our patients sought care from 42 states outside of Arizona and four countries outside of the United States.

2021 FOUNDING & EXECUTIVE COMMITTEE MEMBERS

Randy Blount

President
Blount Contracting

Kevin Somerville

Vice President,
General Manager of Recycling
Buesing Corp

David Hertzberg

Principal
Circonomy Solutions

Karla Scott

Project Manager, Retail
City of Phoenix - Community &
Economic Development

Dave Crawford

Owner/CEO
Crawford Concepts

Christy Van Quathem

Director of Marketing
Empire-Cat

Chris Zaharis

Executive Vice President
Empire-Cat

Steve Sayer

Vice President, Field Operations
Felix Construction

Adam Rogers

Operations Manager
Hensel Phelps

Ryan Hollaender

Marketing Coordinator
Hensel Phelps

Brad Kanwischer

Construction Manager
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Michael Chadwick

Human Resources Business Partner
Kiewit

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President
Kinney Construction Services

Mike McKinney

Vice President & District Manager
PCL Construction

Scott Nunemaker*

Vice President
Rummel Construction

Kim Shapiro

Vice President, Business Development,
Skanska

Larry Deutsch

Co-Owner & Manager
Sportex Apparel

Sarah Owen

Business Development
Sundt Construction

Jeff Williamson*

President, Transportation Group
Sundt Construction

Todd Vaughan

Regional Sales Manager
Sunstate Equipment

Billy Ierley

Account Manager
Sunstate Equipment

David Heiman

Business Development Manager
Trafficade Work Zone Services

Tera Scalia

Proposal Team Manager
United Rentals

Ashley Nye

Development Manager
Trammell Crow Company

*2021 Event Co-Chairs