



8th Annual

# CONCOURS IN THE HILLS

February 12, 2022 | Fountain Hills Park, Arizona

As the premier car show in Arizona, drawing an audience of more than 30,000 and well over 1,000 vehicles on display, Concours in the Hills revs-up each year, generating more attendees and critical funds for Phoenix Children's Hospital than the last. We welcome your participation in the eighth annual celebration. Cars from leading clubs, collectors, enthusiasts and dealerships, this is the ideal place to reach the owners and enthusiasts you are looking for.

Amidst the circumstances surrounding the COVID-19 pandemic, Phoenix Children's has seen a significant increase in patient families facing extreme financial adversity. Now more than ever, many programs at the Hospital are vital to support our patient families. With your commitment, your organization allows Phoenix Children's to count on essential funding for these programs.



[GiveToPCH.org](https://www.GiveToPCH.org) | [ConcoursInTheHills.org](https://www.ConcoursInTheHills.org)

## ABOUT THE EVENT

Since 2018, Concours in the Hills has raised over \$500,000 for Phoenix Children's. The 2020 event brought over 30,000 spectators, had over 1,052 vehicles displayed, as well as over 100 vendors.

This event is a less formal affair than some of the more conventional gatherings out there. Cars are organized by brand and divided into categories: European, Domestic, Asian, Race Cars, Off-Road, and Military. It also has a helicopter section that has both civilian and military aircraft, including a USMC Viper and an Army Cobra complemented by Viper and Cobra sports cars surrounding them. New to the 2022 event will be an Alternative Fuel section. With that said, the layout of Concours in the Hills provides sponsors the opportunity to activate in a section of the event that makes sense to their business.

The show is supported by Arizona's leading car clubs representing Ferrari, Lamborghini, Porsche, McLaren, Corvette, Viper, Ford GT, Audi, BMW, Mercedes-Benz, Mustang, Jaguar, Cadillac, Lotus, and others. Entries come from all over Arizona as well as neighboring states. The show's ever-increasing popularity is accredited to the unique location on Fountain Parks gently rolling slopes and green grass around the lake and fountain.

If you're looking for automotive enthusiasts or to sell to a high net worth crowd, this is the event for you.

All funds raised benefit the Hospital's Hope Fund, which finances innovative research, cutting-edge technology, recruitment of leading physicians, and the child-friendly programs that make the hospital environment more comfortable for young patients.

<b>2.6M</b> Media Impressions	<b>30K</b> Attendees	<b>1,052</b> Vehicles Displayed	<b>115</b> Vendors
----------------------------------	-------------------------	------------------------------------	-----------------------

\*2020 EVENT RECAP INFO

## COMPANY BENEFITS AND RECOGNITION LEVELS

Concours in the Hills will be promoted throughout the Valley in multiple ways.

	\$20,000	\$10,000	\$5,000	\$2,500
Inclusion in some event advertising and promotion ( <i>print, digital, outdoor, radio, or tv</i> )	✓			
Opportunity to host an in-hospital patient experience	✓			
Inclusion in pre or post press release	✓	✓		
Inclusion in social media activation	✓	✓		
Recognition included in PCH Foundation e-blast ( <i>est 190,000+ recipients</i> )	✓	✓		
Logo inclusion on event signage	✓	✓	✓	
Acknowledgment in day-of stage announcements	✓	✓	✓	
Logo inclusion on flyer and poster ( <i>est 2,000 distribution</i> )	✓	✓	✓	
Opportunity to provide digital bounce-back offer to exhibitor e-blast	✓	✓	✓	
Phoenix Children's campaign kit with promotional materials	✓	✓	✓	✓
Use of Phoenix Children's Proud Partner logo	✓	✓	✓	✓
Brand affiliation and partnership activation rights with Phoenix Children's	✓	✓	✓	✓
Inclusion on ConcoursInTheHills.org website with link to company website	Logo	Logo	Logo	Name
Opportunity for sponsor and/or employees to display vehicle(s) at the event	20	15	10	5
Opportunity for on-site activation at the event ( <i>sponsor to provide tents</i> )	SPONSOR TENT SPACE			
	40x20	20x20	20x20	20x10

\*Event Deliverables are subject to change.



## FIND YOUR COMPANY'S PURPOSE WITH PHOENIX CHILDREN'S

Consumers love a company with a cause.

More than three quarters of Americans say they prefer to support brands that are making a positive impact on society. For businesses, cause-based marketing with a leading organization like Phoenix Children's Hospital can mean a whole new level of customer engagement.

### TOP WAYS THAT AMERICANS FEEL COMPANIES SHOULD DEMONSTRATE THEIR PURPOSE



89% of Americans want a company that operates in a way that benefits society and the environment

**Corporate Social Responsibility**

**Purpose Brand Strategy**



85% of Americans want a company that has strong beliefs or commitments that guide how they positively contribute to society



85% of Americans want a company that supports causes in communities and around the world

**Social Impact**

**Brand Communications**



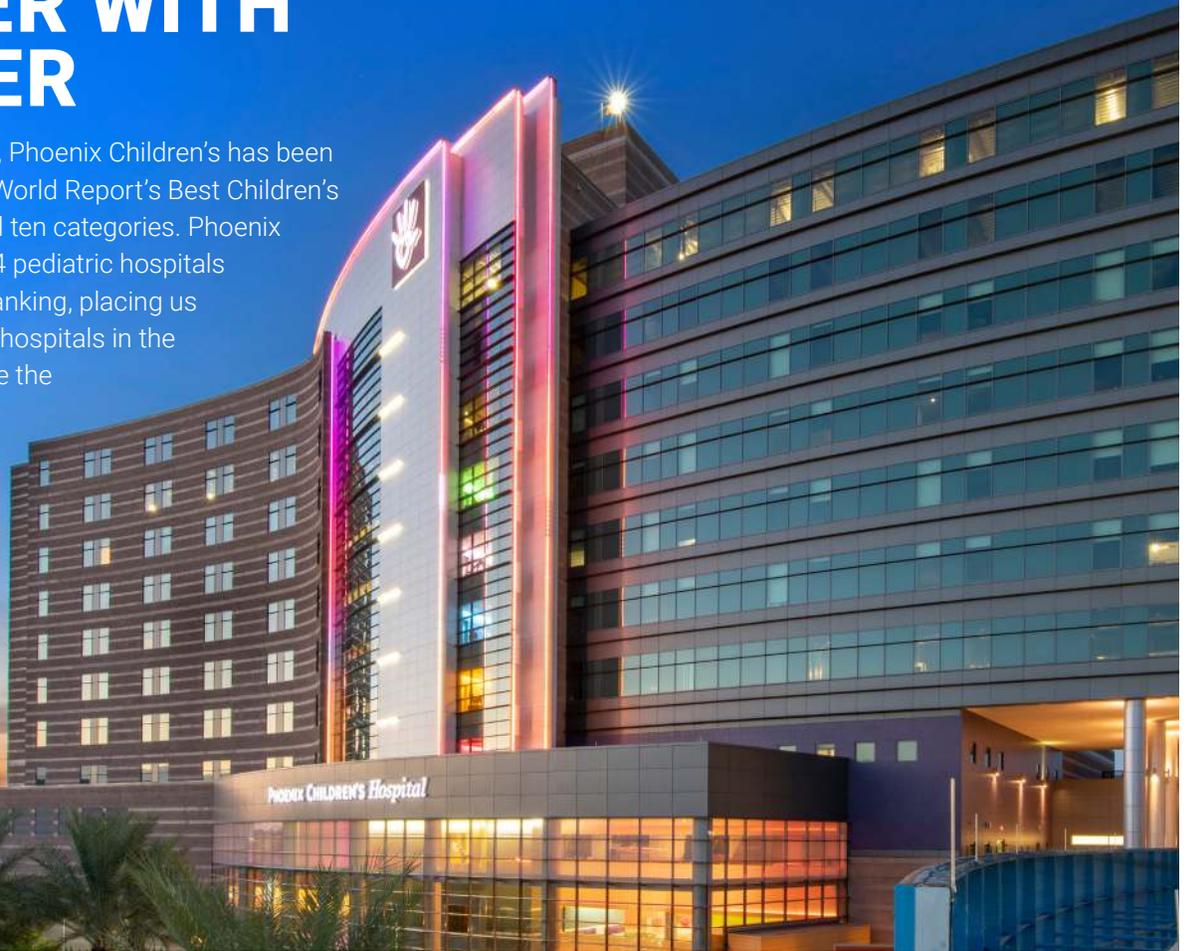
71% of Americans want a company that connects to consumers through issues they care about

## THE BENEFITS OF PARTNERSHIP

By linking your brand with Phoenix Children's Hospital, you can make an enormous impact – not only on a range of critical hospital programs and the children they serve, but also by giving your customers and employees a new reason to stay loyal to your company.

# PARTNER WITH A LEADER

For the ninth year in a row, Phoenix Children's has been named to U.S. News and World Report's Best Children's Hospital list, this year in all ten categories. Phoenix Children's is one of only 24 pediatric hospitals to receive a 10 out of 10 ranking, placing us among the elite children's hospitals in the nation. Once again, we are the only Arizona children's hospital to make the coveted list.



## 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.



**PHOENIX CHILDREN'S HOSPITAL FOUNDATION**

602.933.4483 | Partnerships@phoenixchildrens.com | GiveToPCH.org