



Big Dig For Kids

November 4, 2023

Big Dig For Kids brings together prominent business leaders across the construction industry to promote patient healing—an ideal networking and exposure opportunity to engage with top construction companies while raising funds for Phoenix Children's. Patients explore heavy machinery and equipment on site, while employees engage in meaningful team-building activities. Join in the fun and support our patients and families today.

2022 RECAP

The 2022 event had an incredible turnout for its first year benefiting Phoenix Children's.

\$751k+ raised

2,300 attendees

500+ families

300+ Phoenix Children's patients' smiles

91 sponsors and donors

35+ construction equipment
moving & static vehicles/pieces

36 Kids' Zone booths

"A huge thank you to you and all the people involved in the event. It was a dream come true for our child. I'm certain that he will be talking about this for years. We had an absolutely fabulous time!" – The Brigham family

"Wow! Thank you so much for such an amazing event. A huge thank you to everyone who put this event together and made it so amazing. We had such a great time!" – The Briggs family



[Scan to watch the 2022 recap video by Trafficade Work Zone Services](#)

BY THE NUMBERS

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

89,000+ emergency visits in 2021

51,000+ urgent care visits in 2021

24,000+ surgical cases in 2021

51% patients are AHCCCS beneficiaries

11 Phoenix Children's Pediatrics practices

4 specialty and urgent care centers
Avondale, Glendale, Scottsdale, Mesa

2 hospitals

Phoenix Children's Hospital – Main Campus
Phoenix Children's Hospital – East Valley at
Dignity Health Mercy Gilbert Medical Center



Phoenix
Children's

COMPANY BENEFITS AND RECOGNITION LEVELS

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.

	Title Sponsor SOLD \$50K	Asset Sponsor \$35K	Crane Sponsor \$20K	Bulldozer Sponsor \$10K	Excavator Sponsor \$7.5K	Pile Driver Sponsor \$5K
Exclusive naming rights as the Big Dig For Kids title sponsor	✓					
Co-branded Big Dig For Kids logo	✓					
Exclusive opportunity to sponsor one of the following: <ul style="list-style-type: none"> Kids' Zone Patient hospitality tent Welcome (registration and volunteer) Entertainment 		✓				
Company logo included on signage for respective sponsored area		✓				
Opportunity to display and operate company equipment at event's construction site**	✓	✓	✓			
Opportunity to host an interactive booth in the Kids' Zone area	20x20*	20x20*	20x10*	10x10*	10x10	
Inclusion in social media activation	✓	✓	✓			
Recognition on V.I.P. Kid badges	✓	✓	✓			
Inclusion in media alert or postevent press release	✓	✓	✓			
Recognition on e-invite to patient families	✓	✓	✓	✓		
Recognition on thank you e-blast to patient families and sponsors	✓	✓	✓	✓		
Company logo included on event signage	★	★	★	✓	✓	✓
Company logo included on event T-shirt distributed to kid attendees and volunteers	★	★	★	✓		
Opportunity to display company banner on construction site perimeter	✓	✓	✓	✓	✓	✓
Opportunity for sponsor employees to volunteer at event	✓	✓	✓	✓	✓	✓
Family tickets to attend event (five per family)	30	30	20	15	10	5
Recognition on BigDigForKids.com website	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Phoenix Children's corporate digital donor wall during the week leading up to event	Logo	Logo	Logo	Logo	Logo	Name
Brand affiliation and partnership activation rights with Phoenix Children's	✓	✓	✓	✓	✓	

* Premier placement; **Must be approved by committee; deliverables subject to change

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