



# PJ DAY

## FOR THE KIDS



presented by



Supporting Connecticut Children's Since 2011



**December 13, 2024**  
or any day of the year

Raising funds, spirits and  
awareness for kids  
battling cancer.

## Business and Sponsor Opportunities

Together, the possibilities are limitless.



# Stand Together with Kids Fighting Cancer

Schools and business partners throughout Connecticut participate in PJ Day for the Kids presented by Hyundai Hope on Wheels by donating \$1, or more, to wear PJs all day to support kids battling childhood cancer at Connecticut Children's. Funds benefit groundbreaking research, clinical trials, patient care and families fighting alongside their child.

## Get Inspired



As a 2nd grader, Nick decided to do something to help kids like his baby sister, Charlotte, who was diagnosed with cancer at 21 days old. "From a young age, I witnessed her and so many other kids enduring grueling treatments. My sister and these brave kids inspired me to do something to help," said Nick Wesoloskie. Thanks to Nick, his family and the community, PJ Day is now **recognized by the State of Connecticut as an official day of awareness** and is the largest fundraiser for the Center for Cancer & Blood Disorders at Connecticut Children's.

**\$4,000,000 has been raised since 2011 for the  
Center for Cancer & Blood Disorders at Connecticut Children's  
in support of programs like:**



### CLINICAL TRIALS

Expanded clinical trial offerings require increased staffing.  
New trials offered for sarcomas, leukemias and solid tumors.



### RESEARCH

Focusing on new therapies with fewer side effects.

### TUMOR BIOREPOSITORY

Advancing the overall knowledge of childhood, adolescent and young adult cancers.



### HELP FOR FAMILIES

Assisting families who are impacted by the financial burden of a cancer diagnosis.





# EXPLORE

## *The Opportunities*



## Align Your Brand With Our Cause



### *Become a Sponsor*

If your business or employees can't wear PJs to work, or you simply want to support the mission of PJ Day and Connecticut Children's, please consider becoming a sponsor. Support from community partners, like you, will make a vital difference in the lives of children.



### *Participate as a Partner*

Participating Partners register for an online team and ask their employees to make a gift of \$1 or more to wear PJs. They also encourage donations from vendors and customers. More than 200 business partners across the region participate in PJ Day.



### *Company Donation Matching*

When your business makes the commitment to match employee contributions in support of PJ Day, you have TWICE the impact for patients and families.

## INTERESTED IN

## *Learning More?*



**Kurt Knotts**

Director, Philanthropic Events

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# EXPLORE

## Sponsorships



Your commitment helps provides comfort items, family support and other essentials, like transportation, for patients.

### Sponsor Benefits

	Presenting \$50,000 (exclusive)	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Striped Flannel \$2,500	Paisley Flannel \$1,000	Polka Dot Flannel \$500
Company logo incorporated into event logo as "Presented By" on PJ Day website, event collateral, emails and social media.	✓						
Company logo prominently displayed on PJ Day website, emails and social media.		✓					
Company logo displayed on PJ Day website.			✓	✓	✓		
Name listing displayed on PJ Day website.						✓	✓
Opportunity to have an executive leader participate in Mini-Internship at the Medical Center.	✓						
Opportunity to have executive leadership participate in an Executive Connections networking event.	✓	✓					
Opportunity to have executive leadership participate in a tour of Connecticut Children's facilities.	✓	✓	✓	✓			
Opportunity to be featured in PJ Day social media posts & stories.	✓	✓	✓	✓			
Opportunity to be included in a press release to the media prior to PJ Day on December 8, 2023.	✓	✓	✓	✓	✓	✓	

### Promotional Reach

- 169 out of 169 towns in Connecticut
- 670 schools in CT & MA
- 27,500+ Facebook followers
- 12,600+ Instagram followers
- 40,000+ email audience



Sponsors making a \$2,500+ commitment will receive logo recognition on our website.





Partnering with Connecticut Children's Foundation provides opportunities for your company to highlight its commitment to the health and well-being of children and families in our community and around the globe.

## Our world-renowned reputation.

Every day, incredible things happen at Connecticut Children's because of the support we receive from generous organizations.

### In the last year at Connecticut Children's...



137,700+ patients  
were cared for



60,000+ visits were made  
to the Emergency Department



10,100+ surgeries  
were completed



7,310 babies were cared  
for in the NICUs we staff



More than \$2 million in Charity Care  
provided to children, whose families were  
unable to afford their medical expenses

Connecticut Children's provides care at over 40  
locations, in more than 20 towns, across three states.



# Connecticut Children's is the only health system in Connecticut dedicated 100% to children.



Connecticut Children's is the only health system in Connecticut 100% dedicated to children, providing more than 30 pediatric specialties. Kids and parents love our exceptional care offered at 40+ locations in three states, and through Video Visit. Our experts and community leaders are committed to breakthrough research and innovative partnerships which have won us multiple awards. We are Magnet® recognized, a designation only 7% of hospitals achieve, and Women's Choice Award has recognized us as Best Children's Hospital and for best pediatric emergency care.

Connecticut Children's is a not-for-profit organization with a mission to improve access to health care for all children.

## Explore your impact.

Research at the Edge of  
What's Possible



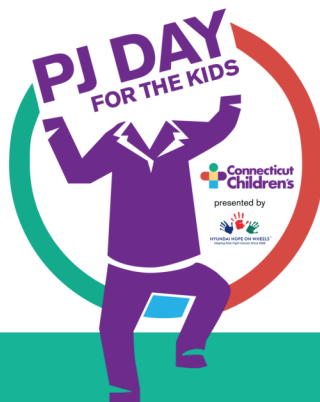
Thriving in the  
Face of Adversity



Cancer Diagnosis Brings  
Lifelong Connections



Giving Cancer No  
Place to Hide



SCAN TO  
*Learn More*



[www.pjdayforthekids.org](http://www.pjdayforthekids.org)