



Presented by:
Hyundai
Hope on Wheels



Sponsorship Opportunities
December 12, 2025



**What's cozy for us is
courageous for them.**



PJ Day for the Kids

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

\$4,700,000 raised since 2011

in support of the Center for Cancer & Blood Disorders programs like the following:

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 & young adult cancers.



HELP FOR FAMILIES

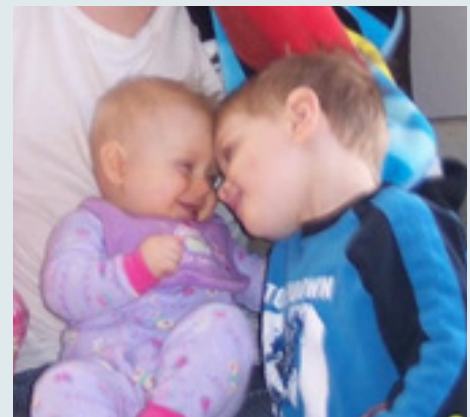
Assisting families who are impacted by the financial burden of a cancer diagnosis.

Wear PJs, Raise Hope

Join us as we raise funds, spirits, and awareness for kids battling cancer—all in our pajamas. Your sponsorship will amplify your brand, support brave, young fighters, and turn what feels like a simple gesture into a powerful act of solidarity.

Let's make a difference—one pair of PJs at a time.

  @pjdayforthekids



Nick and Charlotte

Siblings of Inspiration

As a second grader, Nick was moved to help kids like his baby sister, Charlotte, who was diagnosed with cancer at just 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 for the Kids 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.

Sponsorship Benefits



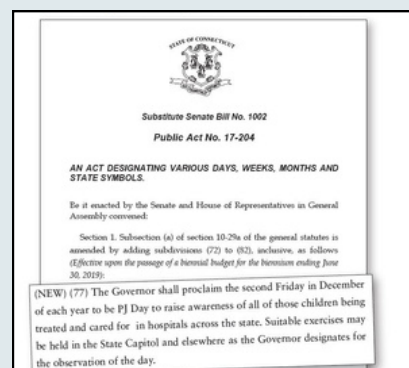
Sponsor Benefits

	SOLD OUT Presenting \$100,000 (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 a Connecticut Children's Connections networking event.	✓	✓					
Opportunity to have executive leadership participate in a tour of Connecticut Children's facilities.	✓	✓	✓	✓			
Company logo featured on customizable flyers in the toolkit.	✓	✓	✓	✓			
Opportunity to be included in media alert to broadcast and print outlets prior to PJ Day on December 12, 2025.	✓	✓	✓				

In addition to clinical trials, your commitment helps provide comfort items, financial and emotional support and other essentials like transportation for patient families.

Did You Know?

PJ Day for the Kids is no ordinary pajama day. The State of Connecticut and House of Representatives passed a bill officially recognizing *PJ Day for the Kids* as an **Official Connecticut Day of Awareness.**



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 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.

PJ Day Beneficiary

Center for Cancer & Blood Disorders

At Connecticut Children's Center for Cancer & Blood Disorders, we offer specialized care for children, adolescents and young adults with cancer and blood disorders. Our team of board-certified pediatric oncologists and hematologists provides advanced treatments, access to clinical trials and support programs designed to help families every step of the way.

Connecticut Children's Solid Tumor Program

Connecticut Children's Solid Tumor Program is one of the few pediatric cancer programs in the country with a dedicated team. The team collaborates with regional and national committees to develop novel therapies for children, adolescents and young adults with solid tumor malignancies. The Solid Tumor Program is nationally recognized among basic science and clinical research efforts.

Support of our program ensures early and accurate diagnosis of tumors. The multidisciplinary solid tumor team at Connecticut Children's includes:

- Medical oncologists well-versed in the most current research data and clinical innovations
- Surgeons with expertise in treating all types of pediatric cancers
- Radiation oncologists with extensive experience and cutting-edge technology at their fingertips.



Ana

The Art of Perseverance

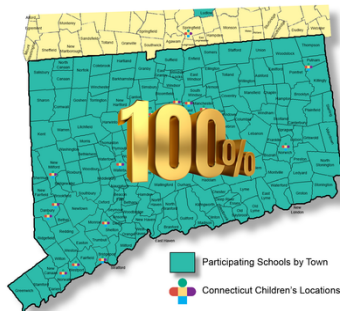
Meet Ana, a teen who loves art, tennis, and working with kids. Ana's care journey began with a mysterious pain in her leg. An MRI uncovered unwelcome news: a tumor just above her knee. After a rough summer of chemotherapy and surgery to remove the tumor and reconstruct her knee, she is back in school and creating wonderful works of art.

[Discover Ana's inspiring story of triumph over osteosarcoma.](#)

PJ Day Highlights



Total Statewide Impact Three Years of Full Participation in All CT Towns



169 out of 169 towns in Connecticut • 685 Schools in CT & MA

Unmatched Exposure in Every Connecticut Town

- Sponsors will be visible to households in every town across the state
- Reach extends to over 300,000 children and their parents involved in the program
- Broad, statewide visibility ensures maximum community impact and brand recognition
- Adam Rivers, Director of Programming & Brand Strategy at iHeartMedia, promotes PJ Day on the radio and social media – visits 20+ schools
- High-Impact, Multi-Channel Exposure:
 - 30,500+ Facebook followers
 - 18,000+ Instagram followers
 - 72,000+ email audience
- Comprehensive state-wide outreach via:
 - Official website
 - Email
 - Social media
 - Health system digital signage
 - OOH and media
 - School communications to parents



Spencer

Shining Brightly

Meet Spencer, a six-year-old with a bright personality who loves animals and playing outside. Spencer's care journey with Connecticut Children's began the day he was born and diagnosed with Down syndrome. After 46 days in the NICU, he grew into a healthy toddler. Then, three years ago, he was diagnosed with leukemia. Even though the arduous rounds of chemotherapy left him unable to walk, talk, or feed himself, his indomitable spirit never dimmed.

[Read more about Spencer's incredible triumph over leukemia.](#)



CONNECTICUT CHILDREN'S IS THE ONLY HEALTH SYSTEM IN CONNECTICUT 100% DEDICATED TO KIDS.



Connecticut Children's is the only health system in Connecticut 100% dedicated to kids. We are ranked one of the best children's hospitals in the nation by U.S. News & World Report, and we are a Magnet® designated hospital. We provide more than 30 pediatric specialties along with community-based programs to uniquely care for the physical, social, and emotional needs of children. Connecticut Children's relies on philanthropic support, like yours, to provide these critical services to benefit children and families.

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

SCAN TO LEARN MORE



Kurt Knotts

Director, Philanthropic Events
Connecticut Children's Foundation

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