



Sponsorship Opportunities

April 26, 2026

SUPERHERO SUNDAY SPONSORSHIP

Join Us as a Sponsor

Connecticut Children's Foundation, in partnership with Ball 4 a Cure, invite you to sponsor Superhero Sunday Charity Race & Community Bash.

As a Superhero Sunday sponsor, your impact is truly heroic. Your support powers our mission to be 100% dedicated to kids, providing care beyond imagination for children in our community. Your sponsorship is powerful and fuels the transformative work being done at Connecticut Children's. Join us for a day filled with hope, joy, and superpowers—where together, we can unite to uplift, inspire, and strengthen our community and celebrate the superheroes among us.

Event Visibility

- 1,500+ Community Members experience Superhero Sunday
- Exposure through multiple channels, including:
 - Official website
 - Regular communications (emails, newsletters)
 - Flyers throughout schools, local businesses and the community
- Through Media Partnership with WTNH, event receives 1,795,824+ total impressions
- Communication audience visibility:
 - 27,500+ Facebook followers
 - 15,100+ Instagram followers
 - 70,000+ email audience

Sponsorship Contact

Erin Gallacher

Development Officer

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Event Information

Sunday, April 26, 2026

10:30 a.m. - 2:00 p.m.

Cove Park, Wethersfield, CT

Channel Your Superpowers

Superhero Sunday is a family-friendly, action-packed community event complete with superhero surprises, adventure stations and more. It celebrates truly remarkable superheroes—Connecticut Children's brave and courageous patients, families and team members.



SUPERHERO SUNDAY

Superhero Presenting Sponsor \$25,000 | One Available

Pre-Race Benefits

- Exclusive top-tier "Presented by" logo recognition on promotional assets and event communications including event website, emails, and fundraiser toolkits
- Opportunity to provide branded giveaways at pre-event race packet pickup
- Exclusive top-tier logo positioning on souvenir shirt
- Recognition in pre- and post- event social media posts

Event Day Benefits

- Exclusive logo recognition on start/finish line signage
- Exclusive logo recognition on race bibs
- Logo recognition on event step n' repeat photo props
- Recognition in event day announcements
- Logo recognition on course and Community Bash signage
- Engage with your employees and the community by hosting a Community Bash hospitality table; includes the opportunity to provide branded giveaways to all attendees

Employee Engagement

- Reward up to 20 employees with complimentary 5k race/walk entry
- Event day volunteer opportunity for up to 24 employees



Dr. Heller, the cardiology team and Connecticut Children's, they rebuilt him a heart. They saved him. They saved us. They saved everything.

-Mom of patient with a heart condition called Tetralogy of Fallot



SUPERHERO SUNDAY

Champion Sponsor \$15,000 | Four Available

Pre-Race Benefits

- Prominent logo recognition on Pre-Event Race Packet Pickup signage; exclusive opportunity for Champion Sponsors
- Opportunity to provide branded giveaways to packet pickup participants
- Logo recognition on promotional assets and event communications including event website, emails, and fundraiser toolkits
- Prominent logo placement on souvenir shirt
- Recognition in pre- and post- event social media posts

Event Day Benefits

- Logo recognition on event step n' repeat photo props
- Recognition in event day announcements
- Logo recognition on course and Community Bash signage
- Engage with your employees and the community by hosting a Community Bash hospitality table; includes the opportunity to provide branded giveaways to all attendees

Employee Engagement

- Reward up to 12 employees with complimentary 5k race/walk entry
- Event day volunteer opportunities for up to 12 employees



It's never fun going to the hospital, but at Connecticut Children's you can rest assured you are in the best hands. They are professional and take care of you like your family.

-Mother of a patient living with sickle cell disease and multiple amputations



SUPERHERO SUNDAY

Defender Sponsor

\$10,000 | Multiple Available

Pre-Race Benefits

- Logo recognition on promotional assets and event communications including event website, emails, and fundraiser toolkits
- Logo on souvenir shirt
- Recognition in pre- and post- event social media posts

Event Day Benefits

- Recognition in event day announcements
- Logo recognition on course and Community Bash signage
- Engage with your employees and the community by hosting a Community Bash table; includes the opportunity to provide branded giveaways to all attendees

Employee Engagement

- Reward up to 8 employees with complimentary 5k race/walk entry
- Event day volunteer opportunities for up to 8 employees

“The most incredible part of Superhero Sunday is watching over 1,000 people come together to support and raise funds for the Connecticut Children’s patients—one of whom is my own son. I feel such deep gratitude for this community that unites with strength and purpose in such a powerful way.
-Father of a Connecticut Children’s patient”



Sidekick Sponsor

\$5,000 | Multiple Available

Pre-Race Benefits

- Name recognition on promotional assets and event communications including event website, emails, and fundraiser toolkits
- Recognition in a post- event social media post

Event Day Benefits

- Recognition in event day announcements
- Name recognition on course and Community Bash signage

Employee Engagement

- Reward up to 6 employees with complimentary 5k race/walk entry
- Event day volunteer opportunities for up to 6 employees

“Connecticut Children’s Occupational Therapy gave my daughter more than just feeding skills—it gave her comfort, confidence, and helped her work through sensory challenges. They truly took the time to understand her and her unique journey. Now, she's thriving!”

-Mother of a patient receiving Occupational Therapy services

