



a seriousfun camp

# CORPORATE PARTNERSHIP OPPORTUNITIES





**W**hen you partner with The Hole in the Wall Gang Camp, you align with a world-renowned nonprofit organization supporting seriously ill children and their families. Through financial support, event sponsorships and employee involvement, Camp's Corporate Partners directly impact our annual operating goals, extending the healing power of Camp to 20,000 children and family members each year. Our development staff works 1:1 with our corporate partners to create a 360-degree partnership plan tailored to a company's unique social responsibility objectives. Camp's Corporate Partners Program is designed to showcase a company's generosity and engage employees through compelling involvement opportunities.







## Direct Program Support

A leadership gift will enable sustained, free-of-charge programming to seriously ill children and their families. Giving opportunities may be designated to underwrite weeklong summer sessions, family outreach programs, regional hospital outreach initiatives, parent programming, family weekends, camperships and more.

## Athletic and Benefit Events

Hole in the Wall hosts an annual series of special events that raise critical funds and awareness for our year-round programs. These events offer unique opportunities for new and existing partners to connect with the mission of Camp in various regional settings throughout the Northeast. Event support includes ticket and participation packages, presence marketing and product activation opportunities as well as advertisements that engage the community and corporate clients in learning more about a company's business and its impact on our mission.



## Employee Activation

Unique and compelling involvement opportunities – ranging from athletic events to “Helping Hands” workdays – provide dynamic experiences to directly engage company employees in the mission of serving others.

- Reserved exclusively for our corporate partners, “Helping Hands” workdays allow employees to help prepare Camp’s site for the arrival of campers and families, providing a valuable team-building experience.
- Volunteer to assist with our various programs. Opportunities can be arranged at your facility or directly in program.
- Create corporate teams and participate in our feature athletic endeavors or a host community-based fundraising events

## Cause-Related Marketing

Co-branding initiatives can generate significant revenue and awareness for Hole in the Wall’s mission and programs while providing a company the opportunity to connect with its customers in meaningful ways. Pending license and contract agreements, cause-related marketing ventures allow for consumer-facing alignment of our trusted brand, thereby reaffirming a corporation’s commitment to the community.







# Thank you!

For more information, please contact  
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Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp provides “a different kind of healing” to more than 20,000 seriously ill children and family members annually – all completely free of charge. For many of these children and families, Hole in the Wall provides multiple Camp experiences throughout the year at the facility in Ashford, Conn., in more than 40 hospitals and clinics, directly in camper homes and communities, and through other outreach activities across the Northeast.

[holeinthewallgang.org](http://holeinthewallgang.org)



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