

# Corks for Kids Path®

## Fact Sheet

**Who:** For more than ten consecutive years, Hospice and Palliative Care of Greensboro (HPCG) has held its signature event, Corks for Kids Path, to benefit its Kids Path program. Each year, a volunteer committee of young professional leaders helps organize and promote Corks for Kids Path to ensure its success. The event continues to enjoy the special support of Zeto Wine and Cheese Shop, Natty Greene's, 1618 Downtown, Elm Street Center and the Painted Plate.

**What:** The Corks for Kids Path event is a wine tasting extravaganza that, in ten years, has grossed more than \$1,000,000 to support Kids Path. The event also features a variety of locally brewed craft beers, hors d'oeuvres and a silent auction.

Guests have an opportunity to taste a variety of unique handcrafted wines from small wineries and can place orders for the wines. Zeto generously donates 100 percent of the profits from any of the completed wine orders.

**When:** March 8, 2019 *Learn more at [www.corksforkidspath.org](http://www.corksforkidspath.org)!*

**Where:** The Cadillac Service Garage in downtown Greensboro, 304 E Market St.

**Why:** HPCG has received national recognition and is one of the four largest hospices in North Carolina. Kids Path is one program that sets it apart from other hospices. Kids Path cares for medically fragile and grieving children in the Greater Greensboro area. Kids Path has been highlighted in *The Wall Street Journal* and has received funding from the Duke Endowment to expand its model. Because of the Duke Endowment grant, there are now 12 hospices in North Carolina, South Carolina and West Virginia that have Kids Path programs. HPCG's Kids Path program in Greensboro is the original.

Kids Path accomplishes its outcomes through two efforts: **grief support and education** and **pediatric hospice** services. The **grief support and education** component provides educational and supportive counseling to families, individuals and groups of children dealing with life-threatening illnesses, medical changes affecting a family, or the death of a loved one. **Kids Path's hospice** component provides comprehensive, interdisciplinary hospice care for children with life-limiting conditions and their families.

Kids Path is vulnerable, as it relies on public support for 75 percent of its operating budget.

2500 Summit Avenue  
Greensboro, NC 27405  
336.621.2500 phone  
336.621.4516 fax  
[www.hospicegso.org](http://www.hospicegso.org)

## 2019 Advertising Specifications

### Presenting, Rosé and Cabernet Sponsors

Full-Page Ad

5 inches width x 8 inches height

### Merlot Sponsor

Half-Page Horizontal Ad

5 inches width x 4 inches height

### Shiraz Sponsor

Quarter-Page Vertical Ad

2.5 inches width x 4 inches height

All artwork for the ad should be submitted in black and white in PDF file format.

Please send color PNG and EPS files of your logo for our website and printed material.

All ads must be received no later than **Friday, February 1, 2019.**

Please email your artwork and logo to Paul Russ at [pruss@hospicegso.org](mailto:pruss@hospicegso.org).

## 2019 Sponsorship Opportunities

### Presenting Sponsor/\$15,000 – only 1 available

- Eighteen tickets to the event.
- Back cover, full-page, full color ad in the event program.
- Recognition as presenting sponsor in press release.
- Premier logo/name on red-carpet style “step and repeat” banner.
- Premier logo/name on event signage.
- Premier logo/name on all printed collateral.
- Premier logo/name on POS card.
- Premier logo/name on the invitation.
- Premier logo/name on sponsor poster at the event.
- Premier logo/name on the website.

### Rosé Sponsors/\$10,000

- Twelve tickets to the event.
- Full-page, black and white ad in the event program.
- Press release listing.
- Logo/name on event signage.
- Logo/name on all printed collateral.
- Logo/name on POS card.
- Logo/name on the invitation.
- Logo/name on sponsor poster at the event.
- Logo/name on the website.

### Cabernet Sponsors/\$5,000

- Ten tickets to the event.
- Full-page, black and white ad in the event program.
- Logo/name on event signage.
- Logo /name on POS card.
- Name on the invitation.
- Logo/name on sponsor poster at the event.
- Logo/name on the website.

### Merlot Sponsors/\$2,500

- Eight tickets to the event.
- Half-page black and white ad in the event program.
- Logo/name at one of the wine stations at the event.
- Logo /name on POS card.
- Name on the invitation.
- Logo/name on sponsor poster at the event.
- Logo/name on the website.

### Shiraz Sponsors/\$1,000

- Six tickets to the event.
- Quarter-page black and white ad in the event program.
- Logo/name on sponsor poster at the event.
- Name placement on the invitation.
- Logo/name placement on the website.

### Chardonnay Sponsors/\$750

- Four tickets to the event.
- Name placement on the invitation.
- Logo/name on sponsor poster at the event.
- Logo/name placement on the website.

### Host at \$140 per Individual or \$280 per Couple

- One ticket per host to the event.
- Name placement on the website.
- Name on Sponsor Poster at the event.

*Note: Individual names only; no business names listed at the Host level.*

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## 2019 Sponsorship Form

Presenting Sponsor (\$15,000)

Shiraz Level (\$1,000)

Rosé Sponsor (\$10,000)

Chardonnay Level (\$750)

Cabernet Level (\$5,000)

Host Couple (\$280)

Merlot Level (\$2,500)

Host Individual (\$140)

I wish for this gift to remain anonymous.

Please Invoice

Pledged (to be paid by \_\_\_/\_\_\_/\_\_\_)

Check Enclosed

Credit Card

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Name or Company Contact

---

Donor or Organization Name (as it should appear in the program)

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Address

City

State

Zip Code

---

Name on Credit Card

Credit Card Billing Zip Code

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Credit Card Number

Expiration Date

SEC Code

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Phone

Email

**Deadline for inclusion on ALL printed items is January 4, 2019.**  
**After that date, inclusion is not guaranteed.**

Make your gift online at [www.corksforkidspath.org](http://www.corksforkidspath.org) and submit this form to Paul J. Russ, vice president of marketing and development by

Mail: Hospice Foundation of Greater Greensboro (HFGG),  
2500 Summit Avenue, Greensboro, NC 27405.

Fax: 336.478.2579

Email: [pruss@hospicegso.org](mailto:pruss@hospicegso.org)

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