



PROJECT   
sunshine |

## Summer Solstice: Play-A-Thon Partnership Opportunity

June 2026



# PROJECT sunshine

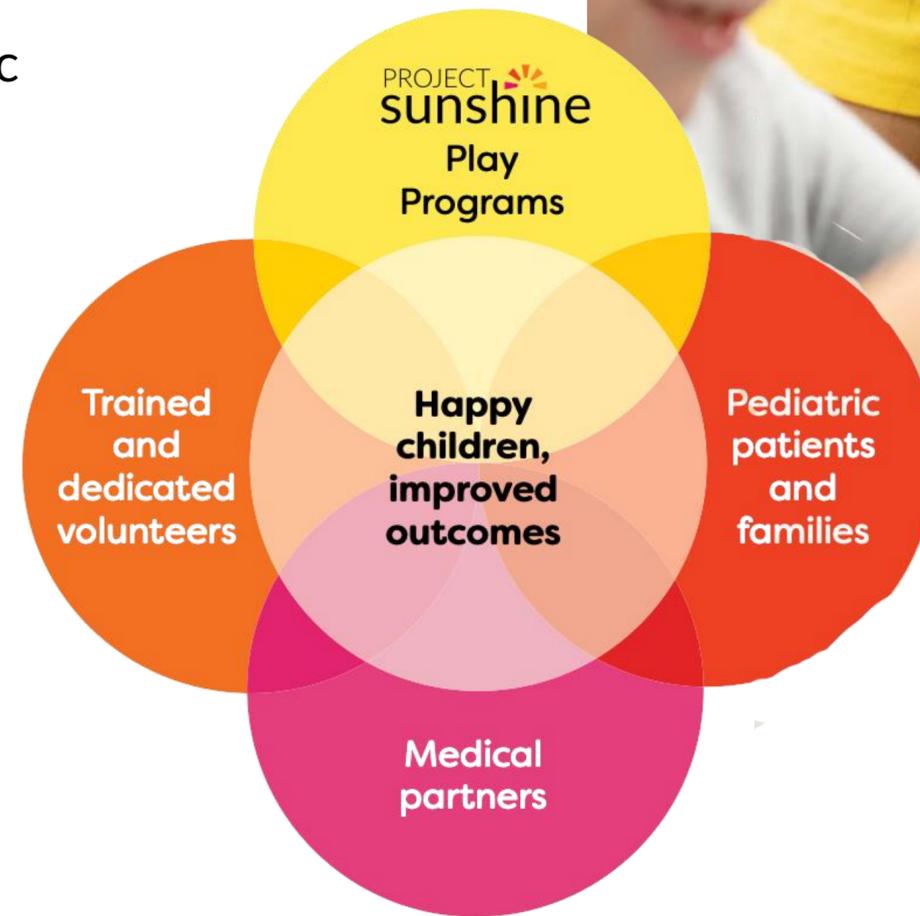
A medical diagnosis can turn a child's world upside down, bringing uncertainty, fear, and isolation. Their days are often filled with medical procedures and conversations about their condition, leaving little room to just be a kid. That's where **Project Sunshine** comes in.

# Our Mission

To deliver the healing power of play to children with medical needs through trained and dedicated volunteers.

Each year, 1.3 million children need medical attention, and an additional 15 million children are living with a chronic illness. These lives are disrupted by stress and anxiety from pediatric illness or injury.

We bring the **healing power of play** to children with medical needs through trained and dedicated volunteers. Through play, creativity, and human connection, we help ease stress to bring joy and comfort in the medical environment and at home – restoring a crucial sense of normalcy for pediatric patients and their families.



# Why Play?

According to the American Academy of Pediatrics, play is one of the most effective methods of reducing stress in kids, allowing their bodies to heal.

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We are the leading organization in our field, providing *free access* to programming for our 500 medical facility and non-profit partners nationwide and in three international locations.



# Our Impact

**WE REACH**

*Kids and families annually*

**250,000 +**

**WE MOBILIZE**

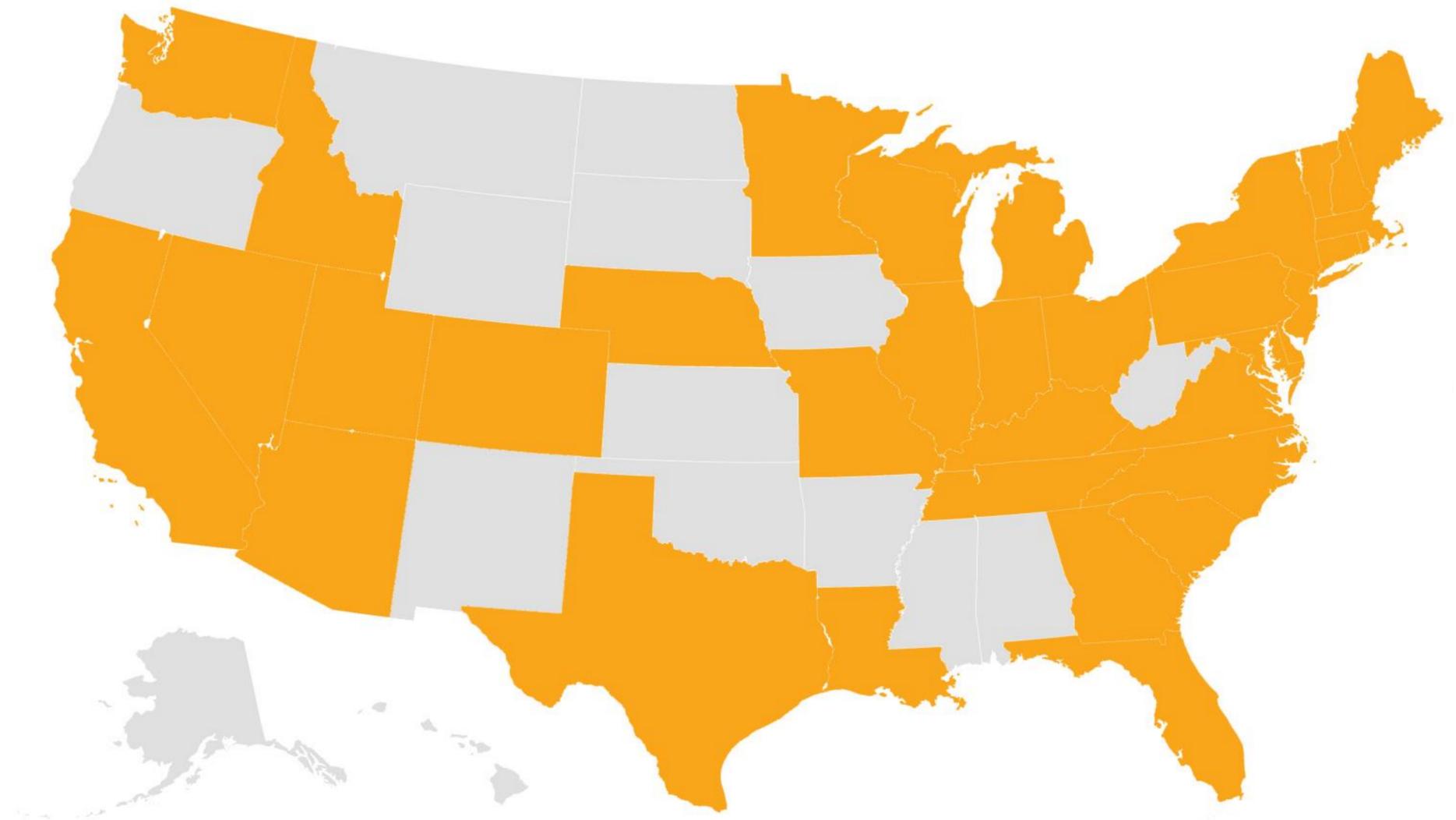
**18,000**

*trained volunteers directly to deliver our programming*

**WE PARTNER WITH**

**500**

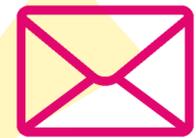
*medical facilities and nonprofits in 175 cities in the U.S., Canada, Kenya, and Israel*



## Our medical partners include



# Our Digital Reach



## Email

Total Audience

**50,866**

Avg. Open Rate

**33%**

Avg. Click Rate

**4%**



## Social Media

Meta Platforms

**14,735** followers

Meta Demographics

**63%** Age 25-44

**60%+** Women

LinkedIn

**7,191** followers



## Web

ProjectSunshine.org

**35,300** Average Monthly Pageviews

**6,900** Average Monthly Users

Sunshine Central

**17,288** Average Monthly Pageviews

**638** Average Monthly Users

# Corporate Engagement

Project Sunshine partners with a variety of companies nationwide that are committed to fulfilling the Project Sunshine mission alongside their colleagues. We offer customizable opportunities for year-round engagement through community service, team building and more:

## Elevate Your Brand

- Summer Solstice: Play-A-Thon!
- Cause Marketing
- Gala/Golf & Pickleball Classic

## Engage Your Employees

- Kits for play
- Here to Party

## Strategic Investments to Bring Corporate Values to Life

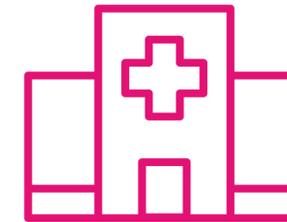
- Teleplay
- Donate/Corporate Chapter



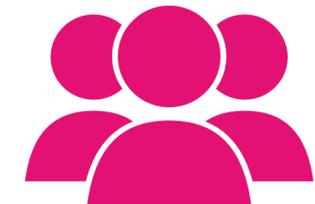
Welcome new interns and employees



Reach corporate citizenship goals



Deepen relationships with medical facilities



Support employee resource groups



Promote recurring team building



Build cross-departmental connections

# Program Integration

We offer programs that both engage your employees and meet the unique needs of our patients, families and facilities—**Kits for Play, Here to Party** and **Events/Cause Marketing**.



## Kits for Play

our activity kits deliver safe, creative play directly to children. Kits are packed by tens of thousands of volunteers, then distributed to our medical facility partners around the U.S. and Canada.



## Here to Party

brings patients and volunteers together in a hospital setting through creative arts and games.



## Events/Cause Marketing

Support/participate in of our annual events or support us through fundraising through sales or promotions.

SUMMER SOLSTICE

PLAY-A-THON

Following the success of our growing Project Sunshine Summer Solstice campaign, where we recognize the longest day of sunshine, we are leveling up in 2026 with the debut of the **Summer Solstice Play-A-Thon**. From June 1 until Solstice arrives on June 21, we will be celebrating play and purpose by uniting communities, companies, influencers, and families nationwide with fun activities—including **physical activations across the country**—where everyone can come together to celebrate the essential benefits of play while supporting the Project Sunshine mission.

**As part of this tentpole moment, Project Sunshine will host in-person activations across the country, and we would love to welcome (POTENTIAL SPONSOR) to this national effort.**

SUMMER SOLSTICE

**PLAY-A-THON**

# Summer Solstice Play-A-Thon Vision

The Play-A-Thon will focus on key activations with corporate and community partners, including:

- **Large-scale community events** – Partner-supported activation where 1,000+ people can engage in play and athletic competitions from 9 a.m. – 9 p.m. the weekend of June 20.
- **Store takeovers** – Organizations hosts regional events where they become a destination for kids and families to actively play to raise funds and awareness for Project Sunshine and our mission.
- **Partnering with existing events** - Using an existing event – sports game at a stadium or a concert, etc. Imagine a stadium of sports fans do something during a break like a kid leading charades.
- **Regional community events hosted by our volunteer base** – Project Sunshine College or Community chapters can host local teams for an extended day-long event for 50-200 people per event.
- **Team play** – families, companies and community groups are encouraged to form teams (or sign up as individual players) and fundraise from their peers to support their pledge to commit X hours to play during June. The playtime can be self-directed and/or part of one of the above planned events.
- **Office-based corporate engagement** – companies can sign up to host a kit-packing or Here to Party event

## Awareness and amplification

The above events will be supported by a Project Sunshine PR campaign and amplified by a network of influencers and our partners to increase awareness, participation, and impact! 000

SUMMER SOLSTICE

PLAY-A-THON



# Potential Partnership Parameters

## Summer Solstice / Play-a-thon Anchor Partner

### Programming and Promotion of Summer Solstice Activation

- Co-developed June activation hosted at Chelsea Piers in celebration of Project Sunshine's National Play-a-thon
- Integrated and joint promotional campaign leading up to Summer Solstice across owned channels
- Opportunity for Project Sunshine to invite select corporate partners, donors, and supporters to participate in or support the activation
- To further discuss: Optional partner inclusion of aligned 3<sup>rd</sup> party partners to sponsor, activate, or enhance the experience

### Branding & Visibility

- Co-branded logo lockup across all campaign materials
- Logo inclusion throughout Chelsea Piers (entrances, common areas, program spaces, etc.)
- Prominent placement on all shared digital promotions, social assets, email blasts, and press
- Branding on all Play-A-Thon materials (toolkits, signage, volunteer resources)
- Recognition at the Project Sunshine Gala in May @ Chelsea Piers Lighthouse!

### Activation Opportunities

- Official National Play-a-thon Host
- Co-create a Chelsea Piers inspired "Play Challenge" aligned with joy and play
- Three (3) Employee engagement opportunities across: Kits for Play (KFP) and Here to Party (HTP) programming

### Content and Social Strategy

- Co-created content (photo and video captured from the activation(s))
- Social, PR, and amplification: coordinated social posting and press outreach + dedicated post-event recap video
- Impact storytelling highlighting joy, movement, and community impact through shared storytelling
- Optional paid media opportunity for amplification to extend reach

SUMMER SOLSTICE





# Ways to Support



## Become a Sponsor

Receive brand recognition on Play-A-Thon promotional materials and communications by choosing one of our named sponsor levels.



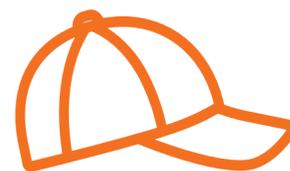
## Amplify Our Efforts

Leverage Project Sunshine's communications toolkit and easily share the Play-A-Thon story to your audiences via social media, email or location-based signage signifying your commitment to play and your community.



## Host a Play-a-Thon Activation

Turn your retail and/or event space into a Play-a-Thon location for a day, and drive traffic while showcasing your commitment to the healing power of play.



## Offer Swag/Gift Cards

Support our efforts to incentivize participation in Play-A-thon by providing us with branded items and/or gift cards to the individuals and families who engage in activities.



## Point of Sale Fundraising

Incentivize customers by offering a register round-up or donating a % of sales to Project Sunshine.



## Employee Engagement

Coordinate a Kits For Play, Here To Party opportunity to bring play directly to pediatric patients and families.

# Sponsor Levels

SUMMER SOLSTICE



## Title Partner (\$75k-\$150k) EXCLUSIVE

### Branding & Visibility

- Title partner lockup across all campaign materials
- Prominent placement on all digital promotions, social assets, email blasts, and press
- Co-branding on all Play-A-Thon materials (toolkits, signage, volunteer resources)
- Recognition at the Project Sunshine Gala in May in NYC

### Activation Opportunities

- Host Official National Play-A-Thon Kickoff at brand HQ or flagship retail location
- Co-branding at pop-up activation
- Co-create a signature “Play Challenge” aligned to brand (STEM, creativity, sports, movement, etc.)
- Employee engagement opportunities in three locations (Kits For Play, Here To Party)

### Content and Social Strategy

- Post-event recap content and amplification (paid media support)

## Sunshine Partners (\$50k)

### Branding & Visibility

- Prominent placement in digital promotions, social assets, email blasts, and press releases
- Logo inclusion on Play-A-Thon materials
- Recognition at the Project Sunshine Gala

### Activation Opportunities

- Option to host the Official National Play-A-Thon Kickoff at brand HQ or flagship retail location
- Co-branding at pop-up activation
- Co-create a signature “Play Challenge” aligned to brand (STEM, creativity, sports, movement, etc.)
- Employee engagement opportunities in Two (2) locations (Kits For Play, Here To Party)

## Sunbeam Partners (\$10k-25k)

**Retail Partnerships:** These can be a cause marketing campaign – round up at the register, percentage of proceeds with a company.

### Partnership Benefits

- Minimum commitment of \$5,000 commitment through cause marketing and/or corporate volunteerism event
  - Website, newsletter recognition
  - Social Media collaboration posts

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Thank You!

