Corporate Partnership
Overview

University of Minnesota
Masonic Children’s Hospital
Opportunities for Corporate Partnerships

A philanthropic partnership with University of Minnesota Amplatz Children’s Hospital provides corporations with the opportunity to support children’s health research, education, and care in a way that strongly reflects a company’s commitment to the health and welfare of children in our community and far beyond.

Commitment to Our Partners

University of Minnesota Amplatz Children’s Hospital is renowned throughout the Midwest, the nation, and the world. As a Corporate Champion, your company joins a model group of community-committed businesses whose support of children and families is highly visible, wide-reaching and lifesaving. We will work with you to create and activate a program that meets the needs of your organization, customers, clients, and employees.

Why Partner with Amplatz Children’s Hospital

- University of Minnesota Amplatz Children’s Hospital is ranked among the nation’s best children’s hospitals in eight medical specialties, according to U.S. News & World Report.
- As Minnesota’s only children’s hospital that is part of an academic health center, we are home to one of the nation’s top 15 pediatric research programs.
- The hospital is home to Minnesota’s only children’s behavioral inpatient unit and programming exclusively devoted to children ages 12 and younger.
- Our team of physicians, nurses, and researchers delivers innovations in more than 50 maternal and pediatric specialty areas.
- Our affiliation with the University of Minnesota has led to many medical breakthroughs, including numerous medical firsts.

Corporate Champion Benefits

- The prestige and goodwill that results from co-branding with University of Minnesota Amplatz Children’s Hospital
- Brand visibility within the hospital
- Special volunteer opportunities for your employees
- Networking opportunities with other corporate partners
- Positive promotion of corporate partners through our media outlets

Partnering with Amplatz Children’s Hospital will not only benefit an organization and its employees but also its customers, clients, and investors. If your company wants to invest in a charitable cause with a wide reach, lasting impact, and prominent visibility, look no further than University of Minnesota Amplatz Children’s Hospital.

In addition, supporters receive membership in the University of Minnesota Presidents Club for contributions of $25,000 or more and recognition on the hospital’s Discovery Wall and digital waterfall for gifts of $1,000 or more.
Types of Philanthropic Corporate Partnerships

Philanthropic gifts, which play a critical role in funding breakthrough pediatric research, child and family services, training for the next generation of pediatricians, and the creation of innovative and family centered spaces at the hospital.

Adopt A Room, which allows your organization to furnish a patient’s room with state-of-the-art technology and comfortable amenities while securing a place for pioneering medical advancements. University of Minnesota Amplatz Children’s Hospital publicly celebrates Adopt a Room sponsors with recognition on the lobby donor wall, as well as inside and outside of the room.

Cause-related marketing, which motivates employees and helps retain customers using a community-minded approach to business.

Event sponsorship, which gains unique and meaningful exposure for your brand while demonstrating your commitment to children’s health and well-being.

Employee giving or volunteer programs, that engages your employees as volunteers and donors, which is essential to your success—and ours. We will develop an employee giving or volunteer experience that is easy to execute and enhances your position as an employer of choice.

Matching gifts programs, which encourage charitable gift giving by employees and demonstrate good corporate citizenship.

Brand promotion, which provides visibility and awareness for product donations and corporate giveaways. There are also opportunities to promote your corporate identity through sponsorship of in-hospital patient and family events.
Become a Corporate Champion

At University of Minnesota Amplatz Children’s Hospital, we believe in the power of philanthropy with a return on investment. We depend on corporate philanthropy to advance pediatric care, education, and research to benefit children here in Minnesota, across the nation, and around the globe. Businesses of any size can demonstrate their support for children and families through a customized corporate giving program to benefit the hospital while meeting philanthropic and marketing goals.

To learn more about opportunities to build your customers’ loyalty and improve patient outcomes, contact Nicholas Engbloom at 612-626-8429 or nengbloo@umn.edu.