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Torch Relay by the Numbers

- 22 years
- 48 hospitals supported
- More than 70,000 participants
- Traveled over 100,000 miles
- Average 97% overall satisfaction
- 94% Intent to Return
- Over \$17 Million Raised for CMNH

\$830,000 in 2019



\$22,000 in 2019



\$7,000 in 2019



\$18,000 in 2019



2023 Torch Relay



- **13 in-person events**
 - 2022: 10 in-person events
- **2,202 participants**
 - 2022: 1,693
- **23 Torchbearers / \$195,309**
 - 2022: 18 Torchbearers / \$162,171
- **Top Market: Phoenix - \$225,965**
 - 2022: Top Market: Hilton Head - \$115,463

Torch Relay Pandemic Recovery

	2019	2020	2021	2022	2023
Participants	4,326	510	1,037	1,693	2,202
Fundraising	1,102,461	\$270,922	\$400,391	\$570,554	\$925,010
Prior Year Variance		-75%	+48%	+42%	+64%
2019 Variance			-64%	-48%	-15%



2023 / 2019 Comparison

2023	2019	Variance	
\$225,965	\$46,764	\$179,201	Phoenix
\$134,960	\$102,712	\$32,248	Orlando
\$106,165	\$73,238	\$32,927	Hilton Head Island
\$80,519	\$64,907	\$15,612	Los Angeles
\$41,554	\$57,030	-\$15,476	Houston
\$29,560	\$34,882	-\$5,322	Las Vegas
\$25,345	\$28,255	-\$2,910	Palm Desert

2023	2019	Variance	
\$23,240	\$26,455	-\$3,215	Chicago
\$22,068	\$75,170	-\$53,102	San Francisco
\$13,410	\$16,882	-\$3,472	Miami
\$13,326	\$21,742	-\$8,416	San Antonio
\$11,365	N/A	\$11,365	San Diego
\$5,055	\$10,727	-\$5,672	Indianapolis
\$0	\$288,092	-\$288,092	All others

2024 Torch Relay for CMN Hospitals

- 23rd Year
- 15 In-Person Events
- Spring / Fall Schedule
 - April – November
- First Event: Las Vegas/April 5th
- Last Event: San Francisco – early December





San Francisco

Los Angeles

San Diego

Las Vegas

Palm Desert

Phoenix

San Antonio

Houston

Chicago

Indianapolis

Hilton Head

Orlando

Tampa

Miami

The 2024 Coast to Coast Challenge

- 2024 Schedule: October 1 – November 1
-
- Push update messages to registered participants
-
- Format and program to be determined
- Participate alone, with your family, or as a team wherever and whenever you want
- No registration fee or minimum fundraising amount to participate
- Participants who raise a minimum of \$50 will receive a t-shirt and medal.





Participant Incentives

2023 Participant Incentives	Fundraiser \$50	Champion \$100	Hero \$500	Miracle Maker \$1,000	Silver Torchbearer \$5,000	Gold Torchbearer \$7,000	Platinum Torchbearer \$10,000
2023 Event T-shirt	X	X	X	X	X	X	X
2023 Medal	X	X	X	X	X	X	X
Torch Relay “For the Kids” Magnet		X	X	X	X	X	X
Torch Relay Hat		X	X	X	X	X	X
Mobile Phone Holder & Wallet			X	X	X	X	X
Torch Relay Stainless Steel Thermal Bottle				X	X	X	X
One Torchbearer Celebration Raffle Entry				X	N/A	N/A	N/A
Gift from a Miracle Child					X	X	X
Torchbearer Celebration Invitation for Two					X	N/A	N/A
Torchbearer Celebration Invitation for Two Inclusive of Transportation (up to \$400 per guest)						X	X
Torchbearer Celebration Accommodation Upgrade							X
Platinum Torchbearer Gift							X



Torchbearer *Celebration*



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2024 Torch Relay Priorities



- Improve the Coast-to-Coast Challenge Experience
- Social Media engagement
- Retire 2019 resources
- In-market promotion and marketing

2024 Intern Priorities



- Coast-to-Coast Challenge Experience
- Social Media
 - Calendar / strategy
 - Increase engagement
- Benchmark best practices
- Review existing assets / edit
- Marketing plan

FOR THE KIDS



FOR THE KIDS

