Purchase a Miracle
Washington State’s Premier Grocery & Drugstore Campaign since 1988
May 1 - June 15, 2020

For over 30 years, the grocery industry in Washington has joined together annually through the Purchase a Miracle (PAM) campaign. This valuable cause-marketing program raises awareness and funds to provide hope, care and cures for patient families at Seattle Children’s.

Retail locations throughout the state participate by displaying special PAM shelf tags during the May 1 – June 15 campaign. Product sponsorships directly benefit cancer research and clinical trials at Seattle Children’s.

RETAIL PARTNERS
These supportive retailers display PAM shelf tags on sponsor products in their stores throughout the state of Washington.

Albertsons
Bartell Drugs
Cost Cutter
Food Pavilion
Fred Meyer
Haggen
IGA
The Markets
Market Place
Metropolitan Market
QFC
Red Apple Markets
Safeway
Thriftway
Town & Country Markets

SPONSOR LEVELS AND BENEFITS

$2,500 SPONSORSHIP
• PAM shelf tags on up to two items/product categories at more than 400 retail locations
• Radio spots promoting the PAM campaign on Seattle area stations

$5,000 SPONSORSHIP
• PAM shelf tags on up to four items/product categories at more than 400 retail locations
• Company or preferred product name included in radio spots

The best reason to participate: patients like Emmy.

As a toddler, after having a painful hip and difficulty walking, it was discovered that Emmy had a large tumor wrapped around her spine. She spent 200 days at Seattle Children’s where she braved three surgeries, five rounds of chemotherapy, 20 rounds of radiation, a stem cell transplant and immunotherapy treatments.

“For today, Emmy is a cancer-free, outgoing 5-year-old! You can’t put a dollar value on what they do at Seattle Children’s because it’s lifesaving – absolutely lifesaving.”

-Dani and James Cole, Emmy’s parents
2020 Purchase a Miracle (PAM) Participation

By participating in the Purchase a Miracle campaign, you help change lives and align your products with the most beloved charity in the region. Major retailers in Washington display special PAM shelf tags during the May 1 – June 15 campaign, and product sponsorships directly benefit cancer research and clinical trials at Seattle Children’s.

$2,500 sponsors: PAM shelf tags on up to two items/product categories at more than 400 retail locations plus radio spots promoting the PAM campaign on Seattle-area stations.

$5,000 sponsorship: PAM shelf tags on up to four items/product categories at more than 400 retail locations plus your company or preferred product name included in local radio spots.

2020 PRODUCT SPONSOR SIGN UP

SELECT SPONSOR LEVEL

☐ $2,500  ☐ $5,000

PRODUCT: ________________________________________________

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SELECT PAYMENT OPTION

☐ Bill the company & address provided below

NAME ________________________________________________

COMPANY ________________________________________________

ADDRESS ________________________________________________

CITY ________________________________________________

STATE __________________ ZIP __________________

PHONE ________________________________________________

EMAIL ________________________________________________

SIGNATURE ________________________________________________

DATE ________________________________________________

Questions?

Contact Jane Stiehl at 206-987-4903 or jane.stiehl@seattlechildrens.org