



THE LARGEST GATHERING OF SCOLIOSIS PATIENTS IN THE WORLD



2023 | 160 Attendees - Kalamazoo, MI

2024 | 400 Attendees - Rosemont, IL

2025 | 800 Expected- Hurst, TX

2024 Honorary Guest Speakers

Dr. A. Noelle Larson

Dr. Megan Johnson

Dr. Pernendu Gupta

2024 SPEAKERS



Dr. A. Noelle Larson
Mayo Clinic

Dr. Megan Johnson
Scottish Rite

Dr. Pernendu Gupta
Shriners Children's
Chicago

Dr. Kathy Zebracki
Shriners Children's
Chicago

Jamie Haggard
Green Sun Medical

Dr. Marc Moramarco
Scoliosis 3DC

Marissa Muccio
Scoliosis Specialty
Center

Dr. Andromeda Stevens
Scoliosis Coach

Megan Glahn Castille
Scolios-us/Align Clinic

Jonathan Taylor
Spinal Technology

Abbey Meyer
Cook Children's

HIGGY CON 2024



HIGGY CON 2025

OVERVIEW

Expected Attendance - 800

Friday, July 25th- Saturday, July 26th

Hurst Conference Center
Hurst, TX



Sponsorship Levels

Diamond- \$25,000

Platinum- \$15,000

Gold- \$10,000

Silver- \$5,000

*Bronze- \$3,000

Friends of Higgys- \$1,000

***Companies With 10 Employees Or Less**

SPONSORSHIP DETAILS

DIAMOND– \$25,000

- **Higgy Bears Sponsored By Your Company on Home Page of higgybears.com**
- **Logo Listed as Top Sponsor On Higgy Bears Website- 200,000+ Visits Per Year**
- **Company Brochure Included With 2025 Higgy Bear Donations (10,000+)**
- Presenting Sponsor- Event & All Marketing Materials
- Logo On 8' x 8' Higgy Con Photo Backdrop
- Premium Table For 2 Days of Higgy Con
- Social Media Marketing Opportunities- 30,000 Followers
- Email Ad Opportunities- 8,000+ Subscribers
- *Primary Sponsor of the Higgy Con Fashion Show
- Sponsorship Will Cover 1,000 Higgy Bear Donations Throughout 2025
- 2 Page Spread for Color Ad In Higgy Con Program Booklet
- Brochure Included In Convention Goodie Bag
- *Phone Charging Station Sponsor- Also Shared With Platinum & Gold Sponsors

PLATINUM– \$15,000

- **Logo Listed On Higgy Bears Website- 200,000+ Visits Per Year**
- Table For 2 Days of Higgy Con
- Social Media Marketing Opportunities- 30,000 Followers
- *Secondary Sponsor of the Higgy Con Fashion Show
- Sponsorship Will Cover 750 Higgy Bear Donations Throughout 2025
- 1 Page Color Ad In Higgy Con Program Booklet
- Logo Prominently Shown On All Marketing Materials, Higgy Con T-Shirt
- Brochure Included In Convention Goodie Bag
- *Phone Charging Station Sponsor- Also Shared With Platinum & Gold Sponsors

WEBSITE EXAMPLE FOR DIAMOND SPONSOR

MAKING SCOLIOSIS BEARABLE



Higgy Bears are special teddy bears that make scoliosis bearable for kids and teens all over the world!

SPONSORED BY:

YOUR LOGO

thank you

"MY HIGGY BEAR IS THE ONLY ONE THAT UNDERSTANDS WHAT I AM GOING THROUGH" - SOPHIA



SIGNAGE EXAMPLES

ENTRANCE SIGN:
4' X 6.75'



10' X 8' PHOTO BACKDROP



GROUP PICTURE





GOLD – \$10,000

- Logo Listed On Higgy Bears Website- 200,000+ Visits Per Year
- Table For 2 Days of Higgy Con
- Sponsorship Will Cover 500 Higgy Bear Donations Throughout 2025
- 1/2 Page Color Ad In Convention Program Booklet
- Logo Listed On All Marketing Materials & Higgy Con T-Shirt
- Brochure Included In Convention Goodie Bag

SILVER– \$5,000

- Logo Listed On Higgy Bears Website- 200,000+ Visits Per Year
- Table For 2 Days of Higgy Con
- Sponsorship Will Cover 250 Higgy Bear Donations Throughout 2025
- 1/4 Page Color Ad In Convention Program Booklet
- Logo Listed On All Marketing Materials & Higgy Con T-Shirt
- Brochure Included In Convention Goodie Bag

BRONZE– \$3,000

Companies With 10 Employees Or Less

- Logo Listed On Higgy Bears Website- 200,000+ Visits Per Year
- Table For 2 Days of Higgy Con
- Sponsorship Will Cover 200 Higgy Bear Donations Throughout 2025
- 1/4 Page Color Ad In Convention Program Booklet
- Logo Listed On Marketing Materials
- Brochure Included In Convention Goodie Bag

FRIENDS OF HIGGY BEARS– \$1,000

- Logo Listed On Higgy Bears Website- 200,000+ Visits Per Year
- Brochure Included In Convention Goodie Bag

THANK YOU FOR SUPPORTING



Higgy Bears is a 501(c)(3) Nonprofit
Organization #84-3298535

Sponsorship Benefits Begin as Soon
as Your Check Is Received Through 6/1/26.
Sponsorship Deadline: 3/31/25.

EARLY SPONSORSHIP = EXTRA BENEFIT TIME

Please Make Checks Payable to Higgy Bears, Inc.

CONTACT

MAIL TO

Higgy Bears
3586 Liverpool Ave
Kalamazoo, MI 49009

QUESTIONS

Contact Lauren
lauren@higgybears.com
269-364-0655

HIGGY CON 2025

Sponsorship Contract

Please complete this page only and return with your sponsorship check. Make payable to Higgy Bears. Mail to 3586 Liverpool Ave, Kalamazoo, MI 49009.

Higgy Con Sponsorship Level- Please Circle

DIAMOND– \$25,000

PLATINUM– \$15,000

GOLD – \$10,000

SILVER– \$5,000

FRIENDS OF HIGGY BEARS– \$1,000

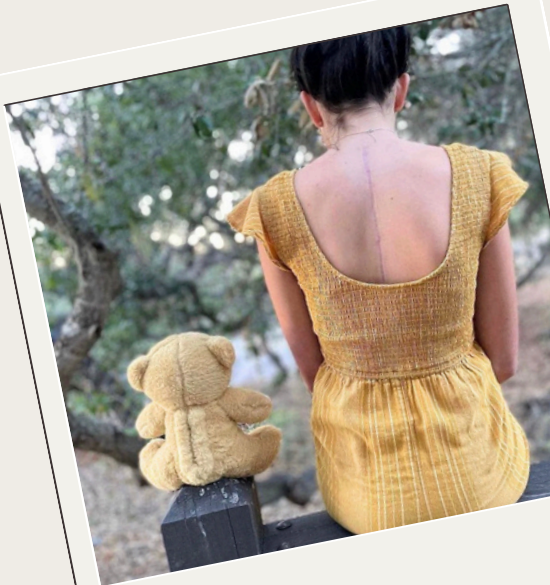
Authorized Signature: _____

Company/Organization Name: _____

Date: _____ Thank You So Much For Supporting Higgy Bears!



MAKING SCOLIOSIS "BEAR-ABLE!"



WWW.HIGGYBEARS.COM

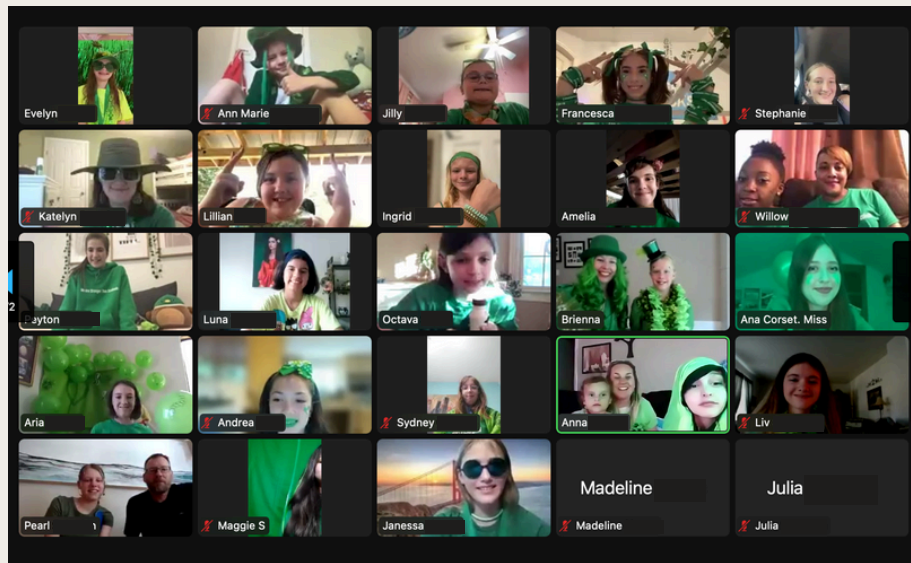
40,000 Higgy Bears in 175 Countries & 50 States!

Higgies Are Everywhere!



EVERYONE LOVES HIGGY BEARS!

HIGGY ZOOMS



Higgy Zooms Support Kids & Parents All Over The World!

HIGGY FRIENDS

**Fun Social Groups for
Kids & Teens**

Started August 2023

50 Groups & Growing
Every Day!





About Higgy Bears



How It Started & How It's Going

My name is Lauren, and I am the founder of Higgy Bears. I have had scoliosis since I was a teenager, and never knew anyone else "like me" growing up. I felt incredibly alone and cried myself to sleep most nights. As an adult, I wanted to find a way to keep kids from feeling the way I did when I was a teen. I came up with the idea for Higgy Bears so that each child & teen can have a little friend going through the same scoliosis treatment, just in bear form. Higgy Bears are available with matching scoliosis braces and surgery scars for patients, like me, that have had surgery.

Higgy Bears started off as a business in 2013, and in 2022, I realized my dream of converting it into a 501(c)(3) nonprofit. To date, over 40,000 Higgy Bears have made their way to kids in 175 countries!

Higgy Bears has turned into an entire scoliosis community. I run several different programs to bring kids and parents together including Higgy Zooms, Higgy Friends and Higgy Con! Teens also participate in my Higgy Bear Ambassador Program. They raise funds to donate Higgy Bears to kids at their hospital and to share the joy of Higgy Bears. It is a wonderful opportunity for kids to give back and help other scoliosis patients.

My dream with Higgy Bears is to be able to donate a special friend to every scoliosis patient so that they can have a little buddy to help them through their scoliosis journey. They truly do make a difference and I would love your help in getting them to more children. Mini Higgy Bears are free for kids and teens with scoliosis through higgybears.com. Families only need to pay shipping. Your sponsorship will continue this program through the end of 2025.

I have included more information about my different programs in this packet. Your donation will help me expand these programs and help even more kids! I have also included several pictures so you can see how big of a difference a Higgy Bear makes in a child or teen's life.