



# Gold Coast Fashion Award Show

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## *Event Overview & Sponsorship Offerings*

*Hosted by the Children's Service Board*  
Thursday, October 12, 2017 at 6 p.m.  
Revel Fulton Market

**CSB** CHILDREN'S  
SERVICE BOARD

 Ann & Robert H. Lurie  
Children's Hospital of Chicago®  
Affiliated Organization

# About the 62nd Annual Gold Coast Fashion Award Show

The Gold Coast Fashion Award Show (GCFAS) is the signature fundraising event of the Children's Service Board (CSB) of Ann & Robert H. Lurie Children's Hospital of Chicago. Last year, more than 1,000 people attended, including some of Chicago's most influential corporate and community leaders. The event raised more than \$1 million in support of Lurie Children's Division of Hematology, Oncology, Neuro-Oncology and Stem Cell Transplantation.

## Sponsorship Benefits

- Align your brand with the world-renowned care and reputation of Lurie Children's
- Highlight your company to more than 1,000 high net-worth individuals ranging from late 20s to 60s
- Engage and entertain clients or reward employees by inviting them to the show
- Gain exposure through multiple pre-event marketing and exposure opportunities and through the hundreds of thousands post-event audience impressions through local and national media outlets
- Send a strong message to your customers, clients and employees by demonstrating your commitment to Chicago's kids



## 2016 Event Impressions



Broadcast segments on  
ABC7 and FOX  
*167,000 impressions*



Placement in Lurie Children's  
*Heroes Magazine*  
*30,000 readers*



Placement on  
e-mail marketing  
*Over 125,000 impressions*



Promotional posts on Lurie  
Children's social media outlets

 *33,000 fans*

 *15,000 followers*

 *1,500 subscribers*

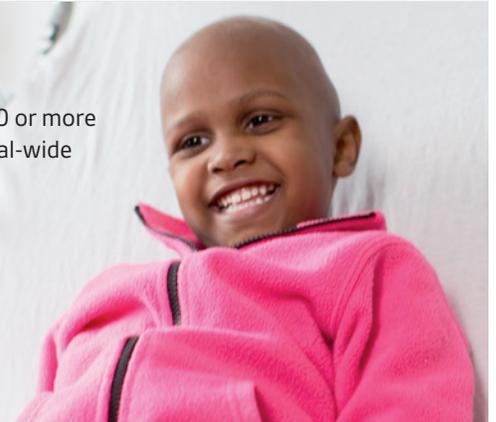
# 2017 Corporate Sponsorship Offerings<sup>†</sup>

	Presenting \$50,000	Live Auction & Paddle Raise \$30,000 <b>SOLD</b>	Reception \$25,000	Patient Champion \$25,000	Red Carpet \$20,000	Valet \$15,000	Gold Coast \$12,500	Underwriting \$5,000
Premiere Benefit	"Presenting" status within the event title with logo	Company name and/or logo on live auction paddles	Hosting status cocktail hour reception at the GCFAS	Prominent display of logo on-screen and live mention during Patient Champion Story Segment	Prominent display of logo in photo area on red carpet	Logo and company name on valet collateral	Preferred seating for guests	Underwriting recognition of spirits, décor, social media or other expenses
Premiere seating for guests	20	15	15	12	12	10	10	-
Placement on prominent on-site event signage, event program book and hospital and event website with link to sponsor website	name & logo	name & logo	name & logo	name & logo	name & logo	name & logo	name	name
Placement on ~4,000 invitations <sup>‡</sup>	name & logo	name & logo	name & logo	name & logo	name & logo	name & logo	name	
Membership in Lurie Children's Circle of Corporate Champions*	✓	✓	✓	✓	✓	✓	✓	
Logo inclusion in e-mail blast to targeted Lurie Children's interest groups (minimum of 3 emails to more than 6,000 individuals)	✓	✓	✓	✓	✓			
Recognition in speaking program at the show	✓	✓	✓	✓	✓			
Sponsorship promotion via social media channels	✓	✓	✓	✓				
Prominent placement of logo in all event press releases	✓	✓	✓					
Opportunity to host a promotional or VIP reception	✓							
Volunteer opportunities for employees with Lurie Children's	✓							
Opportunity for a company representative to welcome guests to the reception, or present Gold Coast Fashion Award	✓							

## \*Circle of Corporate Champions

In addition to event specific benefits, all qualified corporate sponsors who give \$10,000 or more will receive membership in and benefits of the Circle of Corporate Champions, a hospital-wide program which recognizes the generosity of our corporate donors. Benefits include:

- Recognition on Circle of Corporate Champion's donor wall
- Opportunity to tour Ann & Robert H. Lurie Children's Hospital of Chicago
- Invitation to annual Circle of Corporate Champions networking event
- Invitation to Lurie Children's Annual Meeting



<sup>†</sup>Deadline for inclusion of company name and/or logo for invitation June 30, 2017.

<sup>‡</sup>Payment for sponsorships must be received in full prior to the GCFAS on October 12, 2017.



### About the Children's Service Board

Since its inception in 1955 by Pinkie Garver, the Children's Service Board (CSB) has contributed more than \$15 million to support and advance critical areas of pediatric care. Learn more at [childrensserviceboard.org](http://childrensserviceboard.org).

### Current Initiative

*\$1.5 million to the Division of Hematology, Oncology, Neuro-Oncology and Stem Cell Transplantation*

In the United States each year, a cancer diagnosis forever changes the lives of 15,700 children and their families. While many treatment options exist, we have much more to learn in order to help these children grow to reach their greatest potential.

The Division of Hematology, Oncology, Neuro-oncology and Stem Cell Transplantation at Ann & Robert H. Lurie Children's Hospital of Chicago is committed to harnessing the potential of science and technology by investing in the creation of a multidisciplinary Molecular Oncology and Bioinformatics Program to transform cancer care. Bioinformatics is an interdisciplinary field that develops methods and software tools for understanding biological data. The field combines computer science, statistics, mathematics and engineering to study and process biological data. Combining the expertise of molecular oncology and bioinformatics will allow cancer researchers at Stanley Manne Children's Research Institute to manage, analyze, mine and understand the currently accumulated, large scale data, and also to apply it to support the most appropriate course of cancer treatment for each patient.

### Significant Accomplishments

- Completed their \$1 million commitment to the Division of Pediatric Plastic and Reconstructive Surgery (2015)
- Completed a \$3 million commitment to the Department of Pediatric Surgery (2014)
- Raised \$2 million to support the needs and programs of Lurie Children's (2007)
- Secured a \$1 million gift from CME Trust, allowing their total fundraising efforts to reach \$1.9 million to support Child Advocacy and other programs (2006)
- Fulfilled a \$2.5 million commitment to Pediatric Cardiac Services (2005)
- Completed a \$3 million project to support the Hand in Hand Campaign (2005)
- Completed their first commitment as a Lurie Children's affiliated organization and raised more than \$1 million to support and endow the Children's Service Board Emergency Transport Program (1992)



### About Lurie Children's

Ann & Robert H. Lurie Children's Hospital of Chicago is ranked as one of the nation's top pediatric hospitals in the *U.S. News & World Report* 2016-2017 Honor Roll rankings. Lurie Children's provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute. The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children's has a network of 11 outpatient centers and 15 partner hospitals, providing top pediatric care across the greater Chicago area. Lurie Children's relies on philanthropic support to care for nearly 200,000 children each year. Learn more at [luriechildrens.org](http://luriechildrens.org).

*To learn more, contact Jennie Cimino at 312.227.7262 or [jcimino@luriechildrens.org](mailto:jcimino@luriechildrens.org).*