



st. jude **RED CARPET for HOPE**

JANUARY 8, 2017 | THE DEPOT | MINNEAPOLIS





ST. JUDE IS WHERE DOCTORS OFTEN SEND THEIR TOUGHEST CASES BECAUSE ST. JUDE HAS THE WORLD'S BEST SURVIVAL RATES FOR SOME OF THE MOST AGGRESSIVE FORMS OF CHILDHOOD CANCERS. IT IS A NATIONAL TREASURE AND YOUR SUPPORT HELPS CLINICS, HOSPITALS, KIDS AND FAMILIES RIGHT HERE IN THE TWIN CITIES.

2016 Minneapolis local media coverage

25 MILLION MEDIA IMPRESSIONS

BILLBOARDS - DIGITAL - PRINT - RADIO - SOCIAL - TV

KARE 11 - EVENT COVERAGE

KARE 11 - PRE-EVENT 'KIDS WHO KARE' SEGMENT

K102 - RADIO SPOTS

STAR TRIBUNE - PHOTO STORY

MPLS ST. PAUL MAGAZINE - TODD ABOUT TOWN



Cory Hepola

January 10 · 🌐

Golden Globes on KARE 11 tonight! Kim Insley KARE and I are hosting the "St. Jude Red Carpet for Hope" which raises money in our search for a cure for childhood cancer. Thanks to all for their generosity!



15K Views

Like Comment Share

19

3 shares

2016 National marketing coverage

+30 MILLION MEDIA IMPRESSIONS

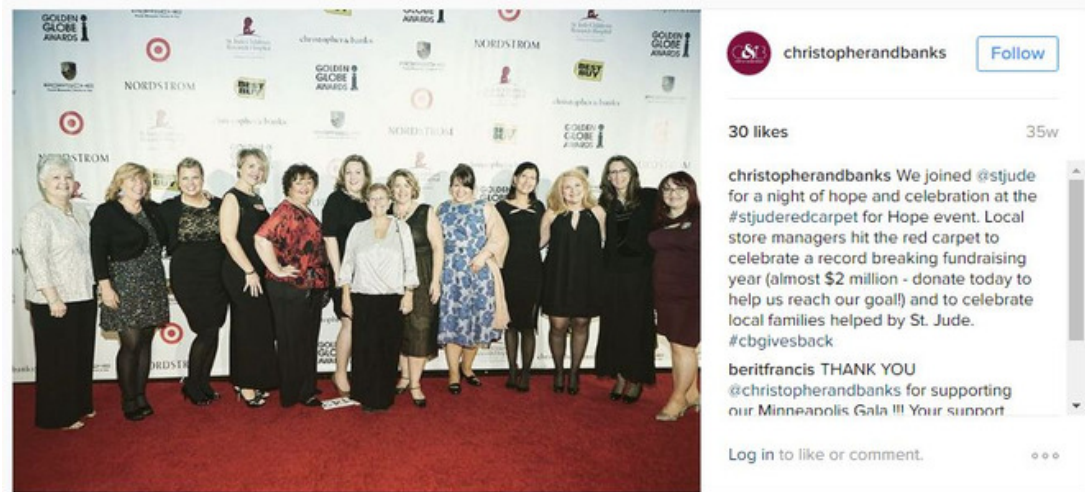
DIGITAL - PRINT - SOCIAL - TV

CHICAGO - HOUSTON - *Minneapolis* - MIAMI - ORLANDO



Marlo Thomas post

894,000 followers



Christopher & Banks post 175,000 followers



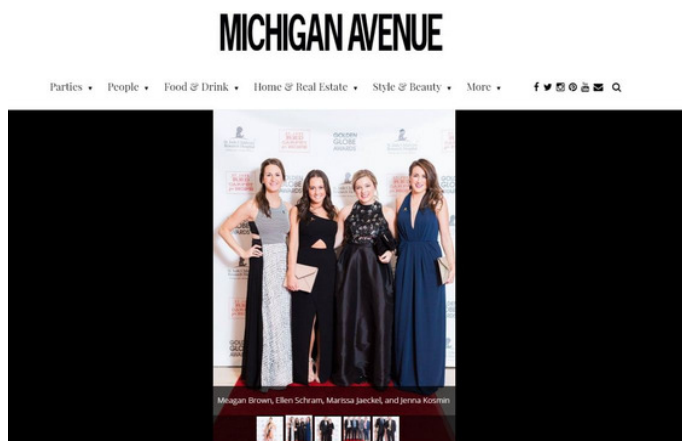
Felicia Mercado

Actress, singer, hostess



Orlando, Orange Appeal Magazine

Michigan Avenue Magazine
+53,000 readership



"A partnership and gala like nothing we have ever experienced!"

2016 Houston Planning Committee

st. jude **RED CARPET** *for* **HOPE**

**MORE THAN \$1
RAISED SINCE**

**"ONE OF THE HOTTEST TICKETS
MORE THAN MOVIES
CHANGING LIVES"**

FEATURED IN
**MPLS. ST. PAUL
MAGAZINE**

HOST BY AND
FEATURED ON
KARE 11

**HOLLYWOOD FOREIGN
PRESS ASSOCIATION**

OFFICIAL
PARTNERSHIP

PROUDLY
SPONSORED BY

**iHeart
Minneapolis**



**ST. JUDE TEEN GALA
MORE THAN \$101,000 RAISED**
300 TEENS
17 METRO HIGH SCHOOLS



Hats off to our past sponsors

MINNEAPOLIS

Christopher & Banks

Best Buy

Delta

Nordstrom

Target

.....
fame*

Haworth Marketing + Media

Ovative Group

Piper Jaffray

PMH

Pohlad Companies

.....
BLACK Retail

Bungalow 6

iHeart Minneapolis

JB Hudson

KARE 11

Kevin White Photography

Minneapolis St. Paul Magazine

smartpress.com



SPONSORSHIP OPPORTUNITIES

MINNEAPOLIS

ST. JUDE
RED
CARPET
for HOPE



PRESENTING
\$50,000



DREAM
\$25,000



COURAGE
\$15,000



HOPE
\$10,000



STAR
\$5,000

SPONSORSHIP BENEFITS

	TABLE OF 10	TWO	ONE	ONE
OPPORTUNITY TO SPEAK DURING PROGRAM				
OPPORTUNITY TO PROVIDE VIDEO DURING PROGRAM		:30 SEC		
OPPORTUNITY TO PROVIDE ITEM FOR GUEST GIFT BAG		★		
LOGO ON SHARED STEP AND REPEAT		★	★	
VERBAL ACKNOWLEDGEMENT ON SITE		★	★	
VISUAL ACKNOWLEDGEMENT ON SITE		★	★	★
INVITATION AND EVENING PROGRAM (1,500)		★	★	★
AD IN EVENING PROGRAM		1 PAGE	1/2 PAGE	1/4 PAGE
EVENT WEBSITE/REGIONAL FACEBOOK (+2,000 LIKES, +10,000 WEEKLY REACH)		★	NAME ONLY	NAME ONLY
POST EVENT RECAP EMAIL (+2,500) LOCAL PRESS RELEASE		NAME ONLY	NAME ONLY	NAME ONLY

Customized Sponsor Packages Available

Customized Sponsor Packages Available

SPONSORSHIP OPPORTUNITIES

NATIONAL



PRESENTING
\$200,000



DREAM
\$100,000



COURAGE
\$50,000



HOPE
\$35,000



STAR
\$25,000

SPONSORSHIP BENEFITS

RECOGNITION IN MAILING TO HIGH-WEALTH DONORS (+4,000)	Customized Sponsor Packages Available	Customized Sponsor Packages Available	NAME ONLY	NAME ONLY	NAME ONLY
OPPORTUNITY FOR MEET AND GREET WITH TARGET HOUSE CELEBRITY HOST			DETAILS PENDING AND OFFER SUBJECT TO CHANGE		
OPPORTUNITY TO BE HOSTED WHILE VISITING ST. JUDE HOSPITAL AND CAMPUS			DETAILS PENDING AND OFFER SUBJECT TO CHANGE		
NATIONAL FACEBOOK MENTION (1.9 MILLION LIKES)			★	NAME ONLY	NAME ONLY
ACKNOWLEDGEMENT IN 4 MARKETS AND POTENTIAL 12 AMC THEATERS			★	NAME ONLY	NAME ONLY
VIDEO DURING PROGRAM IN 4 MARKETS (+1,500 GUESTS, +2,500 THEATER GUESTS)			:45 SEC	:30 SEC	:15 SEC
INSTAGRAM AND TWITTER MENTION (140K AND 410K FOLLOWERS RESPECTIVELY)			★	NAME ONLY	NAME ONLY
INCLUSION ON LOCAL AND NATIONAL MARKETING COLLATERAL			★	NAME ONLY	NAME ONLY
ATTEND GALA IN 4 MARKETS AND TARGET HOUSE VIEWING PARTY			20 GUESTS/MKT	10 GUESTS/MKT	6 GUESTS/MKT
PRESS RELEASE ANNOUNCEMENT			★	NAME ONLY	NAME ONLY
INCLUDING IN POST EVENT RECAP EMAIL (+4,000)			NAME ONLY	NAME ONLY	NAME ONLY

Sponsor Commitment Form

ST. JUDE
RED
CARPET
for HOPE

PLEASE MAKE SPONSORSHIP SELECTION

- ☐ \$50,000 PRESENTING
- ☐ \$25,000 DREAM
- ☐ \$15,000 COURAGE
- ☐ \$10,000 HOPE
- ☐ \$5,000 STAR
- ☐ \$2,500 TABLE OF 10
- ☐ \$250 TICKET X
- ☐ I AM UNABLE TO PARTICIPATE, PLEASE ACCEPT MY DONATION TO ST. JUDE \$

NAME COMPANY

TITLE

ADDRESS CITY STATE ZIP

EMAIL PHONE

METHOD OF PAYMENT

- ☐ CHECK ENCLOSED (PAYABLE TO ALSAC, ST. JUDE CHILDREN'S RESEARCH HOSPITAL)
- ☐ PLEASE CALL 952.715.4400 TO MAKE PAYMENT VIA CREDIT CARD
- ☐ FOR NATIONAL PARTNERSHIP INQUIRIES, PLEASE CONTACT KELLY JO ABDO DIRECTLY

CONTACT INFORMATION

KELLY JO ABDO | REGIONAL EVENT SPECIALIST
KELLYJO.ABDO@STJUDE.ORG | 952.715.4400
5353 WAYZATA BOULEVARD, SUITE 500, ST. LOUIS PARK, MN 55416



WWW.STJUDE.ORG/REDCARPETMINNEAPOLIS