

St. Jude Presents: A Night in the Crimson Tide

Thank you for your interest in supporting the life-saving mission of St. Jude Children's Research Hospital®. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening illnesses.

The third annual *St. Jude Presents: A Night in the Crimson Tide* gala will take place on **Saturday, April 27, 2019** and we are anticipating 300 guests. Paying tribute to the state of Alabama's southern charm, this event will feature a unique culinary excellence with signature cocktails, live and silent auctions, entertainment, and a St. Jude patient speaker.

2019 Letitia Frye Humanitarian Award Honoree:

Pat Bondurant

Pat is being recognized for her tireless efforts in chairing, volunteering and donating her time and resources to help raise millions of dollars for hundreds of charities, including St. Jude Children's Research Hospital.

Recipients of the Letitia Frye Humanitarian Award are leaders in business and in the community, who dedicate their time, talent and/or treasure to children's health and wellness. The award was named after its first recipient, Letitia Frye, a philanthropist, "auctiontainer" and Valley native.



Enclosed you will find more information regarding this opportunity as well as the benefits your company will receive through sponsorship. We hope that you will join us in the fight against childhood cancer.

For additional information or to sponsor this event, please contact St. Jude Development Specialist Nicole Conaway at nicole.conaway@stjude.org. We look forward to hearing from you soon and thank you in advance for your consideration and support!

For the Kids,



Camerone Parker McCulloch
2019 Event Co-Chair



Martha Martin
2019 Event Co-Chair

St. Jude Tax ID: 35-1044585



St. Jude Presents: A Night in the Crimson Tide

PRESENTING SPONSOR - \$50,000

EXCLUSIVE OPPORTUNITY

This support could help provide 1 above-knee prosthesis for a St. Jude patient

St. Jude Campus Experience

- Opportunity for 2 company representatives to attend the Volunteer Leadership Conference February 6-8 in Memphis, TN and tour St. Jude Children's Research Hospital
*Sponsor covers airfare and St. Jude covers the rest)

Employee Engagement

- Increased visibility at the event with employee volunteers
- Messaging for corporate newsletters/emails and social media
- Opportunity for company executives to participate on the volunteer event committee

Pre-Event Activation

- Prominent sponsor recognition (company logo or name-in-text, as appropriate) on:
 - Event landing page: www.stjude.org/anightin
 - E-collateral: E-vites and pre-event e-blasts
 - Hard collateral: Invitations
 - Secured media (tv, print, radio)
 - Pre-event press release
 - A minimum of 2 dedicated posts on the St. Jude Children's Research Hospital – Arizona Facebook page
- Ability to co-brand company/organization collateral with "Proud supporter of St. Jude Children's Research Hospital"

On-Site Presence

- Three (3) tables of ten in premiere location and entry for thirty (30) guests
- One (1) bottle of wine at each table
- Logo inclusion on step & repeat backdrop for media and promotional photos
- On-stage recognition by event emcee
 - Opportunity to have company executive speak from the podium to welcome guests (approved by ALSAC)
- Sponsorship recognition includes premiere placement of logo or name-in-text as appropriate in:
 - Event multimedia presentation played continuously throughout event
 - Event program
 - Sponsor thank you signage
 - 2 additional placements as determined by sponsor and St. Jude staff
- Opportunity to provide branded giveaways to guests
- Opportunity to provide a unique auction item

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PRESENTING SPONSOR - \$50,000

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Post-Event Activation

- Premiere sponsor recognition (company logo or name-in-text, as appropriate) on:
 - E-collateral: Post-event e-blasts
 - Hard collateral: Thank you post cards
 - Secured media (tv, print, radio)
 - Post-event press release
- On-site Thank You meetings led by St. Jude staff to thank employees
- First right of refusal to return as the Presenting Sponsor for the *2020 St. Jude Presents: A Night in...* event



St. Jude Presents: A Night in the Crimson Tide

GOLD LEVEL SPONSOR - \$25,000

Limited to 2 companies or organizations

This support could help run the hematology clinic at St. Jude for two days

St. Jude Campus Experience

- Opportunity for 1 company representative to attend the Volunteer Leadership Conference February 6-8 in Memphis, TN and tour St. Jude Children's Research Hospital
- *Sponsor covers airfare and St. Jude covers the rest

Employee Engagement

- Increased visibility at the event with employee volunteers
- Messaging for corporate newsletters/emails and social media
- Opportunity for company executives to participate on the volunteer event committee

Pre-Event Activation

- Sponsor recognition (company logo or name-in-text, as appropriate) on:
 - Event landing page: www.stjude.org/anightin
 - E-collateral: E-vites and pre-event e-blasts
 - Hard collateral: Invitations
 - Pre-event press release
 - A minimum of 1 dedicated post on the St. Jude Children's Research Hospital – Arizona Facebook page
- Ability to co-brand company/organization collateral with "Proud supporter of St. Jude Children's Research Hospital"

On-Site Presence

- Two (2) tables of ten and entry for thirty (20) guests
- One (1) bottle of wine at each table
- On-stage recognition by event emcee
- Sponsorship recognition includes placement of logo or name-in-text as appropriate in:
 - Event multimedia presentation played continuously throughout event
 - Event program
 - Sponsor thank you signage
 - 1 additional placement as determined by sponsor and St. Jude staff
- Opportunity to provide branded giveaways to guests
- Opportunity to provide a unique auction item

Post-Event Activation

- On-site Thank You meetings led by St. Jude staff to thank employees
- First right of refusal to return as the Gold Level Sponsor for the 2020 *St. Jude Presents: A Night in...* event



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SILVER LEVEL SPONSOR - \$15,000

Limited to 2 companies or organizations

This level of support could help cover the treatment and two days of hospitalization of a sickle cell patient at St. Jude, who is suffering from pain crisis

Employee Engagement

- Increased visibility at the event with employee volunteers
- Messaging for corporate newsletters/emails and social media
- Opportunity for company executives to participate on the volunteer event committee

Pre-Event Activation

- Sponsor recognition (company logo or name-in-text, as appropriate) on:
 - Event landing page: www.stjude.org/anightin
 - E-collateral: E-vites and pre-event e-blasts
 - Hard collateral: Invitations
 - Pre-event press release
 - A minimum of 1 dedicated post on the St. Jude Children's Research Hospital – Arizona Facebook page
- Ability to co-brand company/organization collateral with "Proud supporter of St. Jude Children's Research Hospital"

On-Site Presence

- Two (2) tables of ten and entry for thirty (20) guests
- One (1) bottle of wine at each table
- On-stage recognition by event emcee
- Sponsorship recognition includes placement of logo or name-in-text as appropriate in:
 - Event multimedia presentation played continuously throughout event
 - Event program
 - Sponsor thank you signage
 - 1 additional placement as determined by sponsor and St. Jude staff
- Opportunity to provide branded giveaways to guests
- Opportunity to provide a unique auction item

Post-Event Activation

- On-site Thank You meetings led by St. Jude staff to thank employees
- First right of refusal to return as the Silver Level Sponsor for the 2020 *St. Jude Presents: A Night in...* event



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BRONZE LEVEL SPONSOR - \$5,000

This support could help cover the cost of 10 platelet transfusions.

Pre-Event Activation

- Sponsor recognition (company logo or name-in-text, as appropriate) on:
 - Event landing page: www.stjude.org/anightin
 - E-collateral: E-vites, pre and post event e-blasts
 - Hard collateral: Invitations

Night of Activation

- One (1) priority reserved table and entry for ten (10) guests
- One (1) bottle of wine at each table
- Sponsorship recognition includes:
 - Unique placement of logo or name-in-text as agreed upon by sponsor and St. Jude volunteer committee

TABLE OF TEN - \$2,500

INDIVIDUAL TICKET - \$250

