



Tyler, male, 4, acute lymphoblastic leukemia

# ST. JUDE

## Against All Odds

### Celebrity Poker Tournament

### 2017

## Sponsorship Opportunities

Erica Thompson | 702.341.2903  
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**Finding Cures.  
Saving Children.®**



# St. Jude Against All Odds Celebrity Poker Tournament

Friday, November 3, 2017  
Red Rock Casino Resort & Spa, South Beach



Dear Friends:

Thank you for your consideration in supporting our upcoming event *St. Jude Against All Odds Celebrity Poker Tournament*. On Friday, November 3, 2017, the Las Vegas community will gather to raise awareness and funds for St. Jude Children's Research Hospital.

Attendees will be treated to a competitive night of poker, a delectable dining experience provided by the chefs of the Red Rock, premium open bar, a first-class silent and live auction and entertaining special features throughout the evening. Participants will also have plenty of opportunities to play with their favorite celebrity poker players, as well as a wide range of Hollywood's finest.

Danny Thomas, the founder of St. Jude Children's Research Hospital, dreamed of a day when no child would die in the dawn of life. Fifty-five years ago, he opened the doors of St. Jude to help make that dream a reality. Today, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent since we opened to more than 80 percent today. But that is not good enough – we won't stop until no child dies from cancer. St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children, even children in Las Vegas.

You can help St. Jude find cures and save children by becoming a sponsor of the 2017 **St. Jude Against All Odds Celebrity Poker Tournament**. (A commitment form is enclosed.) If you have any questions, please do not hesitate to contact me via phone 702.341.2903 or email [erica.thompson@stjude.org](mailto:erica.thompson@stjude.org).

Thank you in advance for joining us as sponsor and becoming part of our efforts to find cures and save children. As Danny Thomas once said, *"If we built this whole place and saved one child's life, it would be worth it."*

For the kids,

Erica Thompson  
Regional Event Specialist  
ALSAC/St. Jude Children's Research Hospital  
[Erica.Thompson@stjude.org](mailto:Erica.Thompson@stjude.org) / 702.341.2903

## About St. Jude Children's Research Hospital

Local hospitals are vital to the health of children in every community. But here at **St. Jude Children's Research Hospital**, we have a **unique mission** – to generate the knowledge that will save the lives of hundreds of thousands of children stricken with cancer and other life-threatening illnesses throughout the nation and around the world.

We remain committed to our founder Danny Thomas' dream that **"no child should die in the dawn of life"**. We urge you to help us by becoming a part of our great mission of finding cures and saving children.



## Did You Know?

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening illnesses.

Families never receive a bill from St. Jude for treatment, travel, housing, or food -- because all a family should worry about is helping their child live.

St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent. We won't stop until no child dies from cancer.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent when the hospital opened in 1962 to more than 80 percent today.

Because the majority of St. Jude funding comes from individual contributors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.

St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

Unlike any other hospital, the majority of funding for St. Jude comes from individual contributors. Thanks to generous donors, families never receive a bill from St. Jude.



# Sponsorship Levels + Benefits

**“Royal Flush” Presenting Sponsor– \$55,000  
(Limited to Two)**

## **Sponsor Benefits:**

- Premier sponsor name and logo placement on all marketing materials (save the date, printed and digital invitation, event signage) and event website
- 20 Dinner tickets
- 10 Initial poker buy-ins
- Premiere level ad placement in event video program\*
- Sponsor recognition in all media outreach
- Sponsor recognition by emcee during the event program
- Full-page color ad in printed program book
- Opportunity for product display at event (to be mutually approved and dependent upon space)
- Opportunity to provide company-branded premium item in tournament gift bag for event guests
- Customized benefits available upon request

## **Additional Amenities for the Presenting Sponsor:**

- Twitch promotional video pre-event with special mention
- Recognition as the presenting sponsor in a minimum of four Facebook posts from the local St. Jude Children's Research Hospital profile
- Right to issue own press release and community outreach regarding association with St. Jude and the event (mutually approved)
- Trip to Memphis for two including a VIP tour of St. Jude Children's Research Hospital, hotel accommodations, and airfare
- Right of first refusal for Presenting Sponsor for the 2018 event

*\*Dependent upon print schedule and when commitment is received*

# Sponsorship Levels + Benefits

“Straight Flush” Sponsor- \$25,000

## Sponsor Benefits:

- 10 Dinner tickets
- 6 Initial poker buy-ins
- Company logo on over 2,000 event invitations, plus digital invite
- Sponsor logo featured on all event signage and video program\*
- Sponsor logo or name on all printed materials\*
- Full-page black & white ad in program book
- Sponsor recognition in all media outreach
- Sponsor acknowledgement by emcee during the program
- Sponsor recognition and logo placement on the event website, [stjude.org/lvpoker](http://stjude.org/lvpoker)
- Recognition as a sponsor in a minimum of two Facebook posts from the local St. Jude Children's Research Hospital profile
- Right to issue own press release and community outreach regarding association with event (to be mutually approved)
- Opportunity for product display at event (to be mutually approved)
- Opportunity to provide company-branded premium item in tournament gift bag for event guests

*\*Dependent upon print schedule and when commitment is received*



Allana, female, 4, neuroepithelioma

# Sponsorship Levels + Benefits

“Four of a Kind” Sponsor- \$15,000

## Sponsor Benefits:

- 10 Dinner tickets
- 4 Initial poker buy-ins
- Sponsor logo or name on event save the date cards and invitations\*
- Sponsor logo featured on all event signage, video program and event website\*
- Sponsor recognition in all media outreach
- Sponsor acknowledgment by emcee during the program
- Sponsor recognition and logo placement on the event website
- Right to issue own press release and community outreach regarding association with event (to be mutually approved)
- Opportunity for product display at event (to be mutually approved)
- Opportunity to provide company-branded premium item in tournament gift bag for event guests

*\*Dependent upon print schedule and when commitment is received*



Kayla, female, 7, medulloblastoma

# Sponsorship Levels + Benefits

## “Full House” Sponsor- \$10,000

### Sponsor Benefits:

- 10 Dinner tickets
- 3 Initial poker buy-ins
- Sponsor logo or name on all printed materials\*
- Sponsor recognition in all media outreach
- Sponsor recognition and logo placement on the event website
- Digital video bumpers
- Opportunity to provide company-branded premium item in tournament gift bag for event guests

*\*Dependent upon print schedule and when commitment is received*

## “Flush” Sponsor- \$5,000

### Sponsor Benefits:

- 10 Dinner Tickets
- 2 Initial poker buy-ins
- Sponsor logo or name on event invitations\*
- Recognition on event press materials
- Sponsor recognition and logo placement on the event website
- Opportunity to provide company-branded premium item in tournament gift bag for event guests

*\*Dependent upon print schedule and when commitment is received*

## “Straight” Sponsor- \$2,500

### Sponsor Benefits:

- 10 Dinner Tickets
- Sponsor recognition on the event website
- Opportunity to provide company-branded premium item in tournament gift bag for event guests

*\*Dependent upon print schedule and when commitment is received*

**Individual Early Bird Dinner Ticket: \$175 [Prior to 9/5/17]**

**Individual Dinner Ticket: \$200 [9/5/17 and after]**

**Initial Poker Buy-In: \$750**

## 2017 St. Jude Against All Odds Commitment Form

- |  |   |
|--|---|
| <input type="checkbox"/> "Royal Flush" - \$55,000    | <input type="checkbox"/> "Straight" - \$2,500   |
| <input type="checkbox"/> "Straight Flush" - \$25,000 | <input type="checkbox"/> Early Bird Dinner Ticket (prior to 9/5/17) - \$150                                   |
| <input type="checkbox"/> "Four of a Kind" - \$15,000 | <input type="checkbox"/> Individual Dinner Ticket (9/5 & after) - \$200                                       |
| <input type="checkbox"/> "Full House" - \$10,000     | <input type="checkbox"/> I/My company is unable to participate, but would like to donate to St. Jude \$_____. |
| <input type="checkbox"/> "Flush" - \$5,000           |   |

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_  
\*(As you want it to appear in the event program)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Las Vegas St. Jude Committee Contact: \_\_\_\_\_

I prefer to fulfill my sponsorship commitment by \_\_\_\_\_ check card (enclosed) or \_\_\_\_\_ credit card.

St. Jude accepts all major credit cards (Mastercard/Visa/American Express/Discover). To pay by credit card, please contact St. Jude directly at the phone number below.

Please make checks payable to *St. Jude Children's Research Hospital*.

### ***Please forward agreement form to:***

ALSAC/St. Jude Children's Research Hospital  
1635 Village Center Circle, Ste. 270, Las Vegas NV 89134  
Phone: 800-660-7334 Fax: 702-341-2948 [Erica.Thompson@stjude.org](mailto:Erica.Thompson@stjude.org)

\*\*Please note: For your protection, credit card numbers will not be accepted via email. If you are paying with a credit card, please either mail or fax your agreement form.

\*Corporate logos (.jpeg or .eps format) and brand specifications should be emailed as soon as possible to [erica.thompson@stjude.org](mailto:erica.thompson@stjude.org) with your commitment in order to maximize event exposure. In the absence of a corporate logo, St. Jude will recognize your company by name unless otherwise requested.

*Please contact Erica Thompson at 800.660.7334 or [erica.thompson@stjude.org](mailto:erica.thompson@stjude.org) if you have any questions regarding the above opportunities, or to customize a sponsorship opportunity.*

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TAX LETTERS WILL BE SENT POST EVENT.



# St. Jude Against All Odds Celebrity Poker Tournament 2016 Highlights

Guests playing in the 2016 poker tournament played for their chance to win a seat to the 2017 WSOP Main Event.

**Celebrities in attendance included:** Jennie Garth, Alison Sweeny, Dan Cox, Carter Jenkins, Micha Johnson, Jamie Chung, Shannon Elizabeth, Ashton Holmes and others.

