



Sponsorship Opportunities  
*COMPANY NAME OR LOGO*

Become a sponsor of the 7<sup>th</sup> Annual St. Jude Hope in the Harbor Gala benefitting St. Jude Children's Research Hospital.



# St. Jude HOPE IN THE HARBOR

Please join us for the 7<sup>th</sup> Annual St. Jude Hope in the Harbor Gala on **Thursday, April 14, 2016**, at the magnificent American Visionary Art Museum overlooking the Inner Harbor. The gala features cocktails, live and silent auctions and delicious tastings from Baltimore's top chefs and restaurants. All proceeds from the gala will benefit St. Jude Children's Research Hospital, one of the world's premier pediatric cancer research centers

The inspiration for the St. Jude Hope in the Harbor Gala is a young woman from Ellicott City, Maryland named Keeley Imel. Diagnosed with a form of brain cancer called medulloblastoma at the age of 14 in 2007, Keeley is the reason for the work we do in Baltimore to support St. Jude Children's Research Hospital is so important.

Her personal plight not only provided the impetus for the creation of the St. Jude Hope in the Harbor Gala, but has inspired others to create other national and local charitable events in support of the hospital. In five short years, St. Jude Hope in the Harbor Gala alone has raised \$1,600,000 for St. Jude Children's Research Hospital.

While Keeley lost her battle with her cancer in 2012, her courage, spirit and ever present wit continue to inspire many others to keep fighting and to keep supporting the work of St. Jude Children's Research Hospital. Help us keep the momentum going by joining us to raise the funds needed to advance the treatment and prevention of catastrophic diseases in children.

Your sponsorship also provides the chance to entertain clients and reward employees at this event featuring one-of-a-kind entrée and dessert samplings from the city's culinary masters. Come join 400 attendees and many of Baltimore's finest chef's in their support of St. Jude and taste their magnificent culinary offerings!

## Why St. Jude Children's Research Hospital

IT COSTS  
**\$2 MILLION**  
TO OPERATE ST. JUDE EACH DAY

**TREATMENTS  
INVENTED AT  
ST. JUDE**

HELPED PUSH THE  
OVERALL CHILDHOOD  
CANCER SURVIVAL  
RATE FROM

**20% IN 1962**



**TO 80% TODAY**



St. Jude Patient  
Mabry, age 3  
Acute Lymphoblastic Leukemia

**75%**  
OF OPERATING  
FUNDS ARE  
RAISED BY  
**PRIVATE  
DONATIONS**

**RESEARCH  
FREELY  
SHARED  
WORLDWIDE**



**NO FAMILY  
EVER PAYS  
ST. JUDE  
FOR ANYTHING**



# SPONSORSHIP OPPORTUNITIES

**HOPE PARTNER – Presenting Sponsor (Exclusive Opportunity)**  
**\$50,000**

**This support could:**

- Help provide half of the cost of radiotherapy treatment for brain tumor patient
- Help provide 100 blood platelet transfusions

**Sponsor Benefits:**

- **EVENT NAMING OPPORTUNITY** – St. Jude Hope in the Harbor Presented by **COMPANY NAME**
- Two (2) premium tables with seating for 20 guests
- Full-page four-color advertisement in gala program book (inside cover)
- Verbal recognition at the event
- Prominent logo display on printed and digital event signage
- Two dedicated social media posts on the St. Jude Mid-Atlantic Region Facebook Page prior and one post event recognizing you as our Hope Partner (exposure to 2,500+ followers)
- Recognition on invitation, program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication



**STAR PARTNER – Technology Sponsor (Exclusive Opportunity)**  
**\$20,000**

**This support could:**

- Help operate St. Jude for 15 minutes
- Help pay a portion of the salary of a Child Life Specialist. Child Life Specialists reduce the anxiety that many kids feel when they become a patient at St. Jude. These nurturing professionals help St. Jude kids lead a normal as life as possible.

**Sponsor Benefits:**

- Logo listed on each auction touch screen kiosk throughout the venue
- Logo placed on the item display cards, patron invoices and live auction bid numbers
- Two (2) premium tables with seating for 20 guests
- Full-page four-color advertisement in gala program book (inside cover)
- Verbal recognition at the event
- Prominent logo display on printed and digital event signage
- Two dedicated social media posts on the St. Jude Mid-Atlantic Region Facebook Page prior
- Recognition on invitation, program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication

**BELIEVE PARTNER – Gift Bag Sponsor (Exclusive Opportunity)**  
**\$15,000**

**This support could:**

- Help run the St. Jude Blood Donor Center for one week
- Help provide nearly 29 hours of physical therapy for patients

**Sponsor Benefits:**

- Company logo on minimum of 400 gala gift bags
- One (1) prime table with seating for 10 guests
- Full-page black & white advertisement in gala program book
- Prominent logo display on printed and digital event signage
- One social media post on the St. Jude Mid-Atlantic Region Facebook Page prior and one post event including picture of Gift Bag recognizing you as our Star Partner (exposure to 2,000+ followers)
- Recognition on invitation, program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication



**ANGEL PARTNER – Hospitality Sponsor (Exclusive Opportunity)**  
**\$15,000**

**This support could:**

- Help run the St. Jude Blood Donor Center for one week
- Help provide nearly 29 hours of physical therapy for patients

**Sponsor Benefits:**

- Company logo placed on restaurant map provided to all guests
- Company logo displayed on cocktail napkins
- One (1) prime table with seating for 10 guests
- Full-page black & white advertisement in gala program book
- Prominent logo display on printed and digital event signage
- One social media post on the St. Jude Mid-Atlantic Region Facebook Page prior and one post event including picture of Gift Bag recognizing you as our Star Partner (exposure to 2,000+ followers)
- Recognition on invitation, program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication

## MIRACLE PARTNER(S)

\$10,000

### This support could:

- Help provide one CT scan for a St. Jude patient
- Help provide grocery gift cards for two years at St. Jude

### Sponsor Benefits:

- One (1) prime table with seating for 10 guests
- Full-page black & white advertisement in gala program book
- Logo or name displayed on printed and digital event signage
- One social media post on the St. Jude Mid-Atlantic Region Facebook Page prior to the event(exposure to 2,500+ followers)
- Recognition on invitation, program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication

## WISH PARTNER(S)

\$5,000

### This support could:

- Help cover the cost of the daily room rate at the ICU
- Help provide 10 platelet transfusions

### Sponsor Benefits:

- One (1) table with seating for 10 guests
- Half-page black & white advertisement in gala program book
- Name displayed on printed and digital event signage
- Recognition on invitation, program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication

## FRIEND PARTNER(S)

\$2,500

### This support could:

- Help cover the cost of five days of oxygen for a St. Jude patient
- Help provide an ultrasound study to help diagnose a St. Jude patient

### Sponsor Benefits:

- Priority seating for four (4) guests
- Half-page black & white advertisement in gala program book
- Name displayed on printed and digital event signage
- Recognition on program, post event electronic communication and event website
- Recognition on post-event thank you ad in prominent local publication





## 2016 St. Jude Hope in the Harbor Sponsorship Commitment Form

Please select your choice of sponsorship:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> \$50,000 Hope Partner  | <input type="checkbox"/> \$20,000 Star Partner    | <input type="checkbox"/> \$15,000 Believe Partner |
| <input type="checkbox"/> \$15,000 Angel Partner | <input type="checkbox"/> \$10,000 Miracle Partner | <input type="checkbox"/> \$5,000 Wish Partner     |
|   |   | <input type="checkbox"/> \$2,500 Friend Partner   |

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please select your payment preference:

- AMEX       MC       VISA       DISC       Check\*

- Please invoice me

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

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

\*\* Individual tickets may be purchased at [www.stjude.org/hopeintheharbor](http://www.stjude.org/hopeintheharbor)

Send completed form to:

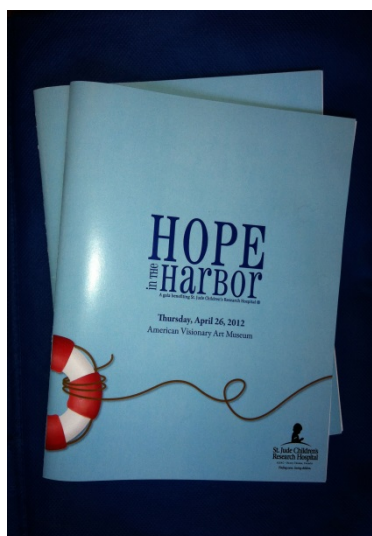
ALSAC/St. Jude Mid-Atlantic Region  
Attn: St. Jude Hope in the Harbor  
4600 North Fairfax Drive, Suite 900  
Arlington, VA 22203  
Phone: 703-351-5171; Fax: 703.469.1976  
[pam.geiger@stjude.org](mailto:pam.geiger@stjude.org)



## 2016 St. Jude Hope in the Harbor Program Ad Book Sizes & Rates

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Program Ad Book	Size	Rates
Full page	7" x 8.5"	\$1,500
Half Page (horizontal)	7" x 4.25"	\$1,000
Quarter Page	2.125" X 3"	\$500



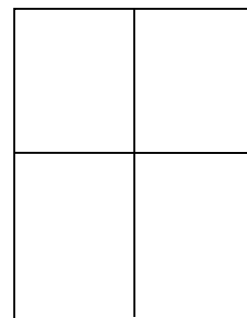
Full Page



Half Page



Quarter Page



**Deadline for Ads: February 27, 2016**

All ads must be submitted in black & white, in pdf or eps file formats (300 dpi or higher).  
 Please send artwork to Pam Geiger via email at [pam.geiger@stjude.org](mailto:pam.geiger@stjude.org).  
 Call 730-351-5171 with any questions.

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## 2016 St. Jude Hope in the Harbor Program Ad Commitment Form

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Please select your choice of Program Ad:

- Full Page (\$1,500) - 7" x 8.5"     Half Page (\$1,000) - 7" x 4.25"     Quarter Page (\$500) - 2.125" X 3"

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Name

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Company

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Address

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City / State / Zip

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Phone

Email

Please select your payment preference:

- AMEX     MC     VISA     DISC     Check\*

Please invoice me

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

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

*\* Individual tickets may be purchased at [www.stjude.org/hopeintheharbor](http://www.stjude.org/hopeintheharbor)*

**Send completed form to:**

ALSAC/St. Jude Mid-Atlantic Region  
Attn: St. Jude Hope in the Harbor  
4600 North Fairfax Drive, Suite 900 , Arlington, VA 22203  
Phone: 703-351-5171; Fax: 703.469.1976  
[pam.geiger@stjude.org](mailto:pam.geiger@stjude.org)