

CORPORATE SPONSORSHIP OPPORTUNITY

CHICAGO AUTO SHOW'S FIRST LOOK FOR CHARITY



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for Charity



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First Look for Charity is a partnership between Children's Memorial Hospital and the Chicago Auto Trade Association. It was created to raise funds for local charities like Children's Memorial and give attendees an elegant, inaugural look at the annual Chicago Auto Show, the nation's largest and longest-running auto show. Now in its 20th year, this is the only event in 2011 where you can stroll a showroom of the year's hottest new cars and enjoy complimentary wine, champagne, hors d'oeuvres and entertainment, all while benefiting Children's Memorial. Guests are cordially invited to a private cocktail party immediately preceding the event. During the black-tie evening, attendees will have the opportunity to beat the Auto Show crowds and have a chance to win a 2011 Honda CR-Z or 2011 Hyundai Sonata.

This is not only an opportunity to support Children's Memorial, but also a unique way to entertain customers, provide incentives to sales associates and thank valued employees.

DATE & TIME:

Thursday, February 10, 2011

Cocktail Reception for Children's Memorial Donors: 5:30-7 p.m.

Emceed by Janet Davies of ABC7 Chicago and host of "190 North"

First Look at the Auto Show: 6:30-10:30 p.m.

LOCATION:

McCormick Place (King Drive at 23rd Street)

EVENT HISTORY:

Children's Memorial has been a participating charity of First Look for Charity for the last 14 years with totals raised by the event topping \$300,000 annually. Including the expected support for the 2011 event, we anticipate Children's Memorial's overall revenue from First Look for Charity since 1996 will top \$3.3 million since 1996.

PAST SPONSORS INCLUDE:



DEMOGRAPHICS:

20,000 people are expected to attend this event in 2011, with more than 1,000 on behalf of Children's Memorial. Attendees include Children's Memorial supporters, prominent Chicagoans and car buffs.

MARKETING:

Efforts include multiple media channels: TV, radio, print and Internet.

FOUR WAYS YOU CAN HELP:

GRAND BENEFACTOR - \$50,000

- 200 First Look for Charity tickets
- 200 Auto Show tickets
- Identification as a "Grand Benefactor" in all event recognition listings
- Recognition in the Children's Memorial Circle of Corporate Champions



BENEFACTOR - \$25,000

- 100 First Look for Charity tickets
- 100 Auto Show tickets
- Identification as a "Benefactor" in all event recognition listings
- Recognition in the Children's Memorial Circle of Corporate Champions



PATRON - \$12,500

- 50 First Look for Charity tickets
- 50 Auto Show tickets
- Identification as a "Patron" in all event recognition listings
- Recognition in the Children's Memorial Circle of Corporate Champions



DONOR- \$6,250

- 25 First Look for Charity tickets
- 25 Auto Show tickets
- Identification as a "Donor" in all event recognition listings



Children's Memorial Hospital is the region's top provider in 20 pediatric specialties and ranked among the 30 best children's hospitals in the country by *U.S. News & World Report*. Our medical staff includes 1,100 pediatric specialists in more than 70 specialties in 11 locations. In fiscal year 2009, we invested nearly \$96 million in care for community benefit programs and children receiving care through Medicaid. We also served more than 140,000 children from every state in the U.S. and 26 countries

In order to provide Chicago's children with the best in healthcare and the opportunity to reach their full potential, we are building a new facility, Ann & Robert H. Lurie Children's Hospital of Chicago, scheduled to open in 2012. Located on the campus of our academic partner, Northwestern University Feinberg School of Medicine, the new hospital will offer all private rooms, innovative treatments, technologies and cures delivered with compassion in a family-centered environment. The new facility will benefit children and families in many ways, such as:

- Speedy transport for critically ill newborns
- Expanded trauma capabilities
- Exceptional transitional care to adult facilities
- Enhanced recruitment and retention of top pediatric specialties and researchers



To learn more about Lurie Children's and how you can help ensure that world-class healthcare is available for today's children and generations to come, visit heroesforlife.org.

BENEFITS OF BEING A GOOD CORPORATE CITIZEN

Today, more than ever, Americans are forming opinions about a company's reputation based on its level of social responsibility and impact on the community. Being a good corporate citizen can have a tremendous impact on customers, shareholders and employees.

Children's Memorial enjoys 75 percent positive unaided brand awareness in the Chicago area. As a sponsor, your company will be positioned as a corporate citizen that cares about the health and well-being of Chicago's children and families.

Ways good corporate citizenship can influence customer behavior towards a brand:

- Ninety-two percent of Americans have a more positive brand image of companies who support a cause they care about.
- 8 in 10 people would switch to a brand associated with a good cause.
- Customers will advocate and commit to brands that have earned their trust and support. They will also recommend the company's products and services to others.
- Customers will increase spending on the company's products and services, or come back to the company if a former customer.

2011 CORPORATE SPONSORSHIP FORM

- GRAND BENEFACTOR — \$50,000**
- BENEFACTOR — \$25,000**
- PATRON — \$12,500**
- DONOR — \$6,250**
- Please send more information about becoming a Corporate Sponsor to the address below***



CONTACT INFORMATION:

Company Name *(as you would like it to appear)* _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

E-mail _____

PAYMENT INFORMATION:

Check *(please make checks payable to Children's Memorial Foundation)*

Credit Card

Credit Card Type _____

Name on Card _____

Number on Card _____

Exp. Date _____

RESPONSE INFORMATION: *(Please return this form via fax or mail)*

Fax: 773.880.3304

Mail: Children's Memorial Foundation

Re: *First Look for Charity*

2300 Children's Plaza, Box 4

Chicago, IL 60614

Questions: Please contact Courtney Rohrbach at 773.880.3036
or crohrbach@childrensmemorial.org.
childrensmemorial.org/firstlook