



Benefiting Children's Healthcare of Atlanta

Over the past 11 years, the TBC has raised nearly \$300,000 for Children's Healthcare of Atlanta and rounded up nearly 9,000 new stuffed teddy bears for both Children's Healthcare of Atlanta and Juvenile Diabetes Research Foundation.

The money raised from TBC will support 2015-2016 funding goals to benefit Children's Healthcare of Atlanta. Together, we can help meet the needs of Georgia's rapidly growing pediatric population, and your support will enable Children's to care for hundreds of thousands of young patients and their families—now and in the future.

Your tax-deductible support in 2015-2016 makes an important difference in a young child's life by helping raise funds for the following specifically:

- Childhood cancer and blood disorders research endowment: Growing translational research, recruiting new researchers and increasing enrollment for clinical trials help the Aflac Cancer Center and Blood Disorders Service at Children's advance research and treatment, which benefits the patients it serves and children nationwide.
- Patient and Family Support: Children's supports the whole family and the whole child, physically, emotionally, mentally and spiritually, through programs such as Chaplaincy, Child Life, Social Work, Legal Services, and the Children's School Program.

Participate in TBCXI by attending the event or making a donation. Donations are accepted all year via our website which is directly linked to Children's Healthcare of Atlanta.

www.TBCATL.org

Sincere Thanks from your TBC Board,

Nicole Bennett-Hragyil, Stephanie McKennon, David Danzig, Christen Wrenson and Greice Murphy





Corporate Sponsorship Opportunities

- **Platinum (Presenting Sponsor) \$25,000**
 - 20 VIP tickets to TBC XI
 - 20 standard admissions to TBC XI
 - (2) VIP tables with bottle service (Hangar 1 Vodka and mixers) at event
 - (2) UBER XL rides to and from the party
 - Recognition on signage prominently displayed at the event
 - Name mention as Presenting Sponsor in 40 :60 second commercials on Cox Media Group Stations: WSB-AM, B98.5, 97.1The River, Kiss 104.1 and Your Georgia Country 107.1 FM (Total 200 Commercials)*
 - Platinum tier (large) logo in full-page Jezebel Magazine ad
 - Signage at event
 - Verbal Recognition the night of the event as Platinum Sponsor
 - Exit Sampling Opportunity
 - Company or Individual listed as Sponsor in all promotional materials: including invitation, advertising, press releases, and www.tbcatl.org
 - (2) VIP Tables with bottle service at after-party at Establishment
 - Right of first refusal for sponsorship level for 2016 event

- **Gold (Participating Sponsor) \$15,000**
 - 10 VIP tickets to TBC XI
 - 10 regular admissions to TBC XI
 - (1) Uber XL ride to and from the party for host
 - Company or Individual listed as Sponsor in all promotional materials: including invitation, advertising, press releases, and www.tbcatl.org
 - Name mention in 20 X :60 second commercials on each Cox Media Group station: WSB-AM, B98.5, 97.1The River, Kiss 104.1 and Your Georgia Country 107.1 (Total 60 Commercials)*
 - Gold tier (medium) logo ad in Jezebel full-page ad
 - Verbal Recognition the night of the event
 - Recognition on signage prominently displayed at the event
 - Exit Sampling Opportunity
 - (1) VIP table with bottle service at after-party at Establishment
 - Right of first refusal for sponsorship level for 2016 event

- **Silver \$5,000**
 - 6 VIP tickets to TBC XI
 - 6 standard admission tickets to TBC XI
 - Company or Individual listed as Sponsor in all promotional materials: including invitation, advertising, press releases, and www.tbcatl.org
 - Silver (small) logo in Jezebel full page ad
 - Verbal Recognition the night of the event
 - Exit Sampling Opportunity
 - Right of first refusal for sponsorship level for 2016 event

*Commercials on Cox Media stations are run as public service announcements and therefore are not guaranteed to clear



General Information:

- Three pediatric hospitals
- 17 neighborhood locations
- 520 staffed beds
- Access to more than 1,600 physicians in more than 30 pediatric specialties
- More than 6,500 volunteers
- The largest pediatric provider in the state and one of the largest clinical care providers for children in the country
- The largest Medicaid provider in Georgia; responsible for eight out of 10 Pediatric inpatient Medicaid cases in metro Atlanta and four out of 10 statewide***
- Ranked by *U.S. News & World Report* in each of the magazine's 10 specialty areas
- The pediatric teaching site for Emory University School of Medicine and Morehouse School of Medicine
- Committed to providing medically needed healthcare to the children of Georgia. Each year, Children's provides about \$90 million of care for which we do not get paid. In addition, Children's invests in pediatric research, teaching and child wellness initiatives, for which we also do not get paid. The total community benefit provided by Children's in 2010 was about \$123 Million

Accomplishments and Accolades:

- Among the top 10 children's hospitals nationwide by *Parents* magazine
- One of the country's best pediatric hospitals by *U.S. News & World Report*
- Transplanted the world's youngest (10 days old) and three smallest (2 to 4 pounds) liver transplant recipients
- Only pediatric hospital in Georgia to perform sentinel lymph node mapping on children with cancer to help avoid further surgery.
- First in the nation to use one-stage resorbable expanders for children with craniofacial abnormalities
- First pediatric facility in the Southeast to house a high-field strength, intra-operative magnetic resonance imaging (iMRI) system, which provides real-time images for neurosurgeons
- National leader in performing blood and marrow transplants for children with sickle cell disease
- Has an 87 percent, five-year survival rate for acute lymphoblastic leukemia, the most common childhood cancer, compared to a national survival rate of 80 percent to 85 percent