



**Over the past 12 years, the TBC has raised over \$350,000 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 2016-2017 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 2016-2017 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 TBCXII** 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](http://www.TBCATL.org)

**Sincere Thanks from your TBC Board,**

**Nicole Bennett-Hragyil, Stephanie McKennon, David Danzig, Christen Wrensen & Greice Murphy**





## CORPORATE SPONSORSHIP OPPORTUNITIES

- **Platinum (Presenting Sponsor—2 available) \$25,000**
  - **Exclusive** Branded Experience Location
  - Recognition on signage prominently displayed at the event
  - Company or Individual listed as **Platinum Sponsor** in all promotional materials: including invitation, advertising, press releases, and [www.tbcatl.org](http://www.tbcatl.org)
  - Name mention as **Platinum Sponsor** in 200x :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\***
  - Platinum tier (large) logo in full-page Jezebel Magazine ad
  - Verbal Recognition the night of the event as **Platinum Sponsor**
  - Exit Sampling Opportunity
  - 20 VIP admissions to TBC XII including private area with food and open bar
  - 20 general admissions to TBC XII
  - (2) VIP tables with bottle service (vodka and mixers) at event
  - (2) VIP Tables with bottle service at after-party (TBD)
  - First right of refusal for sponsorship level for 2017 event
  
- **Gold (Participating Sponsor—6 available) \$15,000**
  - Recognition on signage prominently displayed at the event
  - Company or Individual listed as **Gold Sponsor** in all promotional materials: including invitation, advertising, press releases, and [www.tbcatl.org](http://www.tbcatl.org)
  - Name mention as **Gold Sponsor** in 100x :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 100 Commercials)\*
  - Gold tier (medium) logo ad in Jezebel full-page ad
  - Verbal Recognition the night of the event
  - Exit Sampling Opportunity
  - 10 VIP admissions to TBC XI including private area with food and open bar
  - 10 general admissions to TBC XI
  - (1) Uber XL ride to and from the party for host
  - (1) VIP table with bottle service (vodka and mixers) at event
  - (1) VIP table with bottle service at after-party (TBD)
  - First right of refusal for sponsorship level for 2017 event
  
- **Silver \$5,000**
  - Company or Individual listed as Sponsor in all promotional materials: including invitation, advertising, press releases, and [www.tbcatl.org](http://www.tbcatl.org)
  - Silver (small) logo in Jezebel full page ad
  - Verbal Recognition the night of the event
  - Exit Sampling Opportunity
  - 6 VIP tickets to TBC XI
  - 6 standard admission tickets to TBC XI
  - First right of refusal for sponsorship level for 2017 event

\*Commercials on Cox Media stations are run as public service announcements M-Su 12am-12midnight and are not guaranteed to run.



## **General Information:**

### About Children's Healthcare of Atlanta

Children's Healthcare of Atlanta has been 100 percent dedicated to kids for more than 100 years. A not-for-profit organization, Children's is dedicated to making kids better today and healthier tomorrow. Our specialized care helps children get better faster and live healthier lives. Managing more than 870,000 patient visits annually at three hospitals and 27 neighborhood locations, Children's is the largest healthcare provider for children in Georgia and one of the largest pediatric clinical care providers in the country. Children's offers access to more than 60 pediatric specialties and programs and is ranked among the top children's hospitals in the country by U.S. News & World Report. With generous philanthropic and volunteer support since 1915, Children's has impacted the lives of children in Georgia, the United States and throughout the world. Visit [www.choa.org](http://www.choa.org) for more information.

Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta The Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta is a national leader among childhood cancer, hematology, and blood and marrow transplant programs, serving children and young adults. Recognized as one of the top 10 childhood cancer centers in the country by U.S. News & World Report, the Aflac Cancer Center cares for more than 400 newly diagnosed cancer patients each year and follows more than 2,500 patients with sickle cell disease, hemophilia and other blood disorders. The Center has a well-developed clinical research office and a robust Phase I/II clinical trials infrastructure.