

# Snowball 2012

February 4th 2012 Chicago Union Station



Beverage Sponsorship Opportunities



[www.cmhjc.org/snowball](http://www.cmhjc.org/snowball)



The Junior Council  
of Children's Memorial Hospital  
Benefiting Pediatric and Adolescent AIDS & HIV Programs

  
Children's Memorial  
Affiliated Organization

# Snowball 2012 Sponsorship Opportunities

Dear Friend of Children's Memorial Hospital:

Snowball, Chicago's signature black tie fundraiser for young professionals, is quickly approaching! On behalf of the 2012 Snowball Committee, we are inviting you to show your support for the Pediatric, Adolescent, and Maternal HIV and AIDS programs at Children's Memorial Hospital by contributing to Snowball 2012, presented by The Junior Council of Children's Memorial Hospital.

On Saturday, February 4, 2012, The Junior Council will host its 24th Annual Snowball. This year, we are expecting a crowd of 1500 of Chicago's most involved and lively young professionals to fill Chicago's historic Union Station for an incredible evening of fun, food and dancing. The event will include a tasting buffet, live music, open bar and a silent auction.

Founded in 1988, The Junior Council is made up of young professionals dedicated to supporting Children's Memorial Hospital's patient care mission of providing high quality healthcare to every child who needs it, regardless of his or her family's ability to pay.

## Snowball 2012 Sponsorships

-  Corporate Sponsorship
-  Tasting Item Sponsorship
-  Beverage Sponsorship
-  Auction Donation
-  Advertising Sponsorship
-  Media Sponsorship



## Snowball 2011 Highlights

- ATTENDEES** 1250 Attendees filled Navy Pier's Grand Ballroom, selling out the event 5 days early
- CORPORATE** 12 Corporate Companies represented in the VVIP Area
- MEDIA** 8+ media outlets featuring Snowball videos, advertisements, and articles covering the event
- EMAIL** 1400+ Chicago young professionals direct email contact
- WEB TRAFFIC** 14,500+ website visitors the month before Snowball, including 4,000+ unique visitors within that month
- DONATED** \$105,000 donated to the Pediatric and Adolescent HIV & AIDS Program at Children's Memorial Hospital



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## Beverage Sponsorship



The continued support of many generous businesses in the Chicagoland area is truly the driving force behind achieving our goal of raising \$150,000 for the HIV/AIDS programs at Children's Memorial Hospital.

Your support as a Beverage Sponsor would be greatly appreciated. As a Beverage Sponsor, you would provide all or a portion of the beer/wine/liquor for a 5 hour open bar for 1500 guests in exchange for product exclusivity and marketing exposure.



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## Beverage Sponsorship Benefits

### Coverage and Branding

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- Online Logo Presence  
*Where all ticket sales are directed through*
- Jumbo Screen Coverage  
*Logos rotated on stage jumbo screen*
- Email Ads  
*Ads with Snowball email communications*
- Print  
*Program highlights the menu and print ads*
- Event Night Signage  
*Menus highlighting Tasting Item Sponsors*

“Wildfire as a whole participates in many off-premise events, and we feel that the Snowball planning committee was extremely prepared and organized during the entire planning and execution of the event, making our involvement worry-free and enjoyable.”

Laura Rosen,  
Wildfire Restaurant ”



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# Snowball 2012 Beverage Sponsorship Commitment



Yes! I would like to help The Junior Council in their effort to raise funds to help support the Pediatric and Adolescent HIV/AIDS Programs of Children's Memorial Hospital at Snowball 2012 as a Beverage Sponsor.

Company Name

Contact Name

Address

City, State Zip

Phone

Fax

Email

Twitter Name

## Beverage Sponsor Benefits:

- Online Logo Presence  
*Where all ticket sales are directed through*
- Jumbo Screen Coverage  
*Logos rotated on stage jumbo screen*
- Ad: Email OR Print  
*Snowball email communications ads  
OR 1/2 Page ad (B&W) in Program*
- Program  
*Program highlights the major sponsors*
- Event Night Signage  
*Will work with Sponsors to display*

As a Beverage Sponsor, I agree to donate:

Signature

By signing this document you are committing your organization to the beverage donation listed above. All Snowball Beverage Sponsors receive free 1/2 page advertisements.

Upon receipt of this donation form, a member of the Junior Council will contact you to arrange product delivery.

We look forward to your participation in Snowball 2012!

Please direct any questions/return this reply form to:

Cole Kopacek  
Junior Council Development Chair  
515.231.9636  
cole@cmh-juniorcouncil.org



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