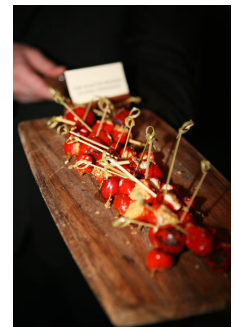


# Snowball 2012

February 4th 2012 Chicago Union Station



Tasting Item 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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# Snowball 2012 Sponsorship Opportunities

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## Tasting Item 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 Tasting Item Sponsor would be greatly appreciated. As a Tasting Item Sponsor, you would provide 2,200 sample size servings of your restaurant's signature cuisine for distribution at the event tasting buffet.



## Tasting Item 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*
- Emails Ads  
*Ads with Snowball email communications*
- Print  
*Program highlights the menu*
- 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 Tasting Item 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 Tasting Item Sponsor.

Company Name

Contact Name

Address

City, State Zip

Phone

Fax

Email

Twitter Name

As a Tasting Item Sponsor, I agree to donate 2,200 samples of:

Will you be needing electric?

Yes

No

*Electronic Advertisement Specifications:*

*Dimensions*

- 200 (w) x 828 (h) pixels OR

- 540 (w) x 300 (h) pixels

*Format*

.png or .jpg files, less than 300KB for the web

*Deadline*

Wednesday, January 4th 2012

Miscellaneous Needs/Requests:

Signature

By signing this document you are committing your organization to a two and a half-hour shift to distribute food samples and must have at least one person over the age of 21 at the station for the entire two and a half hours.

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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