



Jeans • Jewels • Juleps

The Makenna Foundation benefitting
Kentucky Children's Hospital

You're Invited!



Lexington's
"Must-Attend"
Derby Week
Kick-Off Party!

Saturday, April 27, 2013
7:30 pm

The Grand Reserve
Downtown Lexington Distillery District

Sheila L. David, Executive Director
859 422 2010
info@makennafoundation.com



Jeans, Jewels & Juleps is a signature event entertaining hundreds of attendees; bringing awareness and general support for The Makenna Foundation and the Kentucky Children's Hospital.

The Event

Taking place a week before the Kentucky Derby, Jeans, Jewels & Juleps (aka JJJ) has become the "must-attend" Derby week kick-off party in Lexington hosted by The Makenna Foundation.

The signature event features jeans, glitter, music, a delicious buffet, silent auction and, of course, a full bar featuring JJJ signature Juleps to get everyone primed for all of the Derby celebrations to come.

Fun, Casual Atmosphere

Attendees wear their best party denim, high heels or boots, and lots of jewelry! We leave the Derby hats and seersucker suits for that next Saturday in May!

The Auction

The Makenna Foundation offers a fabulous silent and live auction featuring items such as one-of-a-kind vacation get-aways and travel experiences, Kentucky and Kentucky Derby themed items, exclusive sports memorabilia – and luxury jewelry and bling thrown in!

The Attendees

Historically, Jeans, Jewels & Juleps has entertained 600-700 guests annually with 2013 attendance projections even higher – all to benefit the children, family, medical team and community at the Kentucky Children's Hospital.

Location, Location, Location

The venue will be the brand new Grand Reserve in the Distillery District in downtown Lexington. Created specifically for events like this, we believe this location alone will bring a new crowd to the event.

Save the Date

Saturday, April 27, 2013 | 7:30 pm
The Grand Reserve
Downtown Lexington Distillery District



The Makenna Foundation has provided Kentucky Children's Hospital with:

- *Makenna's Wall, a large-scale 3-dimensional tiled wall created by local schoolchildren*
- *the purchase of a pediatric bronchoscope, 2003*
- *renovation of the Children's Sedation Suite, 2004*
- *in honor of the Makenna Foundation, the renovation of the Toddler Room facilitated by the Junior League of Lexington, 2006*
- *the opening of The Makenna David Pediatric Emergency Center, 2010*
- *\$1.6 million since its inception in 2001*
- *a major project announcement, Spring 2013*



Engaging with pediatricians, The Makenna Foundation is focused on enhancing medical care to children by funding critical equipment and expansion to ensure young patients have the medical resources they need.

Jeans, Jewels & Juleps Sponsorship Levels	Diamond \$25,000	Sapphire \$10,000	Ruby \$5,000	Platinum \$2,500	Gold \$1,500	Silver \$600	Bronze \$300
Lead - name incorporated into event: ABC Co. Jeans Jewels & Juleps hosted by The Makenna Foundation to benefit Kentucky Children's Hospital	●						
Private Meet & Greet 30 minutes prior to event	●	●					
Opportunity to address the group	●	●					
Recognition in print advertising	●	●	●				
Opportunity for tasteful display	Presence at check-in	●	●				
Ad in commemorative event program	Full back cover	Inside full page	1/2 page	1/4 page	Listing	Listing	Listing
Recognition on signage	Name in event title	Prominent logo	Prominent logo	Logo	Listing	Listing	Listing
VIP tickets	Front row seating, 2 VIP tables for 10	Front row seating, VIP premier table for 10	Front row seating, VIP table for 10	Reserved table for 10	10 tickets	4 tickets	2 tickets
Representation on The Makenna Foundation website	Logo/link	Logo/link	Logo/link	Logo/link	Listing	Listing	Listing
Recognition on The Makenna Foundation Facebook Page	●	●	●	●	●		
Corporate Friends of the Foundation Membership	●	●	●	●	●		
Category exclusivity	●	●					
First right to refusal	●						
Summary of execution	●	●	●	●	●	●	●

Sponsorship Philosophy

The Makenna Foundation is looking forward to partnering with individuals and companies who share our passion for expanding the medical services available for children at the Kentucky Children's Hospital. Your participation enables expansion of services and the retention of world-class pediatricians and staff.

Sponsorship Impact

Your support will reach the children and their families who are served by the professionals at Kentucky Children's Hospital and the Makenna David Pediatric Emergency Center.

Mission

The Makenna Foundation offers hope, joy and courage for children facing life-threatening trauma and illness and would not be possible without the generous assistance from our Founding Sponsor, RE/MAX Creative Realty.

For More Information

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Kentucky Children's Hospital

Join Us!



Join Us In
The Celebration
Benefitting
Kentucky's Kids

The Makenna Foundation
2808 Palumbo Drive
Lexington, Kentucky 40509
859 422 2010
makennafoundation.com

Makenna's Story

Makenna Lee David was born on April 4, 1997, to Sheila and Greg David in Lexington, Kentucky. At 8 months old, Makenna suffered a series of strokes. Medical experts from around the country predicted the worse, but she made a recovery and was home in time for Christmas.

Late November 1998, Makenna was diagnosed with pulmonary veno-occlusive disease, a rare lung disorder. At the time of her diagnosis there had only been 125 similar cases and all had been fatal. On December 4, 1998, Makenna died — four months shy of her second birthday.

Although they were devastated by her loss, Sheila and Greg David established the Makenna Foundation in September 2001 with the help of Janice Mueller, owner of RE/MAX Creative Realty.



Images courtesy: Kentuckystudio.com