



2017

EVENT SPONSORSHIP OPPORTUNITIES



The Makenna Foundation is pleased to announce the return of the organization's TWO premiere signature fundraising events in 2017.

You are invited to be apart of Lexington and Central Kentucky's most memorable social soirées that have defined the Makenna Foundation and it's successes in funding and supporting the Kentucky Children's Hospital --

**Jeans, Jewels & Juleps -
Lexington's Premiere
Derby Eve Event**

May 5, 2017 at the Cellar / Signature Club in
Lexington

Featuring a live auction Derby Calcutta, live entertainment and dancing, Kentucky spirits and fine dining tastings, and more!

&

The Art of Making Miracles

September 16, 2017 at the R.J. Corman Hangar

Featuring Central's Kentucky best live and silent auction from the "old days," as well as live entertainment and more!

SPONSORSHIP

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages. Sponsor benefit packages include VIP event access for your guests, recognition at the event and in related advertising and promotional materials.

Dear friends and Makenna Foundation supporters,

We invite you to join us in supporting the children and families served, the caring professionals and state-of-the-art facilities of the Kentucky Children's Hospital. In 2017 we are excited to continue the longstanding Makenna Foundation traditions of our **two** signature fundraising events.

We will kick off 2017 with one of the most popular and successful Makenna Foundation events in our history - Jeans, Jewels & Juleps - Lexington's Premiere Derby Eve Event! Hosted by the Cellar at The Signature Club of Lexington, this festive evening celebrates the Kentucky Derby with fine dining and Kentucky spirits tastings, live entertainment and a live Kentucky Derby Calcutta Auction - all in a fun and festive party atmosphere.

And, we are pleased to present another year of the *Art of Making Miracles* - the Makenna Foundation's founding event that kicked this force-of-giving off 16 years ago! With a September date, we will bring back Central Kentucky's most popular live and silent auction, with live entertainment and casual dining. Attracting 600 to 700 attendees, this event is a win-win for a sponsor or advertiser.

You will be joining a preeminent group of corporations, civic groups and individuals by participating in the Makenna Foundation's preeminent events at one of our top sponsorship levels. Please take a few minutes to review the sponsorship opportunities included in this package.

Thanks to supporters like you, the Makenna Foundation has touched the lives of thousands – whether facing a medical emergency, a devastating disease or illness, or needed the medical services that only the Kentucky Children's Hospital provides. The Makenna Foundation is your avenue to affect and enhance your community by providing the every-day support needed at the Kentucky Children's Hospital. We exist to serve you and your loved ones – by making sure that we support those that provide hope, healing and recovery for our most vulnerable citizens – our children.

Thank you for your kind consideration. We look forward to having your organization as a supporter of the Makenna Foundation and the Kentucky Children's Hospital.

PLATINUM LEVEL PRESENTING SPONSOR \$15,000

PRESENTING SPONSOR RIGHTS

at **BOTH** the Makenna Foundation Derby Eve & Art of Making Miracles

HOSPITALITY

- Reserved tables for 20 guests with preferred seating at BOTH events
- Tickets for 20 guests to attend BOTH events
- Complimentary drink tickets included with each sponsor ticket

RECOGNITION

- Pre-event and onsite publicity, which may include pre-event and event media appearances
- Corporate *Friends of the Foundation* membership
- Post-event photo recognition online and in local media

MARKETING/BRANDING

- **Both event names** will include sponsor as the presenting sponsor, i.e. "Jeans, Jewels & Juleps presented by XXX Sponsor"
- Industry exclusivity at Platinum Level sponsorship
- Brand logo included on all print and broadcast media, digital and social media
- Full-page full color advertisement with preferred placement in souvenir programs
- Premium placement of company logo on event signage

GOLD LEVEL PRESENTING SPONSOR \$8,000

PRESENTING SPONSOR RIGHTS

at **EITHER** the Makenna Foundation Derby Eve & Art of Making Miracles

HOSPITALITY

- Reserved table for 20 guests with preferred seating at one event
- Tickets for 20 guests to attend one event
- Complimentary drink tickets included with each sponsor ticket

RECOGNITION

- Pre-event and onsite publicity, which may include pre-event and event media appearances
- Corporate *Friends of the Foundation* membership
- Post-event photo recognition online and in local media

MARKETING/BRANDING

- Event name will include sponsor as the presenting sponsor, i.e. "The Art of Making Miracles presented by XXX Sponsor"
- Industry exclusivity at Gold Level sponsorship
- Brand logo included on all print and broadcast media, digital and social media
- Full-page full color advertisement with preferred placement in souvenir program
- Premium placement of company logo on event signage

SILVER SPONSOR \$5,000

SPONSOR RIGHTS

at **EITHER** Makenna Foundation 2017 event

HOSPITALITY

- Reserved table for 10 guests with premium seating at event(s) of sponsorship
- Tickets for ten guests to attend event(s) of sponsorship
- Complimentary drink tickets included with each sponsor ticket

RECOGNITION

- Pre-event and onsite publicity
- Corporate *Friends of the Foundation* membership
- Post-event(s) photo recognition online and in local media

MARKETING/BRANDING

- Brand logo included on all print and broadcast media, digital and social media
- Full-page full color advertisement with preferred placement in souvenir program(s)
- Company logo on event signage

BRONZE SPONSOR \$2,500

SPONSOR RIGHTS

at **EITHER** Makenna Foundation 2017 event

HOSPITALITY

- Reserved table for 10 guests
- Tickets for ten guests to attend event(s) of sponsorship
- Complimentary drink tickets included with each sponsor ticket

RECOGNITION

- Corporate *Friends of the Foundation* membership
- Post-event(s) photo recognition online and in local media

MARKETING/BRANDING

- Company name included on all print and broadcast media, digital and social media
- Half-page full color advertisement in souvenir program(s)

TABLE SPONSOR \$1,000

TABLE SPONSOR

at **EITHER** Makenna Foundation 2017 event

HOSPITALITY

- Reserved table for 10 to attend event(s) of sponsorship
- Tickets for 10 guests to attend event of sponsorship

RECOGNITION

- Corporate *Friends of the Foundation* membership
- Post-event(s) photo recognition online and in local media

MARKETING/BRANDING

- Company name included in social media

Celebrating
15
years



SPONSORSHIP RESERVATION FORM

MAKENNA FOUNDATION 2017 EVENT SPONSORSHIPS

- ☐ \$15,000 PLATINUM LEVEL Presenting Sponsor of BOTH events
- ☐ \$8,000 GOLD LEVEL Presenting Sponsor of ONE event
- ☐ \$5,000 SILVER LEVEL Sponsor (one event)
- ☐ \$2,500 BRONZE LEVEL Sponsor (one event)
- ☐ \$1,000 TABLE Sponsor (one event)
- ☐ \$_____ I am unable to sponsor, but please accept my donation.

NAME _____ TITLE _____

ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

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CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

☐ PLEASE INVOICE US FOR THE AMOUNT DUE: \$_____ (all payments due before event)

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All contributions are tax-deductible to the fullest extent allowed by law.

In honor of the life of Makenna David, the Makenna Foundation will give hope, joy and courage to the children and families who are served by the caring professionals of the Kentucky Children's Hospital.

The Makenna Foundation is a nonprofit 501(c)(3) organization facilitating hope, joy and courage for children facing life-threatening trauma and illness. These children and their families are served by caring professionals at Kentucky Children's Hospital.

Established in September 2001 in loving memory of Makenna David, who died of a rare lung disease in 1998 when she was 20 months old, the Makenna Foundation raises funds to help make the Kentucky Children's Hospital a benchmark of children's hospitals. The Foundation helps provide equipment and assistance needed for hospital expansion. Since 2001, the Makenna Foundation has raised over \$1.3 million for the Kentucky Children's Hospital.

For more information, go to makennafoundation.com.

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