

Sponsorship Opportunities

- www.makennafoundation.com
- makennafoundation@gmail.com
- facebook.com/makennafoundation/
- twitter.com/mak_foundation





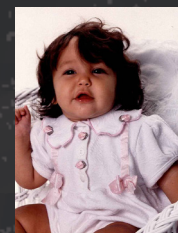
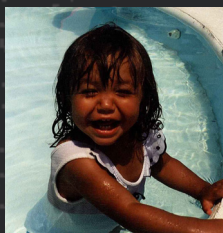
Dear friends and Makenna Foundation supporters,

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 2019 we are excited to present the **Derby Eve Soiree** - Lexington's premiere Derby Eve event. This festive evening celebrates the Kentucky Derby with fine dining and Kentucky spirits, live entertainment and auction.

With your support, you will be joining a preeminent group of corporations, civic groups and individuals in supporting the Makenna Foundation and the Kentucky Children's Hospital. 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 illness or disease, 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 make sure that support is there for those that provide hope, healing and recovery for our most vulnerable citizens - our children.

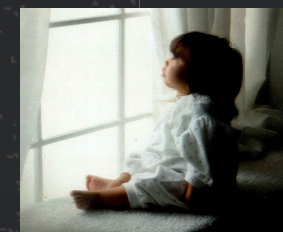
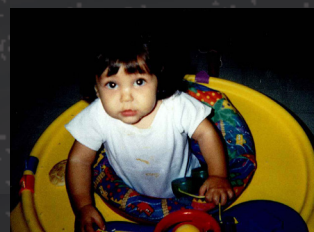
Thank you for your consideration. We look forward to having your organization as a supporter of the Makenna Foundation and the Kentucky Children's Hospital.



Introducing

The Makenna Foundation is excited to announce the return of Lexington's premiere Derby Eve event for 2019!

You are invited to be a part of the Makenna Foundation Derby Eve Soiree - the hottest social event of the Kentucky Derby season! Over 15 years ago, the Makenna Foundation kicked off the Evening of Champions Derby Eve event that took Lexington by storm. Over the years, the theme and the location has changed but the party remains the same . . . and this year we will take it to a new level!





Makenna Foundation

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 the 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.

2001

2003-2004

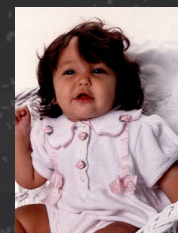
2006

Makenna Foundation is established as a 501(c)(3) organization in September 2001

Makenna's Wall is unveiled in August 2003 - a vibrant piece of artwork of cheerful tiles painted by children.

A pediatric bronchoscope is purchased in 2003 and the Children's Sedation Suite renovated in 2004.

With the Junior League of Lexington, the Toddler Room is renovated.





Kentucky Children's Hospital

KCH serves as the subspecialty regional referral and pediatric care center for Central and Eastern Kentucky. There are more than 70 pediatric specialists and more than 300 pediatric nurses working in 24 areas, as well as physical, occupational, speech and respiratory therapists, dietitians, licensed clinical social workers, genetic counselor, child life specialists and pharmacists, all of whom are dedicated to caring for children.

Inpatient admissions each year number about 4,963 with about 3,539 non-ICU floor admissions, 685 PICU admissions, 739 NICU admissions and 1,408 admissions to the newborn nursery. There are approximately 83,118 outpatient and clinic visits each year throughout the Department of Pediatrics and approximately 15,000 diagnostic tests and therapies.

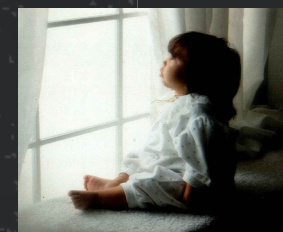
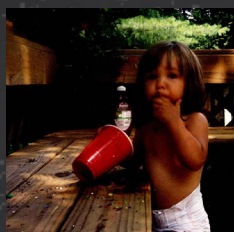
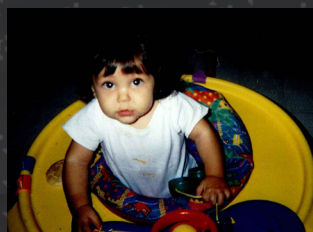
Pediatric outpatient care is provided at Kentucky Clinic, Kentucky Clinic South, Pediatrics at Maxwell, Polk-Dalton Clinic and the Family Care Center. In addition, many pediatric patients are treated at the Makenna David Pediatric Emergency Center.

- 66 Neonatal Intensive Care Unit (NICU) beds
- 20 Level IV beds 38 Level III beds
- Eight Level II beds
- 43 Acute Care (non-ICU) beds
- 12-bed Pediatric Intensive Care Unit (PICU)
- 12-bed Progressive Care Unit (PCU)
- Eight 23-hour observation beds
- 3 infusion beds
- 26-bed normal newborn nursery
- Three children's playrooms, a computer room and a library containing books and movies
- Three consult rooms Four sleep rooms for parents of children in the ICU
- A Ronald McDonald family room, open 24 hours a day for families of children in intensive care

The Makenna David Pediatric Emergency Center opens in 2010.

The Makenna Foundation celebrates its 15th Anniversary!

The Makenna Foundation Welcome Center is dedicated as an inviting space as you enter the Kentucky Children's Hospital.





Sponsorship Levels (April 1, 2019 deadline for early recognition)

GOLD

\$10,000

HOSPITALITY:

Admission and Reserved VIP seating for 2 Tables
Complimentary drink tickets (2 per guest)

RECOGNITION:

Presenting Sponsor recognition on all materials
Pre-event and onsite publicity, which may include pre-event/event media appearances
Friends of the Foundation corporate membership
Post-event recognition online and in local media

MARKETING AND BRANDING:

Event named with Presenting Sponsor on all marketing materials, i.e. "The Makenna Foundation Derby Eve Soiree presented by XXX"
Brand logo included on all print materials, 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

SILVER

\$5,000

HOSPITALITY:

Admission and Reserved VIP seating for 2 Tables
Complimentary drink tickets (2 per guest)

RECOGNITION:

Sponsor recognition on all materials
Friends of the Foundation corporate membership
Post-event recognition online and in local media

MARKETING AND BRANDING:

Brand logo included on all print materials, broadcast media, digital and social media
Full-page full color advertisement in souvenir programs
Company logo on event signage





Sponsorship Levels (cont.)

BRONZE ————— \$2,500

HOSPITALITY:

Admission and Reserved VIP seating for 1 Table
Complimentary drink tickets (1 per guest)

RECOGNITION:

Sponsor recognition on all materials
Friends of the Foundation corporate membership
Post-event recognition online and in local media

MARKETING AND BRANDING:

Company name included on all print materials, broadcast media, digital and social media
Half-page full color advertisement in souvenir programs

TABLE ————— \$1,500

HOSPITALITY:

Admission and Reserved Table Seating for 8-10 guests

RECOGNITION:

Table recognition
Listing in souvenir program
Friends of the Foundation corporate membership

AUCTION ITEM DONOR

HOSPITALITY:

Admission for 2 included for auction item donated with value over \$500

RECOGNITION:

Auction recognition and listing in program





OUR HEARTFELT THANK YOU FOR YOUR CONSIDERATION

Contact Person

Sheila David, Executive Director
The Makenna Foundation
2808 Palumbo Drive
Lexington, KY 40509
makennafoundation@gmail.com
859.229.3700

The following board of directors thank you for your consideration of this request. Our goal is to fulfill the mission of the Makenna Foundation of giving hope, joy and courage to the children and families who are served by the caring professionals of the Kentucky Children's Hospital. Your support is what enables us to do this every day.

Brian Barker

Greg David

Sheila David

Kim Gaunce

Brandon Green

Kalen Harris

Rhonda Hogg

Brian Jump

Emily Keefe

Morgan Middleton

Janice Mueller

Jennifer Poage

Lynn Ransdell

Kathy Scorsone-Stovall

Josh Slattery

Ame Sweetall

Paul Thiry

Christina Yue



Sponsor Reply Form

Company : _____

Address : _____

Contact Person : _____

Phone Number : _____ Email: _____

Our company would like to provide the following sponsorship : (Please tick as appropriate)

- ☐ Gold sponsorship - \$10,000
- ☐ Silver sponsorship - \$5,000
- ☐ Bronze sponsorship - \$2,500
- ☐ Table sponsorship - \$1,500
- ☐ Auction sponsorship - item donated: _____
- ☐ I am unable to sponsor but please accept my donation of \$ _____

☐ CHECK ENCLOSED (payable to the Makenna Foundation and mailed to: 2808 Palumbo Dr., Lexington, KY 40509)

☐ CREDIT CARD

CC NUMBER: _____

CVC: _____ EXP: _____ SIGNATURE: _____

☐ PLEASE SEND INVOICE FOR THE AMOUNT DUE (all payments due before the event)

Please return this completed form to the Makenna Foundation by:

- email at makennafoundation@gmail.com
- mail with credit card information or check
- give to a Makenna Foundation representative

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

