



RED TIE BALL

untied

December 4-6, 2020

Due to the unprecedented circumstances presented by COVID-19, The Children's Heart Foundation is unable to host its annual in-person *Red Tie Ball*. Our 2020 year-end celebration will instead be ***Red Tie Ball: Untied***, a virtual fundraising event that will honor the unsung heroes of the Chicago pediatric cardiology world. Just as congenital heart disease did not stop in 2020, neither did the people who take care of our kids, no matter the risks or unknowns. This year, we will pause to thank them for all that they do.

We need your support now as much as ever. *Red Tie Ball: Untied* will be a hybrid fundraising event that combines a traditional letter writing and phone outreach campaign with multi-day, social media-based fundraising blasts via email, Facebook, and Instagram. The event will include the following items, which can contain sponsor logos: an electronic invitation, multiple professionally produced short videos, a dedicated *Red Tie Ball: Untied* landing page with dedicated sponsor page, several emails to our 2500+ person mailing list, and a *Red Tie Ball: Untied* tote bag sent to all participants who donate above \$150.

We are so grateful to our past sponsors.

Thank you to Advocate Children's Hospital, Ann & Robert H. Lurie Children's Hospital of Chicago, McGrath Imports, Kiewit, Joan & Paul Rubschlager, Pipeworks Brewing Co., Breakthru Beverage Group, Plante Moran, William H. Roach Jr., the Shaffer Family, and all the *Red Tie Ball* guests who, since 2014, have spearheaded our efforts to raise over \$1 million for The Children's Heart Foundation.

We look forward to gathering again at The Drake on December 4, 2021 to properly celebrate the successes of the past years. Until then, we are thankful for your efforts in support of The Children's Heart Foundation's mission to advance the diagnosis, treatment, and prevention of congenital heart defects by funding the most promising research. This research directly drives breakthroughs that have improved survival rates, longevity, and quality of life for *our children*.

sponsorships

\$12k Platinum Sponsor

Red Tie Ball: Untied website acknowledgement and logo display

Sponsor logo on all *Red Tie Ball: Untied* email communication

Verbal acknowledgement during CHF Leadership video

Spotlight video "clip"

(recorded by sponsor, submitted by Nov. 1, max length 2 minutes)

Pre-video sponsorship slide

(image/message provided by sponsor, submitted by Nov. 1)

Spotlight social media post on The CHF Facebook page

(viewed by 30,000 followers)

Heart Warrior/Heart Angel sponsorship benefit to honor the Heart Warrior(s)/Heart Angel(s) of your choice

Sponsor logo on *Red Tie Ball: Untied* tote bag

(sent to all participants who donate over \$150)

\$6k Gold Sponsor

Red Tie Ball: Untied website acknowledgement and logo display

Sponsor logo on all *Red Tie Ball: Untied* email communication

Verbal acknowledgement during CHF Leadership video

Shared pre-video sponsorship slide

Shared spotlight social media post on The CHF Facebook page

(viewed by 30,000 followers)

Heart Warrior/Heart Angel sponsorship benefit to honor the Heart Warrior(s)/Heart Angel(s) of your choice

Sponsor logo on *Red Tie Ball: Untied* tote bag

(sent to all participants who donate over \$150)



sponsorships

\$3k Silver Sponsor

Red Tie Ball: Untied website acknowledgement and logo display

Sponsor name on all *Red Tie Ball: Untied* email communication

Verbal acknowledgement during CHF Leadership video

Shared pre-video sponsorship slide

Heart Warrior/Heart Angel sponsorship benefit to honor the Heart Warrior(s)/Heart Angel(s) of your choice

Sponsor name on *Red Tie Ball: Untied* tote bag
(sent to all participants who donate over \$150)

\$250 Heart Warrior/Heart Angel Sponsorship

Photo(s) of Heart Warrior/Heart Angel included in the memorial video

Heart Warrior/Heart Angel name on *Red Tie Ball: Untied* website



In addition to these sponsorship opportunities, we would be delighted to work with you to develop a package that fits your requirements, whether it is a formal sponsorship opportunity or a donation match effort during the event. Please do not hesitate to reach out with questions.

We could not do this without your extraordinary support. We look forward to celebrating with you in December.

With gratitude,

Sue Murray Jen Borchard

Sue Murray & Jen Borchard
Red Tie Ball: Untied Co-Chairs

sue.murray.chf@gmail.com (773.405.8820)
jen.borchard.chf@gmail.com (248.505.9417)