

# GIVING KIDS HOPE

## *Rocking for Research*



## 2020 Giving Kids Hope Support Opportunities

An evening to support the Research Institute for Children's Health at Case Western Reserve University School of Medicine and its mission to improve outcomes for children who suffer from devastating diseases and disorders by accelerating breakthroughs into treatments



# GREETINGS

The Research Institute for Children's Health aims to improve outcomes for children who suffer from devastating diseases and disorders by accelerating breakthroughs into treatments. This year, the institute will celebrate its fifth year of biomedical research focused on improving the treatment of genetic diseases and disorders with supporting research on over 20 different diseases. Despite advances in understanding and treating genetic-based childhood illness, thousands of conditions still lack effective therapies.

To celebrate our progress and raise funds for the much-needed work ahead, the Research Institute for Children's Health will host **Giving Kids Hope as we Rock for Research on August 8, 2020 at the Agora Theater and Ballroom**. We would like your organization to consider joining us as a 2020 sponsor or donor.

There are several sponsorship and in-kind donation opportunities available to assist with the success of this event. Your financial support will not only underwrite the cost of the event, but will facilitate gene discovery, model development and therapeutic assessment techniques. The following documents include additional information on these opportunities and the institute.

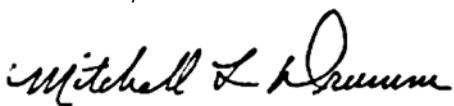
Giving Kids Hope is an exclusive and interactive dining and drink experience that will feature a gourmet dinner by THYME Catering, local celebrity emcee WKYC Senior Health Correspondent Monica Robins and the presentation of the Giving Kids Hope Award. Sponsors will have access to a private VIP reception and receive a behind-the-scenes tour of the theater.

Guests will get to walk the red carpet, enjoy a specialty cocktail, and participate in a high-end wine raffle and exciting silent and live auctions presented by local celebrity auctioneer David McCreary, host of *Cash Explosion*. The evening will end with rocking entertainment by a live band.

We invite you to partner with us on this exciting event. Please complete the enclosed Sponsorship and/or In-Kind Commitment forms and return to the strategic events office to begin the partnership. Questions can be directed to Jamie Clay at [Jamie.Clay@case.edu](mailto:Jamie.Clay@case.edu) or 216.368.5853.

We look forward to celebrating our achievements in coordinating the research and clinical efforts to address a full range of the most complex childhood diseases and disorders with the ultimate goal of finding cures.

Sincerely,



Mitchell L. Drumm, PhD  
Professor and Vice Chair of Research, Pediatrics  
Professor, Genetics and Genome Sciences  
Director, The Research Institute for Children's Health  
Connie and Jim Brown Professor of Cystic Fibrosis Research



Jamie J. Clay, MNO  
Senior Director of Strategic Events  
Office of Medical Development and External Affairs

# YOUR GIFT IN ACTION

Thanks to the proceeds from last year's event, the Research Institute for Children's Health has been able to carry out its mission with dozens of scientists across the School of Medicine and beyond who work to uncover genetic mutations that trigger serious medical problems in children. To date, the institute supports research in over 20 different genetic disorders with the funds raised since its inception in 2015.

The Research Institute for Children's Health is part of the School of Medicine at Case Western Reserve University, one of the premier institutions for pediatric research in the United States. Thanks to donor-driven funding, the institute uses state-of-the-art technologies in genetics and pharmacology to find the causes of and identify treatments for complex, genetic-based diseases in young people.

## OUR NEED

Despite advances in understanding and treating genetic-based childhood illnesses, thousands of conditions still lack effective therapies.

## OUR ROOTS

The institute traces its roots to the School of Medicine and its faculty's pioneering work in cystic fibrosis, beginning in the 1950s. They were key players in the 1980s in identifying the gene that causes cystic fibrosis and in the 1990s were the first to show that certain medications could be used to treat the defect. In the years that followed these tremendous breakthroughs, Case Western Reserve researchers led groundbreaking clinical trials to test the newest generation of drugs for cystic fibrosis.

Today, our scientists and physicians apply the knowledge gained in the fight against cystic fibrosis to other diseases including complex pulmonary disorders, metabolic and endocrine conditions, and neurological and intellectual disabilities, including Down syndrome.

## OUR SCIENCE

Thirty years ago, less than one percent of the human genome was mapped and understood. Now, thanks to genome sequencing, nearly 100 percent of the genome is characterized. As a result, researchers can discover the cause of a disease in weeks rather than years.

Two other processes are equally crucial to the institute's work. New methods in genome engineering enable researchers to synthetically recreate mutations that cause diseases. Using robotics allows researchers to test tens of thousands of chemical compounds for potential benefit against the engineered disease-model cells. Promising agents can then more quickly be evaluated in clinical trials in patients.

## OUR HOPE

Today's technology offers the promise of dramatic improvements in the lives of millions of children worldwide who suffer from genetic-based diseases. To build on this potential, the institute is generating the needed funds to accelerate the rate of discoveries and their conversion to therapies.





# SPONSORSHIP OPPORTUNITIES

## PRESENTING \$50,000

*(\$44,120 tax deductible)*

### Marketing Benefits:

- Presenting logo placement on event materials, website and Facebook page
- Logo included in event press release and guest invitations
- Podium recognition and event signage
- Exclusive title sponsorship of pre-event VIP cocktail reception and behind-the-scenes theatre tour
- Featured full-page program ad and CEO letter
- Illuminated logo inside and outside of the venue

### Event Benefits:

- Champagne toast at each table
- 30 reserved seats with guaranteed seating on main floor (3 tables)
- 2 VIP cocktail reception tickets with private behind-the-scenes theatre tour\*

## LEGEND \$25,000

*(\$21,460 tax deductible)*

### Marketing Benefits:

- Prominent logo placement on event materials, website and Facebook page
- Logo included in event press release and guest invitations
- Podium recognition and event signage
- Title sponsorship of live auction
- Full-page program ad

### Event Benefits:

- 20 reserved seats with guaranteed seating on main floor (2 tables)
- Champagne toast at each table
- 2 VIP cocktail reception tickets with private behind-the-scenes theatre tour\*

## ROCK STAR \$10,000

*(\$8,200 tax deductible)*

### Marketing Benefits:

- Prominent logo placement on event materials, website and Facebook page
- Podium recognition and event signage
- Title sponsorship of silent auction
- Half-page program ad

### Event Benefits:

- 10 reserved seats with guaranteed seating on main floor (1 table)
- Champagne toast at table
- 2 VIP cocktail reception tickets with private behind-the-scenes theatre tour\*

## PLATINUM \$5,000

*(\$3,160 tax deductible)*

### Marketing Benefits:

- Company logo listed on website, Facebook page and email invite
- Event signage
- Quarter-page program ad

### Event Benefits:

- 8 reserved seats with guaranteed seating on tier two (1 table)
- 2 VIP cocktail reception tickets with private behind-the-scenes theatre tour\*

## GOLD \$2,500

*(\$1,480 tax deductible)*

### Marketing Benefits:

- Company name listed on website, Facebook page, email invite and program
- Event signage
- Company logo in program

### Event Benefits:

- 6 reserved seats with guaranteed seating on tier three
- 2 VIP cocktail reception tickets with private behind-the-scenes theatre tour\*



*Presenting and legend sponsorship commitments are due by May 1, 2020.  
All other sponsorship commitments and all  
sponsorship payments are due by July 1, 2020.*

*\*Up to 8 more VIP tickets can be added  
to each sponsorship, decreasing the tax-  
deductible amount*



# SPONSORSHIP COMMITMENT FORM

*Thank you for supporting the Rocking for Research Giving Kids Hope event!*

**Please return the completed commitment form by July 1, 2020 to Jamie Clay at [Jamie.Clay@case.edu](mailto:Jamie.Clay@case.edu) or mail to 2109 Adelbert Road, T101A, Cleveland, OH 44106. You can also register online at [case.edu/medicine/strategic-events](http://case.edu/medicine/strategic-events).**

Contact Name & Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Phone, Email \_\_\_\_\_

Company Website \_\_\_\_\_

*Presenting and legend sponsorship commitments are due by May 1, 2020. All other sponsorship commitments, and all payments and guest names with email addresses, are due by July 1, 2020.*

Signature, Company Representative \_\_\_\_\_

Please select sponsorship level:

- Presenting \$50,000       Platinum \$5,000  
 Legend \$25,000       Gold \$2,500  
 Rock Star \$10,000       Please contact me to discuss customizing our sponsorship

Payment options:

- Completed online at [case.edu/medicine/strategic-events](http://case.edu/medicine/strategic-events)  
 Please invoice my company  
 I've enclosed a check for \$ \_\_\_\_\_  
 Please contact me to pay with a credit card

**Saturday, August 8, 2020 | VIP Reception 5 p.m. | General Reception 6 p.m. | Dinner 7 p.m.**





# IN-KIND COMMITMENT FORM

*Thank you for supporting the Rocking for Research Giving Kids Hope event!*

**Please scan and email the completed commitment form by July 1, 2020 to Tina Gerber at [Tina.Gerber@case.edu](mailto:Tina.Gerber@case.edu).  
You can also complete this form online at [case.edu/medicine/strategic-events](http://case.edu/medicine/strategic-events).**

Contact Name & Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Phone, Email \_\_\_\_\_

Company Website \_\_\_\_\_

Please select in-kind donation type:

- Auction (exclusive, one-of-a-kind items or packages to be used in our high-end silent or live auction)
- Wine Raffle (bottles of wine valued at \$40 or above)
- Media/Advertising (media coverage of the event and/or institute)
- Products or Services (photography, technology, marketing, rentals, etc.)
- Please contact me to discuss customizing an in-kind donation

Item Description \_\_\_\_\_

Item Restrictions \_\_\_\_\_

Item Value \_\_\_\_\_

Donation or certificate is: (All items are needed by July 1, 2020)

- Included with form
- Will be mailed to Tina Gerber, 2109 Adelbert Road, TA101, Cleveland, OH 44106
- Will be scanned and emailed to Tina Gerber at [Tina.Gerber@case.edu](mailto:Tina.Gerber@case.edu)
- Needs picked up

**Saturday, August 8, 2020 | VIP Reception 5 p.m. | General Reception 6 p.m. | Dinner 7 p.m.**





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## *Rocking for Research*



For more information, visit: [case.edu/medicine/strategic-events](http://case.edu/medicine/strategic-events) or contact Tina Gerber at [Tina.Gerber@case.edu](mailto:Tina.Gerber@case.edu) or 216.368.5281

For event updates, follow the Research Institute for Children's Health Facebook page: [facebook.com/ResearchforKids](https://facebook.com/ResearchforKids)



SCHOOL OF MEDICINE

CASE WESTERN RESERVE  
UNIVERSITY