

SEVENTH ANNUAL

SCRUBS PARTY

Hosted by Emerging Leaders for Children's



Mason, age 18 months, enjoys a special treat after his visit to the Children's Food Allergy Center.

Benefiting Children's Healthcare of Atlanta's Food Allergy Program

The Fairmont | Saturday, March 14, 2020



FOR MORE INFORMATION, VISIT CHOA.ORG/SCRUBS

EMERGING LEADERS FOR CHILDREN 2020 BENEFICIARY

CHILDREN'S HEALTHCARE OF ATLANTA FOOD ALLERGY PROGRAM

The Children's Healthcare of Atlanta's Food Allergy Program was established in 2018 to achieve impactful research and deliver high-quality, patient-centered care that will transform the lives of children affected by food allergies in the Southeast and beyond. **Prior to the program's establishment, Atlanta was the only major city in the U.S. without a dedicated pediatric food allergy program.**

In just one year, the Food Allergy Program has achieved some remarkable milestones:

- ✓ Dr. Vickery, Program Director and Associate Professor at Emory School of Medicine, and his team **published a landmark study** in the New England Journal of Medicine that will likely lead in 2019 to the **first FDA approved treatment for a peanut allergy**
- ✓ Created a **new research project** to better understand the difficulties encountered by children in resuming consumption of previously allergenic foods
- ✓ **Acquired a grant** from Food Allergy Research and Education (FARE) in 2018 and was asked to join their nationwide network of Centers of Excellence in February 2019

In order to **become a national leader in food allergy in the next five years**, however, the Program has to show that it is capable of conducting large scale research that contributes significantly to advancing our understanding of food allergy.

Research requires data; collecting substantial and meaningful data requires funding.

The 2020 Scrubs Party will fund the creation of a

biorepository and data management and storage system for the Children's Food Allergy Program. These systems are crucial for meaningful, ongoing lab research into food allergy genetics, immunity, as well as any other avenues of study, all aiming to answer these questions:

Why do kids develop food allergies?

Why do some treatments work and others do not?

Why is the number of kids with allergies increasing?

Every sample collected costs money to store and maintain. With your help, the Food Allergy Program could **sample thousands of children throughout Georgia and the Southeast.** These samples can then be used for research by multiple teams for years to come.

DID YOU KNOW?

8 MAJOR

**FOOD ALLERGENS:
MILK, EGG, PEANUT,
TREE NUTS, WHEAT,
SOY, FISH AND
SHELLFISH**

1 IN 13

**CHILDREN HAVE A
FOOD ALLERGY**



REACTION



40%

**OF CHILDREN WITH FOOD
ALLERGIES HAVE EXPERIENCED
A SEVERE OR SOMETIMES
DEADLY REACTION
THAT'S ABOUT 75,000
CHILDREN IN GEORGIA**

3 X'S HOSPITAL VISITS

**CHILDHOOD
HOSPITALIZATIONS FOR
FOOD ALLERGY HAVE TRIPLED
SINCE THE LATE 1990'S**



CHILDREN'S FOOD ALLERGY PROGRAM

**NAMED A NATIONAL CENTER OF
EXCELLENCE BY FARE, FOOD
ALLERGY RESEARCH AND
EDUCATION**

ZERO

**THERE IS CURRENTLY
NO CURE FOR FOOD
ALLERGIES**

FOR MORE INFORMATION VISIT:

CHOA.ORG/FOODALLERGY

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SCRUBS PARTY

SPONSORSHIP OPPORTUNITIES

ELITE SPONSOR - \$50,000

- 30 tickets to Scrubs Party
- Prominent logo recognition on electronic invitation
- Prominent logo recognition on event signage
- Placement of company logo, hyperlinked to company website, on event website
- Opportunity to include a special offer in “virtual goody bag” emailed to guests post-event
- Opportunity to hold a patient party at the hospital with up to 15 employees
- Recognition for support and partnership during event (3x, by DJ)
- Social Media engagement: Three social mentions for support of Children’s and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

DIAMOND SPONSOR - \$30,000

- 16 tickets to Scrubs Party
- Prominent logo recognition on electronic invitation
- Prominent logo recognition on event signage
- Placement of company logo, hyperlinked to company website, on event website
- Opportunity to include a special offer in “virtual goody bag” emailed to guests post-event
- Recognition for support and partnership during event (2x, by DJ)
- Social Media engagement: Two social mentions for support of Children’s and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

PLATINUM SPONSOR - \$15,000

- 12 tickets to Scrubs Party
- Logo recognition on electronic invitation
- Logo recognition on event signage
- Opportunity to include a special offer in “virtual goody bag” emailed to guests post-event
- Recognition for support and partnership during event (1x, by DJ)
- Social Media engagement: One social mentions for support of Children’s and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

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SCRUBS PARTY

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$10,000

- 10 tickets to Scrubs Party
- Name recognition on electronic invitation
- Name recognition on event signage
- Opportunity to include a special offer in “virtual goody bag” emailed to guests post-event
- Placement of company logo, hyperlinked to company website, on ELC website

SILVER SPONSOR - \$5,000

- 8 tickets to Scrubs Party
- Name recognition on electronic invitation
- Name recognition on event signage
- Placement of company logo, hyperlinked to company website, on ELC website

BRONZE SPONSOR - \$3,000

- 6 tickets to Scrubs Party
- Name recognition on electronic invitation
- Name recognition on event signage
- Placement of company logo, hyperlinked to company website, on ELC website

PATRON SPONSOR - \$1,500

- 4 tickets to Scrubs Party
- Name recognition on electronic invitation
- Name recognition on event signage
- Placement of company logo, hyperlinked to company website, on ELC website

The tax deductible portion of your Scrubs Party contribution is equal to the excess of the dollar amount over the good faith estimate of the fair market value of the goods or services provided. Our good faith estimate is \$50 per ticket.

Benefiting



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SCRUBS PARTY SPONSORSHIP COMMITMENT

Name: _____
(as you wish to appear in print materials)

Contact: _____

Address: _____

Phone: _____

Email: _____

Name of ELC
Member Contact: _____

SPONSORSHIP LEVEL (select one)

- _____ Elite Sponsor (\$50,000)
- _____ Diamond Sponsor (\$30,000)
- _____ Platinum Sponsor (\$15,000)
- _____ Gold Sponsor (\$10,000)
- _____ Silver Sponsor (\$5,000)
- _____ Bronze Sponsor (\$3,000)
- _____ Patron Sponsor (\$1,500)

PAYMENT METHOD

- REGISTER ONLINE: www.choa.org/scrubs
- Check enclosed for \$ _____ made payable to Children's Healthcare of Atlanta.
If you are paying by check, please complete this form and return with payment to:

Children's Healthcare of Atlanta Foundation
ATTN: Alex Faas
3395 NE Expressway
Atlanta, GA 30341

To guarantee your sponsorship listing will appear on The Scrubs Party electronic invitation, your commitment must be received by December 1, 2019.