

Please join us as a sponsor of the  
Women's Initiative Network's inaugural event

# Hats & HORSES

A DERBY CELEBRATION BENEFITING KENNEDY KRIEGER

Friday, May 6, 2016

**Baltimore Country Club**

*Baltimore, Maryland 21210*

**6:30 p.m. to 11:00 p.m.**

For more information, please call **443-923-7300** or  
visit [KennedyKrieger.org/ADerbyCelebration](http://KennedyKrieger.org/ADerbyCelebration).

## EVENT OVERVIEW

Break out the mint juleps, bow ties, and big hats! Let's celebrate, Kentucky style! Please join us for an evening to remember, benefiting Kennedy Krieger Institute. Guests will dine on expertly prepared cuisine and specialty cocktails while enjoying live entertainment, music by LimeLight Event Group, and emcees Jessica Kartalija and Mary Bubala from WJZ-TV.

Hats & Horses is a benefit to support the endeavors of the Women's Initiative Network (WIN). WIN is a volunteer organization dedicated to raising awareness and providing resources for Kennedy Krieger Institute. WIN acknowledges and responds to the basic needs of those served by Kennedy Krieger, so that more energy can be focused on hugs and healing. WIN will donate the proceeds from this event to purchase much-needed vans for Kennedy Krieger School Programs, which provide students with disabilities the special education and skills training necessary for independent adulthood.

## EVENT CO-CHAIRS

Aimee Fulchino, Jamie Seward, and Lisa Stoler

## ABOUT KENNEDY KRIEGER INSTITUTE

Since its establishment in 1937, Kennedy Krieger Institute has become an international leader in the delivery of patient care, research, special education, community, and training programs that benefit children and young adults with brain-related disorders and injuries. Annually, the Institute treats more than 20,000 children whose diagnoses include autism, cerebral palsy, Down syndrome, spina bifida, traumatic brain and spinal cord injuries, and a host of other disorders ranging from mild to severe. Services and facilities include a 70-bed hospital, outpatient clinics, schools for children with complex disabilities, and community-based programs.



Kennedy Krieger Institute  
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## PRESENTING BLUE RIBBON SPONSOR – \$20,000

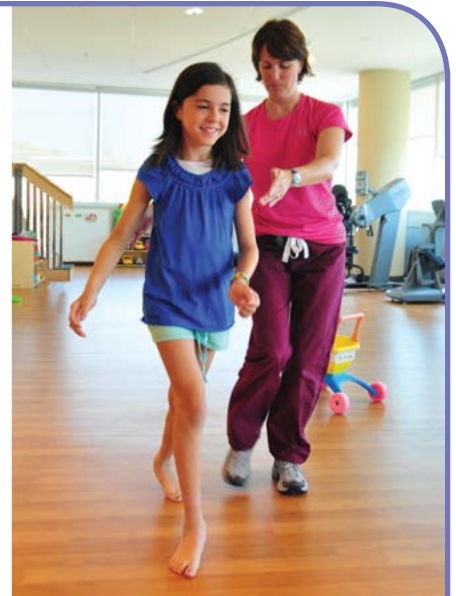
*\$17,600 is fully tax deductible*

- 24 event tickets (or two tables of 12) with premium placement of your table for the dinner and presentation.
- Your, or your company's, name will be listed as the Presenting Blue Ribbon Sponsor on all event materials.
- Your, or your company's, name will be acknowledged at the event during the presentation.
- Your, or your company's, name and logo will appear on 5,000+ promotional pieces that will be distributed throughout Maryland. Materials include fliers, direct mail invitations, and event programs.
- Your, or your company's, name and logo will appear in a color advertisement for the event that will appear in *Baltimore* magazine.
- The event will be promoted via partnership advertising and public relations beginning three weeks in advance of the event. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Your, or your company's, name and logo will be prominently displayed on the event's website, in color, along with a direct link to your organization's website. All promotions are designed to direct guests to visit the event's exclusive website.
- You, or your company, will have the right to use the Kennedy Krieger Institute logo and the Presenting Sponsor designation on any advertising and promotions supporting the sponsorship with our approval.
- You, or your company, will receive special recognition on event signage.

## RED RIBBON SPONSOR – \$10,000

*\$8,800 is fully tax deductible*

- 12 event tickets (one table) with premium placement of your table for the dinner and presentation.
- Your, or your company's, name will be listed as a Red Ribbon Sponsor on all event materials.
- Your, or your company's, name will be acknowledged at the event during the presentation.
- Your, or your company's, name and logo will appear on 5,000+ promotional pieces that will be distributed throughout Maryland. Materials include fliers, direct mail invitations, and event programs.
- Your, or your company's, name and logo will appear in a color advertisement for the event that will appear in *Baltimore* magazine.
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## YELLOW RIBBON SPONSOR – \$5,000

*\$4,400 is fully tax deductible*

- Six event tickets with premium placement of your table for the dinner and presentation.
- Your, or your company's, name will be listed as a Yellow Ribbon Sponsor on all event materials.
- The event will be promoted via partnership advertising and public relations beginning three weeks in advance of the event. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Your, or your company's, name and logo will be prominently displayed on the event's website, in color, along with a direct link to your organization's website. All promotions are designed to direct guests to visit the event's exclusive website.
- You, or your company, will receive special recognition on event signage.

## WHITE RIBBON SPONSOR – \$2,500

*\$2,100 is fully tax deductible*

- Four event tickets with premium placement of your table for the dinner and presentation.
- Your, or your company's, name will be listed as a White Ribbon Sponsor on all event materials.
- The event will be promoted via partnership advertising and public relations beginning three weeks in advance of the event. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Your, or your company's, name and logo will be prominently displayed on the event's website, in color, along with a direct link to your organization's website. All promotions are designed to direct guests to visit the event's exclusive website.
- You, or your company, will receive special recognition on event signage.

## ABOUT THE WOMEN'S INITIATIVE NETWORK

The Women's Initiative Network (WIN) is a volunteer organization dedicated to raising awareness and resources for Kennedy Krieger Institute by promoting and facilitating volunteerism that assists families who use the Institute. WIN acknowledges and responds to basic needs, whether it's finding tickets to a ball game or simply supplying a welcome bag for each new family who comes to stay as an inpatient at the Institute, so more energy can be focused on hugs and healing.

## EVENT COMMITTEE *(as of January 4, 2016)*

Debbie Abrams, Ashlie Bagwell, Ann Marie Barbour, Erin Becker, Kara Bennett, Heidi Berman, Jennifer Brittingham, Mary Bubala, Cynthia Cavanaugh, Lauren Colton, Dulany Dent, Dorie Fain, Raina Filippelli, Courtney Gotlin, Kate Gurgerty, Carey Jacobs, Mimi Kapiloff, Jessica Kartalija, Ayana Lugo, Rachel Maw, Luisella McBride, Sarah Mogol, Jill Mull, Nicholle O'Malley, Mary Kay Nabit, Lauren Cohen Richmond, Stacey Seward-Vandiver, Keira Shein, Joy Sibel, Lizzy Sweeney, Leslie Tini, Kara Ullmann, and Joanne Wiklund.



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## 2016 WOMEN'S INITIATIVE NETWORK EVENT "HATS & HORSES: A DERBY CELEBRATION FOR KENNEDY KRIEGER" SPONSORSHIP CONFIRMATION

### I would like to support Kennedy Krieger Institute!

Name/Contact: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

### SPONSOR LEVEL:

- Presenting Blue Ribbon Sponsor (\$20,000)
- Red Ribbon Sponsor (\$10,000)
- Yellow Ribbon Sponsor (\$5,000)
- White Ribbon Sponsor (\$2,500)

**IMPORTANT:** Please tell us EXACTLY how you would like to be listed on the invitation, program, and on our website.

\_\_\_\_\_

### PAYMENT:

- Payment is enclosed.
- Payment will be sent by: \_\_\_\_\_
- Please send us an invoice.

Payment is due by April 1, 2016.

For tax purposes, \$100 of each \$200 ticket is tax deductible. Tax ID # 52-1734695

### PLEASE RETURN CONFIRMATION FORM TO:

**Dara Schnee**

**Kennedy Krieger Institute  
Office of Philanthropy  
707 N. Broadway  
Baltimore, MD 21205**

e: [Schnee@KennedyKrieger.org](mailto:Schnee@KennedyKrieger.org)  
p: 443.923.7300  
f: 443.923.7320

Please return this confirmation sheet by **February 29, 2016**, to be listed on the invitation. All sponsorships benefit the families and children served by Kennedy Krieger Institute. Annual fundraising efforts and sponsors are critical to our success. **Thank you!**