

2019 PHILADELPHIA AUTO SHOW **BLACK TIE TAILGATE** BENEFITING NURSING CHILDREN'S HOSPITAL OF PHILADELPHIA



SPONSOR BENEFITS

2019 Philadelphia Auto Show Black Tie Tailgate **02.01.19**

\$16,000 GOLD SPONSOR RECEIVES: (\$10,420 is tax-deductible)

- 20 Black Tie Tailgate tickets
- 250 Auto Show tickets (good any public show day)
- A full-page four-color advertisement in the Black Tie Tailgate program book*

\$8,000 SILVER SPONSOR RECEIVES: (\$5,470 is tax-deductible)

- 10 Black Tie Tailgate tickets
- 100 Auto Show tickets (good any public show day)
- A half-page four-color advertisement in the Black Tie Tailgate program book*

ALL GOLD & SILVER SPONSORS RECEIVE RECOGNITION ON THE FOLLOWING:

- Company name inclusion on save the date and invitations mailed to 8,000+ households**
- Company name inclusion in print advertising
- Inclusion on Black Tie Tailgate & More Than Auto Dealers website sponsor pages with link
- Inclusion on event signage and other printed materials
- Company logo on sponsor page of the Black Tie Tailgate and Auto Show program guides
- Acknowledgement of support at event program presentation

**For inclusion on the save-the-date postcard, sponsorship commitment must be received by September 28, 2018.

\$5,000 CARing SPONSOR RECEIVES: (\$3,440 is tax-deductible)

- 8 Black Tie Tailgate tickets
- 20 Auto Show tickets (good any public show day)
- 4 valet parking passes (good for the night of Black Tie Tailgate)
- A half-page four-color advertisement in the Black Tie Tailgate program booklet*
- Listing on event signage
- Limited edition Clutch teddy bear

\$3,000 CLUTCH CLUB SPONSOR RECEIVES: (\$2,070 is tax-deductible)

- 4 Black Tie Tailgate tickets
- 20 Auto Show tickets (good any public show day)
- 2 valet parking passes (good for the night of Black Tie Tailgate)
- A half-page four-color advertisement in the Black Tie Tailgate program booklet*
- Limited edition Clutch teddy bear

\$1,125 BENEFACTOR SPONSOR RECEIVES: (\$360 is tax-deductible)

- 4 Black Tie Tailgate tickets
- 10 Auto Show tickets (good any public show day)
- 2 valet parking passes (good for the night of Black Tie Tailgate)
- Listing in program book*

\$600 PATRON SPONSOR RECEIVES: (\$220 is tax-deductible)

- 2 Black Tie Tailgate tickets
- 5 Auto Show tickets (good any public show day)
- 1 valet parking pass (good for the night of Black Tie Tailgate)
- Listing in program book*

*For inclusion in the program book, sponsorship commitment must be received by January 11, 2019.

2019 PHILADELPHIA AUTO SHOW BLACK TIE TAILGATE

BENEFITING NURSING
 Children's Hospital
of Philadelphia®

Funds will be used to develop and implement innovative patient and family education programs and tools. This initiative will support our goal of providing breakthrough educational experiences and outcomes for Children's Hospital's patients and their families.

For the nearly 4,000 nurses, respiratory therapists and technicians at Children's Hospital of Philadelphia, their work is a science, an art and a calling. Committed to providing highly reliable, safe patient care and excellent outcomes for patients and families, while advancing education and research missions. They are part of the patient & family experience during moments of celebration, but also during the most sorrowful times. When talking with a family whose child who has had an experience at Children's Hospital of Philadelphia - more times than not, they want to tell you about the many ways the nurses helped to make an unimaginable event the best that it could be - for them and for their child.

BLACK TIE TAILGATE FAST FACTS

Black Tie Tailgate is produced by the Auto Dealers CARing for Kids Foundation, the charitable arm of the Automobile Dealers Association of Greater Philadelphia and the Philadelphia Auto Show. To date, the Auto Dealers CARing for Kids Foundation has donated more than of \$8.1 million to Children's Hospital of Philadelphia.

- Largest black tie event in Philadelphia
- Kick-off to the public opening of the Philadelphia Auto Show
- 700,000 square feet of the Pennsylvania Convention Center
- 700 vehicles from 40 manufacturers
- More than 5,000 guests enjoy culinary creations, open bar and dancing
- Tickets are available to everyone
- Proceeds of \$607,511 from the 2018 event benefitted the Department of Nursing, Respiratory Care and Neurodiagnostic Services at Children's Hospital of Philadelphia
- The Department of Nursing will benefit from the 2019 event

For sponsorship information, contact Kathy Spencer at 610-649-4722