

GATHER FOR GOOD

Benefitting Children's Wisconsin
Presented by Albert and Shirley Schmidt

November 6, 2024 | De Pere, Wisconsin

SPONSORSHIP OPPORTUNITIES

Help us help kids

For nearly 130 years, Children's Wisconsin has provided exceptional pediatric care and services to kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. It is the generosity of our community and corporate partners that allows us to provide the very best physical, social and mental health care to those we serve. We hope you will consider making an investment.



Kids deserve the best.



Gather for Good

Since 1993, Gather for Good has highlighted families in Northeast Wisconsin whose lives have been touched by Children's. It's a beautiful, themed evening filled with a silent auction, wine & spirits pull, great networking, an inspiring dinner program and the opportunity to learn how Children's is expanding on our long-standing commitment to bring care closer to home.

Gather for Good has raised more than **\$1.8 million** for Children's Wisconsin over the past 29 years. In 2023 alone, over 180 attendees raised more than \$147,000 — an 184% increase from the previous year. Every dollar directly supports care for patients and families in Northeast Wisconsin.



Kids deserve the best.

Bringing care closer to home in Northeast Wisconsin

As a sponsor of Gather for Good, you directly support the physical, social and mental health of kids and teens. Every dollar raised at this event goes toward our exciting plan for a healthier Northeast Wisconsin. We're expanding on our long-standing commitment to bring care closer to home: creating regional access to nationally ranked pediatric services, while reducing the travel burden for the children and families we serve.



The new Appleton Clinic

Opened in 2023, our Appleton Clinic serves as a regional home for care and programs serving the Children's Wisconsin mission — including the largest, most comprehensive team of pediatric specialty providers and health care professionals in the region. This clinic is 100% focused on kids and provides state-of-the-art care to kids in Northeast Wisconsin.



Updated facilities

The relocation of specialty services to the Appleton Clinic gives us the opportunity to update and enhance our existing hospital-based services, comprising a 22-bed, Level 3 Neonatal Intensive Care Unit (NICU) and a 20-bed pediatric inpatient unit. It also enables us to add a host of patient and family resources that support a more nurturing environment where families can find respite and connect with resources that empower, while also focusing on health and healing.



Expanding programming

When children and families are strong and healthy, so are their communities. That's why we invest in programs that help kids cope with illness at our hospitals and clinics, as well as outreach programs and services that support kids and families at home and school.

New expanded programming in the Northeast includes:

- Child life specialists that ease stress for children, caregivers and siblings
- Art and music therapies that provide a much-needed creative outlet and place kids on a path to healing
- Child advocacy and protection services that treat and advocate for children suspected to be victims of abuse, neglect and trauma

Our plan for Northeast Wisconsin will **increase capacity** from 20,000 annual patient visits to 70,000 and **reduce the need to travel to Milwaukee for care** for thousands of families.

Be a part of something special

We're ready and excited to begin a new chapter of our story in Northeast Wisconsin. Children's has the expertise to deliver on this vision, but we cannot do it alone. This is a tremendous opportunity to have a transformational impact for years to come.

Reach an audience committed to making a difference*:



Hundreds of influential individuals receiving printed and digital invitations and event communications



Up to 200 Gather for Good event attendees made up of business professionals, donors and volunteers and patient families from throughout the Northeast.



Up to 130,000 Children's Wisconsin Foundation email subscribers



Visitors to the Gather for Good event and registration websites

**Specific benefits vary by sponsorship level.*



SPONSORSHIP OPPORTUNITIES

For full benefit details by level, see next page.

\$20,000+

Presenting Sponsor (Sold)

Event name and logo recognition, "Gather for Good, presented by your company!" Also includes company logo recognition on key pieces of collateral, opportunity to have a representative on event committee and special meet and greet opportunity with patient families in attendance.

\$10,000+

Mission Moment Sponsor

Bring our featured patient family story to life and inspire fundraising! Includes name recognition on event email and program as well as verbal recognition in association with patient family storytelling: "Mission Moment, brought to you by your company." Your sponsorship will also be leveraged as a matching gift during "Fund the Mission."

\$7,500+

Hospitality Sponsor

Welcome guests in style with branded entryway signage and the opportunity to provide a branded gift for guests to remember the inspiring evening.*

\$5,000+

Auction Sponsor

Sponsor the silent auction, complete with branded signage at the physical auction space and name recognition on the digital auction platform, along with email and text reminders.

**Branded guest gifts are a unique opportunity for your company to donate an exclusive take-home item to extend brand exposure.*



\$5,000+

Cocktail Sponsor

Select and sponsor a signature event cocktail and receive brand recognition via signage on the bar and cocktail tables.

\$1,250+

Table Sponsor

Show your support by attending with a table of eight guests.

\$2,500, \$5,000 AND \$7,500

Fund the Mission Sponsor (Multiple sponsorships available)

This sponsorship offers three levels to inspire increased giving during the "Fund the Mission" portion of the event program, with your sponsorship leveraged as a matching gift:

\$2,500 Verbal recognition and name recognition on digital signage

\$5,000 Verbal recognition and logo recognition on digital signage (medium size)

\$7,500 Verbal recognition and logo recognition on digital signage (large size)

SPONSORSHIP BENEFITS

	\$20,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+	\$1,250+
Receive print and digital recognition on general event signage	Event logo with name recognition					
Opportunity to speak during program	✓					
Company representative on committee	✓					
Children's Wisconsin LinkedIn post	✓					
Verbal mention during event program	✓	✓	✓			
Recognition on invitations	Name	Name	Name			
Recognition on save the dates	Name	Name	Name			
Recognition in pre- and post-event emails	Prominent logo	Logo	Logo	Logo	Name	
Recognition on event and registration websites	Prominent logo & link	Logo & link	Logo & link	Logo & link	Name & link	
Table(s) of 8	2	1	1	1	1	1
Recognition on specific sponsor-level signage	Prominent logo	Logo	Logo	Logo	Name	Name
Recognition on digital event signage	Prominent logo	Logo	Logo	Logo	General: Logo Fund the Mission: Name	Logo
Recognition in printed program	Prominent logo	Logo	Name	Name	Name	Name
First right of refusal to support event in 2025	✓	✓	✓	✓	✓	✓
Exclusive benefits unique to each sponsorship level	✓	✓	✓	✓	✓	✓

Benefit timeline and print deadlines to be discussed with Children's Wisconsin.

Let's connect

Want to learn more about how your brand can be a part of Gather for Good? We'd love to chat!



Contact us today:

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