

35TH ANNIVERSARY

THE Sugar Plum LUNCHEON



Tuesday, November 19, 2024
Brookfield Conference Center



SPONSORSHIP OPPORTUNITIES

Help us help kids

For 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. The generosity of our community and corporate partners allows us to provide the very best physical, social and mental health care to those we serve. We hope you will consider making a strategic investment.



The Sugar Plum Luncheon®

The Sugar Plum Luncheon® is Milwaukee's premier holiday-themed event and auction. For 34 years, this holiday fundraising tradition has gathered hundreds in support of Children's and the kids and families we serve.

In 2023, the event was held at the Brookfield Conference Center for the first time. Nearly 300 event attendees, a 25% increase from 2022, helped us raise a record-breaking \$231,200 — contributing to the more than \$2.9 million the signature event has raised since it began.



Kids deserve the best.

Be a part of something special.

As a sponsor of The Sugar Plum Luncheon®, you directly support the physical, social and mental health of Wisconsin's kids and teens.

As a sponsor, your brand will:

- Receive recognition in a *Milwaukee Business Journal* ad
- Gain goodwill by partnering with one of the nation's top pediatric hospitals
- Lead the way for other Wisconsin companies by investing in a statewide asset we all depend on


Reach an audience committed to making a difference*:

Sponsors of The Sugar Plum Luncheon® receive brand exposure across a variety of channels, including*:

Children's Wisconsin

-  **300+ event attendees** made up of influential donors and friends from across southeastern Wisconsin
-  **1,000+ influential individuals** who receive targeted event invites and email communications
-  **1,000+ event and registration website page views**
-  **27,000 LinkedIn followers**
-  **130,000 email subscribers** to Children's monthly e-newsletter

Milwaukee Business Journal

-  **28,000 paid circulation subscribers**
-  **445,000 unique monthly website visitors**

*Specific benefits vary by sponsorship level.



Enjoy an afternoon of holiday cheer.

At The Sugar Plum Luncheon®, guests will enjoy the event's famous silent auction and hear from inspirational speakers sharing the impact Children's has in our community.



Over 150 elegantly curated silent auction items of various categories including: Dining & Entertainment, Experiences, His & Hers, Holiday, Home, Kids and Sports



Wine Pull, featuring over 100 unique varieties of wine valued at \$20 or more



Custom cookie kits from Edible Impressions

2024 marks the 35th anniversary of The Sugar Plum Luncheon®. Join us for this milestone celebration as we highlight the past, present and future accomplishments of Children's Wisconsin.

SPONSORSHIP OPPORTUNITIES

For full benefit details by level, see the chart on the following pages.

\$15,000+ SOLD

Presenting Sponsor

The event will be referred to as *The Sugar Plum Luncheon® presented by xx* in all event communications and collateral.

- Name recognition in event logo
- Opportunity for representative to participate in event program
- Opportunity to volunteer during event set-up, at the event, or at post-event tear-down and clean-up.
- Opportunity to provide digital promotion for attendees in post-event communications
- Opportunity to experience a behind-the-scenes tour of Children's Wisconsin

\$12,000+

Fund the Mission Sponsor

Your sponsorship will be leveraged as a matching gift during the event program to inspire fundraising.

\$7,500+ SOLD

Auction Sponsor

Sponsor the highly anticipated auction, featuring 150+ curated items available for bidding in person and online — including a sponsor-supplied auction package valued at \$1,000+ (included in total sponsor investment of \$7,500). Auction will be referred to as *The Sugar Plum Luncheon® auction brought to you by xx*.

- Branding featured at the physical auction space
- Digital exposure via name and logo recognition on the event website and digital auction platform
- Name recognition on tailored text message and email notifications sent to all registered attendees and a network of highly engaged donors

\$5,000+

Supporting Sponsor

Engage your employees in exclusive volunteer opportunities during event set-up, at the event, or at post-event tear-down and clean-up. Support The Sugar Plum Luncheon® while fueling Children's mission.

Refreshment Sponsor

Sponsor the beverage guests receive upon arrival at the reception. This special welcome will be referred to as *Bubbles and sparkling cider compliments of our Reception Sponsor xx*.



\$3,500+

Drawing Sponsor

Sponsor the popular purse drawing through a sponsor-supplied purse or prize package valued at \$250+ (included in total sponsor investment of \$3,500). Drawing will be referred to as *Purse Drawing brought to you by xx* with branding featured at the physical drawing space.

Centerpiece Sponsor

Receive name recognition on the centerpiece displays at 30+ tables. *Centerpieces brought to you by xx*.

In-kind donation

Sugar Plum Fairy Sponsor

Unique opportunity to donate a branded take-home item/guest gift to maintain brand exposure.

SPONSORSHIP BENEFITS

*Exclusive sponsorship opportunities are detailed on the previous pages.

Commitment deadlines:

Milwaukee Business Journal pre-event ad: May 3, 2024

Children's monthly e-newsletter: July 1, 2024

Printed program: October 1, 2024

Event signage: October 1, 2024

	Pre-event				
	\$15,000+	\$12,000+	\$7,500+	\$5,000+	\$3,500+
Recognition in social media (LinkedIn and Facebook)	2 posts				
Recognition in Children's monthly e-newsletter	1				
Printed and digital invitations	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Milwaukee Business Journal Ad	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Recognition on event website	Event logo, prominent company logo & link	Prominent logo & link	Logo & link	Logo & link	Name
Recognition in event emails	5	5	3	3	3

Verbal mention during event program

Event-day signage

Recognition in printed program

Number of attendees (includes VIP seating location)

	Event day				
	\$15,000+	\$12,000+	\$7,500+	\$5,000+	\$3,500+
Verbal mention during event program	✓	✓	✓	✓	✓
Event-day signage	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Recognition in printed program	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Number of attendees (includes VIP seating location)	10	10	10	10	10

Recognition in Children's Wisconsin thank-you email

Milwaukee Business Journal Ad

First right of refusal for 2025 event

	Post-event				
	\$15,000+	\$12,000+	\$7,500+	\$5,000+	\$3,500+
Recognition in Children's Wisconsin thank-you email	Event logo, prominent company logo & link	Prominent logo & link	Logo & link	Logo & link	Name
Milwaukee Business Journal Ad	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
First right of refusal for 2025 event	✓	✓	✓	✓	✓

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TABLE SPONSOR OPPORTUNITIES

\$2,000+

Platinum Table Sponsor

One table of eight with VIP seating location

\$1,500+

Gold Table Sponsor*

Six tickets to the event

\$1,000+

Silver Table Sponsor*

Four tickets to the event

\$500+

Dessert Sponsor

Name recognition on event-day signage as a Dessert Sponsor

In-kind donation

Sugar Plum Fairy Sponsor

Unique opportunity for your company to donate a branded take-home item/guest gift to maintain brand exposure

See other side for breakdown of table sponsor benefits.

**Please be aware that your table may include other event attendees.*



Kids deserve the best.

SPONSORSHIP BENEFITS

	Pre-event			
	\$2,000+	\$1,500+	\$1,000+	\$500+
Recognition on registration webpage	Name	Name	Name	Name

	Event day			
	\$2,000+	\$1,500+	\$1,000+	\$500+
Event-day signage	Name	Name	Name	Name
Number of attendees	8	6	4	

	Post-event			
	\$2,000+	\$1,500+	\$1,000+	\$500+
Recognition in Children's Wisconsin thank-you email	Name	Name	Name	Name
First right of refusal for 2025 event	✓	✓	✓	✓

Let's connect.

Want to learn more about how your brand can be a part of The Sugar Plum Luncheon®? We'd love to chat!

Contact us today:

Leslie Hall

Lead Events & Engagement Coordinator
Children's Wisconsin Foundation
lhall@childrenswi.org
(414) 807-7271

Julie Caan

Sr. Corporate Engagement Coordinator
Children's Wisconsin Foundation
jcaan@childrenswi.org
(920) 912-3445



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