



Women's Initiative Network for Kennedy Krieger Institute 2021 Wine Walkabout Sponsorship Opportunities

ABOUT KENNEDY KRIEGER INSTITUTE

Since its establishment in 1937, Kennedy Krieger has become an international leader in the delivery of patient care, research, special education, and community and training programs that benefit individuals with brain-related disorders and injuries. Annually, the Institute treats more than 25,000 individuals whose diagnoses include autism spectrum disorder, 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 research and community-based programs.

Visit [KennedyKrieger.org](https://www.kennedykrieger.org) for more information.

ABOUT THE WOMEN'S INITIATIVE NETWORK

The Women's Initiative Network (WIN) for Kennedy Krieger Institute is a volunteer organization dedicated to raising awareness of, and funds and resources for, Kennedy Krieger by promoting and facilitating volunteerism that assists families served by the Institute. WIN responds to the needs of the Institute's patients and families, meeting smaller needs—such as welcome bags, meals and respite for inpatients and their families—and larger needs through the generosity of supporters, sponsors and donors.

Visit [KennedyKrieger.org/WIN](https://www.kennedykrieger.org/WIN) for more information.



VIRTUAL WINE *Walkabout*

Friday, April 30, 2021

6:30 to 7:30 p.m.

Visit KennedyKrieger.org/WineWalkabout
for more information.

EVENT OVERVIEW

Now in its eighth year, the Wine Walkabout is an annual can't-miss charitable event hosted by the Women's Initiative Network (WIN) for Kennedy Krieger Institute. Typically, WIN hosts this event at the acclaimed Caves Valley Golf Club, but this year, WIN is hosting a fun, virtual event with wine and food pairings delivered right to the comfort and safety of each participant's home, to be enjoyed with other participants during the virtual gathering. WIN is partnering with Linwoods and Peter Wood, managing partner at The French Paradox Wines, to provide delicious wines and an array of savory and sweet culinary delights. Peter will facilitate an informative and interactive experience, and guests will also have the opportunity to participate in an intriguing raffle.

Proceeds from this year's event will fund much-needed shade structures for the playgrounds at Kennedy Krieger School Programs' Fairmount Campus, a nonpublic K-8 special education school that serves students with intellectual and developmental disabilities. The school has two specially designed playgrounds that provide sensory input and socialization, and using the playgrounds is a beloved school activity. During the summer and early fall, it can be too hot for students to use the playgrounds, as many students have secondary health conditions that make exercising in hot weather difficult. Adding shade structures to the playgrounds will allow students to use the playgrounds for more weeks of the year. The Wine Walkabout also supports the work of WIN.

Each year, this event welcomes more than 100 community stakeholders committed to supporting Baltimore's business, retail and nonprofit communities. Over the past seven years, Wine Walkabout sponsors and guests have collectively raised \$277,000 to support the important work of Kennedy Krieger.

EVENT CO-CHAIRS

Cynthia Cavanaugh, Aimee Fulchino and Shari Tompkins



Kennedy Krieger Institute



TITLE SPONSOR – \$5,000

\$4,400 is fully tax-deductible (for those who itemize)

You or your organization will:

- Be recognized as a sponsor in the title of the event, e.g., “WIN’s Wine Walkabout presented by [your name or organization].”
- Be listed as the Title Sponsor on all event materials, on the event website, and on the virtual event platform, with a direct link to your organization’s website.
- Be acknowledged at the event during the virtual presentation.
- Be listed on all promotional pieces and various marketing platforms throughout Maryland. The event will be advertised and promoted through direct mail, corporation and community newsletters, e-newsletters, and social media. Social media activity will include promotion both before, and on the day of, the event.
- Receive special recognition on the virtual event platform.
- Be listed on the front page of the wine-tasting pamphlet distributed at the event. (Note: We will need an EPS file of your logo by April 1, 2021, to include your logo in the event program.)
- Receive five complimentary tasting boxes to be enjoyed during the live event. Each box will serve two people and contain three bottles of wine and an assortment of savory and sweet culinary treats designed to complement one another.

GOLD SPONSOR – \$3,500

\$3,020 is fully tax-deductible (for those who itemize)

You or your organization will:

- Be listed as the Gold Sponsor on all event materials, on the event website, and on the virtual event platform, with a direct link to your organization’s website.
- Be acknowledged at the event during the virtual presentation.
- Be listed on all promotional pieces and various marketing platforms throughout Maryland. The event will be advertised and promoted through direct mail, corporation and community newsletters, e-newsletters, and social media. Social media activity will include promotion both before, and on the day of, the event.
- Receive special recognition on the virtual event platform.
- Be listed in the wine-tasting pamphlet distributed at the event. (Note: We will need an EPS file of your logo by April 1, 2021, to include your logo in the event program.)
- Receive four complimentary tasting boxes to be enjoyed during the live event. Each box will serve two people and contain three bottles of wine and an assortment of savory and sweet culinary treats designed to complement one another.



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SILVER SPONSOR – \$2,500

\$2,140 is fully tax-deductible (for those who itemize)

You or your organization will:

- Be listed as the Silver Sponsor on all event materials, on the event website, and on the virtual event platform, with a direct link to your organization's website.
- Be acknowledged at the event during the virtual presentation.
- Be listed on all promotional pieces and various marketing platforms throughout Maryland. The event will be advertised and promoted through direct mail, corporation and community newsletters, e-newsletters, and social media. Social media activity will include promotion both before, and on the day of, the event.
- Receive special recognition on the virtual event platform.
- Be listed in the wine-tasting pamphlet distributed at the event. (Note: We will need an EPS file of your logo by April 1, 2021, to include your logo in the event program.)
- Receive three complimentary tasting boxes to be enjoyed during the live event. Each box will serve two people and contain three bottles of wine and an assortment of savory and sweet culinary treats designed to complement one another.

BRONZE SPONSOR – \$1,000

\$760 is fully tax-deductible (for those who itemize)

You or your organization will:

- Be listed as the Bronze Sponsor on all event materials, on the event website, and on the virtual event platform, with a direct link to your organization's website.
- Be acknowledged at the event during the virtual presentation.
- Be listed on all promotional pieces and various marketing platforms throughout Maryland. The event will be advertised and promoted through direct mail, corporation and community newsletters, e-newsletters, and social media. Social media activity will include promotion both before, and on the day of, the event.
- Receive special recognition on the virtual event platform.
- Be listed in the wine-tasting pamphlet distributed at the event. (Note: We will need an EPS file of your logo by April 1, 2021, to include your logo in the event program.)
- Receive two complimentary tasting boxes to be enjoyed during the live event. Each box will serve two people and contain three bottles of wine and an assortment of savory and sweet culinary treats designed to complement one another.



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2021 WINE WALKABOUT EVENT SPONSORSHIP CONFIRMATION

Yes! I would like to support Kennedy Krieger Institute!

Name/contact: _____

Phone and email: _____

Organization: _____

Address: _____

SPONSORSHIP LEVEL

Please select your desired level of participation:

Title Sponsor (\$5,000) Gold Sponsor (\$3,500) Silver Sponsor (\$2,500) Bronze Sponsor (\$1,000)

IMPORTANT: Please provide an EPS version of your logo to Amann@KennedyKrieger.org or write your name EXACTLY as you would like to be listed: _____

PAYMENT

I wish to contribute \$ _____ by credit card: Visa Mastercard American Express Discover

Credit card number: _____ Expiration date: _____ / _____

Name on credit card: _____ Security code: _____

Signature: _____ Date: _____

Enclosed is a check written out to the **Kennedy Krieger Foundation** in the amount of \$ _____.

To ensure proper gift accounting, please write "2021 WIN Wine Walkabout" on the memo line of the check if applicable, and return this form with your gift.

PLEASE RETURN THIS CONFIRMATION FORM TO:

Allyson Peters • Kennedy Krieger Institute • Office of Philanthropy
707 North Broadway • Baltimore, MD 21205

e: PetersA@KennedyKrieger.org p: 443-923-7300

All logos must be received by April 1, 2021. All sponsorships benefit those served by Kennedy Krieger. Annual fundraising efforts and sponsors are critical to our success. Thank you!



Kennedy Krieger Institute