



Women's Initiative Network for Kennedy Krieger Institute 2021 Hats & Horses 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** 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** for more information.





Thursday, September 30, 2021

NEW LOCATION!

The Winslow at the Parker Metal Building

333 West Ostend Street, Baltimore, MD 21230

7 to 11 p.m.

Visit KennedyKrieger.org/Derby for more information.

EVENT OVERVIEW

WIN's sixth annual Hats & Horses Benefiting Kennedy Krieger Institute will be held at a new location—The Winslow, in downtown Baltimore. Guests will enjoy expertly prepared cuisine by Linwoods, specialty cocktails, and live and silent auctions, and then dance the night away!

This year, funds raised through the event will support a clinical trial of PediaCORE, an innovative movement training system created by a design team from the Johns Hopkins University Whiting School of Engineering and mentored by Dr. Amy Bastian, Kennedy Krieger's chief science officer and director of the Institute's Motion Analysis Laboratory.

For young children with brain and movement disorders, activities such as sitting, reaching, standing and walking are sometimes impossible without assistance. Interactive video games have become popular for helping older children and teens develop movement control, but none are well-suited for toddlers and young children, even though it's at this younger age when the brain is developing important neural connections that need to be used—or those connections will be lost. PediaCORE's custom-built interactive screen and suite of custom video games are designed to help young children with brain and movement disorders use those neural connections, and to challenge and train a young child's reaching, trunk and balance control.

Each year, this event welcomes more than 300 community stakeholders committed to supporting Baltimore's business, retail and nonprofit communities. Over the past five years, Hats & Horses sponsors and guests have collectively raised \$1,480,000 to support the important work of Kennedy Krieger.

EVENT CO-CHAIRS

Cynthia Cavanaugh, Aimee Fulchino and Shari Tompkins

Kennedy Krieger Institute reminds attendees that because the COVID-19 virus continues to circulate, all participants should exercise appropriate precautions to keep themselves and others safe. We are monitoring the situation on a regular basis and will follow current guidelines for public gatherings, and we appreciate your support. Please contact Allyson Peters at PetersA@KennedyKrieger.org if you have any questions.



Kennedy Krieger Institute



BLUE RIBBON SPONSOR – \$20,000

\$17,300 is fully tax-deductible (for those who itemize)

You or your organization will:

- Receive 20 event tickets (two tables of 10), with premium placement of your table for the dinner and presentation.
- Be listed as the Blue Ribbon Sponsor on all event materials and on the event website, with a direct link to your organization's website.
- Be acknowledged at the event during the presentation and in event signage.
- Be listed in 5,000-plus promotional pieces and various marketing platforms throughout Maryland. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Receive special recognition in a thank-you ad in a major publication.



RED RIBBON SPONSOR – \$10,000

\$8,650 is fully tax-deductible (for those who itemize)

You or your organization will:

- Receive 10 event tickets (one table of 10), with premium placement of your table for the dinner and presentation.
- Be listed as the Red Ribbon Sponsor on all event materials and on the event website, with a direct link to your organization's website.
- Be acknowledged at the event during the presentation and in event signage.
- Be listed in 5,000-plus promotional pieces and various marketing platforms throughout Maryland. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Receive special recognition in a thank-you ad in a major publication.



YELLOW RIBBON SPONSOR – \$5,000

\$4,190 is fully tax-deductible (for those who itemize)

You or your organization will:

- Receive six event tickets, with premium placement of your table for the dinner and presentation.
- Be listed as a Yellow Ribbon Sponsor on all event materials.
- Be acknowledged at the event during the presentation and in event signage.
- Be listed in 5,000-plus promotional pieces and various marketing platforms throughout Maryland. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Receive special recognition in a thank-you ad in a major publication.



WHITE RIBBON SPONSOR – \$2,500

\$1,960 is fully tax-deductible (for those who itemize)

You or your organization will:

- Receive four event tickets, with premium placement of your table for the dinner and presentation.
- Be listed as a White Ribbon Sponsor on all event materials.
- Be acknowledged at the event during the presentation and in event signage.
- Be listed in 5,000-plus promotional pieces and various marketing platforms throughout Maryland. The event will be advertised through direct mail, corporation and community newsletters, e-newsletters, and social media.
- Receive special recognition in a thank-you ad in a major publication.



Kennedy Krieger Institute



2021 HATS & HORSES 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:

- | | |
|--|---|
| <input type="checkbox"/> Blue Ribbon Sponsor (\$20,000) | <input type="checkbox"/> Red Ribbon Sponsor (\$10,000) |
| <input type="checkbox"/> Yellow Ribbon Sponsor (\$5,000) | <input type="checkbox"/> White Ribbon Sponsor (\$2,500) |

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 Hats & Horses" 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 September 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