



“Creating this fellowship program is a way for Kennedy Krieger to expand its capacity for care while addressing the mental health crisis in our community.”

– Dr. Carmen Lopez-Arvizu, director of new Kennedy Krieger fellowship program in mental healthcare

Women’s Initiative Network for Kennedy Krieger Institute Sponsorship Opportunities for the 2023 Hats & Horses Event

ABOUT KENNEDY KRIEGER INSTITUTE

Established in 1937, Kennedy Krieger is an international leader in patient care, research, special education, and community and training programs that benefit children, adolescents and adults with diseases, disorders and injuries that impact the nervous system. Annually, the Institute serves more than 27,000 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 life-threatening. Services and facilities include an inpatient 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.

WIN welcomes new members! Visit **KennedyKrieger.org/WIN** for more information.



The photos used in these pages are for illustration purposes only and do not indicate that individuals have received, or are receiving, behavioral health services.



HATS & HORSES™

BENEFITING KENNEDY KRIEGER INSTITUTE

Thursday, May 4, 2023

NEW LOCATION!

The Assembly Room

316 Guilford Avenue, Baltimore, MD 21202

7 to 11 p.m.

Visit KennedyKrieger.org/Derby for more information.

EVENT OVERVIEW

Kick off the Kentucky Derby weekend by attending the seventh annual Hats & Horses party on May 4. This event is hosted by the Women's Initiative Network (WIN) for Kennedy Krieger Institute. As part of WIN's effort to support a variety of local businesses, the event will be held at a new location, The Assembly Room, a unique and recently restored event space in downtown Baltimore.

Proceeds from the event will benefit a new fellowship program for Kennedy Krieger that will help address our nation's current mental health crisis. Across the country, clinicians are seeing a significant increase in the need for mental healthcare. At the same time, the number of mental health therapists is far outpaced by the number of people needing their services.

To address this alarming shortfall, Kennedy Krieger Institute is developing this new post-master's fellowship program for psychiatric social workers. Funding is needed to cover the costs of developing an accredited, rigorous and competency-based curriculum. Included in these costs is compensation for staff and faculty members teaching and supervising trainees, as well as recruiting the best and brightest postgraduates for this endeavor. After completing the program, trainees will be ready to better support the complex mental health needs of patients at Kennedy Krieger and elsewhere. They will also be better equipped to support mental healthcare in the community by educating the next generation of mental health clinicians.

Each year, the event welcomes more than 300 community members committed to supporting Baltimore's business, retail and nonprofit communities. Over the past six years, Hats & Horses sponsors and guests have collectively raised \$1,900,000 to support the important work of Kennedy Krieger.

EVENT CO-CHAIRS

Kim Greeley, Lizzy Sweeney and Shari Tompkins

Kennedy Krieger Institute reminds attendees that because the virus that causes COVID-19 remains present, all participants should exercise appropriate precautions to keep themselves and others safe.



Kennedy Krieger Institute



BLUE RIBBON SPONSOR – \$20,000

\$17,300 is fully tax-deductible, as a gift to Kennedy Krieger

Benefits include:

- 20 event tickets (two tables of 10), with premium placement of your tables for the dinner and presentation
- Listed as the Blue Ribbon Sponsor on all event materials and on the event website, with a direct link to your organization's website
- Acknowledgment at the event during the presentation and in event signage
- 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
- Special recognition in a thank-you ad in a local publication

RED RIBBON SPONSOR – \$10,000

\$8,650 is fully tax-deductible, as a gift to Kennedy Krieger

Benefits include:

- 10 event tickets (one table of 10), with premium placement of your table for the dinner and presentation
- Listed as the Red Ribbon Sponsor on all event materials and on the event website, with a direct link to your organization's website
- Acknowledgment at the event during the presentation and in event signage
- 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
- Special recognition in a thank-you ad in a local publication

YELLOW RIBBON SPONSOR – \$5,000

\$4,190 is fully tax-deductible, as a gift to Kennedy Krieger

Benefits include:

- Six event tickets, with premium placement of your table for the dinner and presentation
- Listed as a Yellow Ribbon Sponsor on all event materials
- Acknowledgment at the event during the presentation and in event signage
- 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
- Special recognition in a thank-you ad in a local publication

WHITE RIBBON SPONSOR – \$2,500

\$1,960 is fully tax-deductible, as a gift to Kennedy Krieger

Benefits include:

- Four event tickets, with premium placement of your table for the dinner and presentation
- Listed as a White Ribbon Sponsor on all event materials
- Acknowledgment at the event during the presentation and in event signage
- 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
- Special recognition in a thank-you ad in a local publication



Kennedy Krieger Institute



2023 HATS & HORSES EVENT SPONSORSHIP CONFIRMATION

☐ **Yes! We/I would like to support Kennedy Krieger Institute!**

Name/contact: _____

Phone and email: _____

Organization: _____

Address: _____

SPONSORSHIP LEVEL

Please select your desired level of participation:

☐ Blue Ribbon Sponsor (\$20,000) ☐ Red Ribbon Sponsor (\$10,000) ☐ Yellow Ribbon Sponsor (\$5,000) ☐ White Ribbon Sponsor (\$2,500)

☐ Kennedy Krieger hosts several fundraising events each year that are ideal platforms for your company's or organization's brand. Please check this box if you'd like to discuss a package sponsorship of more than one event. We're happy to create a custom sponsorship package for you!

IMPORTANT: Please email an EPS/vector file of your organization's logo to **EvansKM@KennedyKrieger.org** or

write the name EXACTLY as you would like it to be listed: _____

Signature: _____ Date: _____

PAYMENT

☐ Enclosed is a check written out to the **Kennedy Krieger Foundation** in the amount of \$ _____. To ensure proper gift accounting, please write "2023 Hats & Horses" on the memo line of the check, if applicable, and return this form with your gift.

☐ You may also pay your sponsorship online at: **KennedyKrieger.org/Hats&Horses2023**

Kennedy Krieger Foundation's tax ID number is 52-1734695.

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: **443-866-6111**

All logos must be received by April 1, 2023. All sponsorships benefit those served by Kennedy Krieger. Annual fundraising efforts and sponsors are critical to our success. Thank you!



Kennedy Krieger Institute