

THE BIG DEAL

October 13, 2023

The Ballroom at The Carlos Center
2500 Clairmont Road
Atlanta, GA 30329

The Big Deal grew from an idea spawned by the 1998 Society following the successful Children's Centennial Gala in 2015. Why not have an annual event to celebrate the physicians and caregivers who make Children's Healthcare of Atlanta such an amazing and caring place for the kids and families in our community?

Join us as we honor the innovation, impact and philanthropy of the many physicians who proudly serve Children's each and every day. The evening will feature dinner and entertainment. We will also honor four outstanding physicians whose medical expertise and passion for pediatrics have helped shape our community.

Sponsors and attendees of The Big Deal provide hope to the precious patients that Children's serves each year.

Proceeds support Children's 1998 Society Funding Initiatives which provides equipment, programs and research to advance Children's mission - to make kids better today and healthier tomorrow. The 1998 Society is made up of doctors who support Children's Healthcare of Atlanta philanthropically through their annual gifts.

THE BIG DEAL

Sponsorship Opportunities

CHIEF SPONSOR \$25,000

- Logo recognition as "Presenting Sponsor" on The Big Deal event website
- Recognition as "Presenting Sponsor" on event signage and printed program
- Recognition at the event, including your logo or name prominently displayed on program and signage
- Donor wall recognition at Children's Healthcare of Atlanta
- (30) seats at three reserved VIP tables at event

MEDICAL DIRECTOR SPONSOR \$15,000

- Logo recognition on The Big Deal event website
- Recognition on event signage and printed program
- Donor wall recognition at Children's Healthcare of Atlanta
- (20) seats at two reserved VIP tables at event

ATTENDING SPONSOR \$7,500

- Name recognition on The Big Deal event website
- Recognition on event signage and printed program
- (10) seats at one reserved table at event

FELLOWSHIP SPONSOR \$4,500

- Recognition on event signage and printed program
- (6) reserved seats at event

RESIDENCY SPONSOR \$2,500

- Recognition on event signage and printed program
- (4) reserved seats at event

INTERNSHIP SPONSOR \$1,000

- Recognition on event signage and printed program
- (2) reserved seats at event

INDIVIDUAL TICKET \$250

- The Big Deal seating for one (1) guest
(On sale in September, based on availability)

THE TAX DEDUCTIBLE PORTION OF YOUR CONTRIBUTION TO THE BIG DEAL IS EQUAL TO THE EXCESS OF THE DOLLAR AMOUNT OVER THE GOOD FAITH ESTIMATE OF THE FAIR MARKET VALUE OF THE GOODS OR SERVICES PROVIDED. OUR GOOD FAITH ESTIMATE IS \$75 PER SEAT.



Benefiting
Children's
Healthcare of Atlanta

THE BIG DEAL

Sponsorship Commitment

All sponsorship purchases by medical staff members will be counted toward 1998 Society membership.

NAME: _____

As you wish to appear in print materials

CONTACT: _____

ADDRESS: _____

City

State

Zip

PHONE: _____

EMAIL: _____

SPONSORSHIP LEVEL

_____ CHIEF	\$25,000	_____ FELLOWSHIP	\$4,500
_____ MEDICAL DIRECTOR	\$15,000	_____ RESIDENCY	\$2,500
_____ ATTENDING	\$7,500	_____ INTERNSHIP	\$1,000

INDIVIDUAL TICKET \$250
(On sale in September, based on availability)

PAYMENT METHOD

_____ CHECK ENCLOSED FOR \$ _____ PAYABLE TO CHILDREN'S HEALTHCARE OF ATLANTA
_____ PAID VIA CREDIT CARD ONLINE AT WWW.CHOA.ORG/THEBIGDEAL

RETURN FORM TO:

CINDY.WESLEY@CHOA.ORG

CHILDREN'S HEALTHCARE OF ATLANTA FOUNDATION
ATTN: CINDY WESLEY/THE BIG DEAL
1575 NE EXPRESSWAY
ATLANTA, GA 30329