



Eleventh Annual
Scrubs Party

Hosted by Emerging Leaders for Children's



SATURDAY, MARCH 23, 2024
The Stave Room | Atlanta, Georgia
7:00pm

*Benefiting the Children's Healthcare of Atlanta
Medically Complex Care Program*



Benefiting
Children'sSM
Healthcare of Atlanta

Emerging Leaders for Children's 2024 Beneficiary

Medically Complex Care Program

Launched in 2017, The Medically Complex Care Program at Children's Healthcare of Atlanta exists to improve the quality of life for some of our most complex patients by providing patient and family centered care that is comprehensive, collaborative and coordinated. There are approximately 100,000 medically complex children in Georgia.

Children in our Medically Complex Program have multiple chronic conditions, including all of the following:

- Severe neurological injury
- Technology dependence
- More than 3 specialists
- A history of hospitalizations

The Medically Complex Care Program consists of a multidisciplinary team of physicians, advanced practice providers, nurses, social workers, case managers, respiratory therapists and nutritionists. When a child has complex care needs, at Children's they have one team that manages their continuum of care—both inside and outside the hospital.

Our goals within the Medically Complex Care Program include:

- Optimizing the health of our medically complex patients
- Improving the overall patient and family experience
- Increasing collaboration of care

With your support we can continue to grow the Medically Complex Care Program and provide specialized care to this group of extraordinary patients for years to come.

Scrubs Party Overview

In 2014, the inaugural Scrubs Party was held by Emerging Leaders for Children's (ELC), raising \$154,000 for ECMO Technology. Since then, Scrubs has become one of the most popular spring events in Atlanta! From Range Rover raffles to unique silent auctions, ELC has raised more than **\$5 Million** for Children's programs.

-2020-

\$564,000 raised for Children's Food Allergy Program despite last minute shift to virtual event due to COVID-19 lockdown.

-2021-

Raised more than **\$800,000** for Children's Behavioral and Mental Health Initiative and hosted "An Evening at Home with ELC" which included a virtual program and at-home gatherings across Atlanta.

-2022-

More than 500 guests gathered at The Stave Room in support of Children's Behavioral and Mental Health Initiative. For the first time ever, the event grossed more than **\$1 million**.

-2023-

With a return to The Stave Room, over **\$800,000** was raised to support the Sickle Cell Disease Program at the Aflac Cancer & Blood Disorders Center of Children's Healthcare of Atlanta.



Scrubs Party 2024

Sponsorship Opportunities

Presenting Sponsor \$75,000

(For availability please contact Ashley Miller at Ashley.Miller@choa.org)

- Naming rights for the event and inclusion of logo/name on all event material
- 40 tickets to the Scrubs Party
- Recognition for support and partnership on stage during event and on social media platforms leading up to the event
- Prominent logo recognition on event signage
- Placement of company logo on event website
- Social Media engagement: Three social mentions for support of Children's and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

Elite Sponsor \$50,000

- 30 tickets to the Scrubs Party
- Prominent logo recognition on event signage
- Placement of company logo on event website
- Special recognition for support and partnership during event from emcee
- Social Media engagement: Three social mentions for support of Children's and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

Diamond Sponsor \$30,000

- 16 tickets to the Scrubs Party
- Prominent logo recognition on event signage
- Placement of company logo on event website
- Special recognition for support and partnership during event from emcee
- Social Media engagement: Two social mentions for support of Children's and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

Scrubs Party 2024

Sponsorship Opportunities (Continued)

Platinum Sponsor \$15,000

- 12 tickets to the Scrubs Party
- Logo recognition on event signage
- Placement of company logo on event website
- Special recognition for support and partnership during event from emcee
- Social Media engagement: One social mention for support of Children's and Scrubs Party on both the Scrubs Facebook and Instagram pages with your company featured and linked within each posting

Gold Sponsor \$10,000

- 10 tickets to the Scrubs Party
- Name recognition on event signage
- Placement of company logo on event website

Silver Sponsor \$5,000

- 8 tickets to the Scrubs Party
- Name recognition on event signage
- Placement of company logo on event website

Bronze Sponsor \$2,500

- 6 tickets to the Scrubs Party
- Name recognition on event signage
- Placement of company logo on event website

The tax deductible portion of your Scrubs Party contribution 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.

Scrubs Party 2024

Commitment Form

Yes, I will support Scrubs and the Medically Complex Care Program at the following level:

- \$75,000 Presenting *(Please contact Ashley Miller at Ashley.Miller@choa.org for availability)*
- \$50,000 Elite \$10,000 Gold
- \$30,000 Diamond \$5,000 Silver
- \$15,000 Platinum \$2,500 Bronze

Required Information

Sponsor Name/Company: _____

As you wish to appear in event materials*

*Print Deadline March 1st

Contact: _____

Address: _____

Phone: _____

Email: _____

Name of ELC Contact/Member: _____

Payment Method

- Pay online at www.choa.org/scrubs
- Check enclosed, made payable to **Children's Healthcare of Atlanta**

Sponsorships due by Friday, March 1st for Print Inclusion
If you are paying with check, please complete this form and
return with payment to:

Children's Healthcare of Atlanta Foundation
Attn: Ashley Miller
1575 Northeast Expressway
Atlanta, Georgia 30329