

Ninth Annual

SCRUBS PARTY

Hosted by Emerging Leaders for Children's



APRIL 30, 2022

*Benefiting Children's Healthcare of Atlanta's
Behavioral and Mental Health Initiative*



Emerging Leaders for Children's 2022 Beneficiary Behavioral and Mental Health Initiative

Most parents know how to care for a simple cut or treat the common cold, but when it comes to behavioral and mental health, the guidelines aren't so clear. Parents may feel confused and uncertain about how best to help their child when such a problem arises.

In Children's Healthcare of Atlanta, parents have an ally. We understand that attention to behavioral and mental health is key to a child's overall well-being, which is why Children's is committing \$100 Million over the next five years to bolster resources available for parents and children, alike.

Within the last year, Children's has made significant progress in the implementation of our behavioral and mental health strategy.

2020-2021 Quick Facts

Over **31,000** patients treated with a behavioral or mental health diagnosis



132,000+ adolescents screened for depression by The Children's Care Network practices from Oct 2020–Sept 2021



Opened new behavioral and mental health outpatient clinic

May's Mental Health Awareness Month social media campaign received nearly **450k impressions**

2,900+ behavioral health assessments conducted in Children's emergency departments



Trained over 5,000 frontline staff in **crisis de-escalation**

Join our ongoing commitment to **innovate** behavioral and mental health care, **transform access, pioneer prevention**, and **build a strong foundation for all children**. The 2022 Scrubs Party will continue to sustain and grow this initiative as we embark on a great journey in which our children truly are "better today and healthier tomorrow."



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 over **\$3.1 Million** for Children's programs.

-2019-

\$648,000 raised for Children's Heart Research and Outcomes (HeRO) Center. Over 500 guests attended sold out event at Ponce City Market Rooftop.



-2020-

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



-2021-

Raised over **\$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 gathers across Atlanta.



@ELCScrubsParty



Benefiting

Children's
Healthcare of Atlanta

Scrubs Party 2022

Sponsorship Opportunities

Elite Sponsor \$50,000

- 30 tickets to the Scrubs Party
- Prominent logo recognition on electronic invitation
- Prominent logo recognition on event signage
- Placement of company logo on event website
- Opportunity to hold a virtual patient party with up to 10 employees
- 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 electronic invitation
- 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

Platinum Sponsor \$15,000

- 12 tickets to the Scrubs Party
- Logo recognition on electronic invitation
- 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

Scrubs Party 2022

Sponsorship Opportunities Cont.

Gold Sponsor \$10,000

- 10 tickets to the Scrubs Party
- Name recognition on electronic invitation
- 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 electronic invitation
- 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 electronic invitation
- 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 2022

Commitment Form

Yes, I will support Scrubs and the Behavioral & Mental Health Initiative at the following level:

- | | |
|--------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> \$50,000 Elite | <input type="checkbox"/> \$10,000 Gold |
| <input type="checkbox"/> \$30,000 Diamond | <input type="checkbox"/> \$5,000 Silver |
| <input type="checkbox"/> \$15,000 Platinum | <input type="checkbox"/> \$2,500 Bronze |

Required Information

Sponsor Name/Company: _____

As you wish to appear in event materials

Contact: _____

Address: _____

Phone: _____

Email: _____

Name of ELC Contact/Member: _____

Payment Method

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

If you are paying with check, please complete this form and return with payment to:

Children's Healthcare of Atlanta Foundation
Attn: Amanda Doran
1575 Northeast Expressway
Atlanta, Georgia 30329