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





Opened new behavioral and mental health outpatient clinic

2,900+ behavioral health assessments conducted in Children's emergency departments 132,000+ adolescents screened for depression by The Children's Care Network practices from Oct 2020-Sept 2021

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



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.

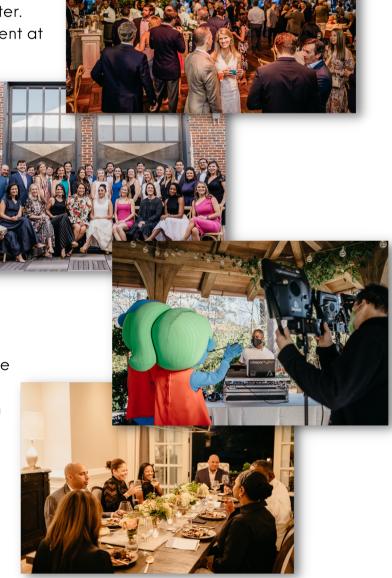
-2020-

\$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.







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 2022Sponsorship 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

•	support Scrubs and t lowing level:	he Behavioral & Mental Health Initivate
	\$50,000 Elite	☐ \$10,000 Gold
	\$30,000 Diamond	☐ \$5,000 Silver
	\$15,000 Platinum	☐ \$2,500 Bronze
Required	Information	
Spons As you	sor Name/Company: wish to appear in event m	aterials
Conto	act:	
Address:		
Email	:	
Name of ELC Contact/Member:		
Payment	Method	
1	 Pay online at choa.org/scrubs Check enclosed, made payable to Children's Healthcare of Atlanta 	
	, , ,	with check, please complete this form and return with payment to:
	15	Healthcare of Atlanta Foundation Attn: Amanda Doran 75 Northeast Expressway Atlanta, Georaia 30329

