

Tenth Annual SCRUBS PARTY

Hosted by Emerging Leaders for Children's



APRIL 15, 2023

The Stave Room | Atlanta, Georgia

7:00pm

*Benefiting the Sickle Cell Disease Program
at the Aflac Cancer and Blood Disorders Center
of Children's Healthcare of Atlanta*



Emerging Leaders for Children's 2023 Beneficiary Sickle Cell Disease Program

Sickle Cell Disease, SCD, is an inherited blood disorder that affects a person's red blood cells. Red blood cells contain hemoglobin, which carries oxygen from the lungs to all parts of the body. People without SCD have red blood cells that are round, smooth, and flexible, flowing easily through blood vessels while people with SCD have red blood cells that are abnormally shaped which makes it harder for them to flow smoothly through the blood vessels and may block blood flow to parts of the body causing pain, infection, acute chest syndrome (severe pneumonia), stroke, and major damage to organs.

According to the Center for Disease Control, people with SCD have less access to comprehensive care than people with other genetic disorders such as hemophilia and cystic fibrosis. According to the American Academy of Pediatrics, there are fewer specialty clinics available for the care of SCD, which are less likely to be networked and ultimately not used as widely as clinics specializing in the care of other genetic disorders.

Georgia is home to one of the nation's largest populations of individuals with Sickle Cell Disease, with more than 7,000 individuals living with the disease across the state. Sickle Cell Disease occurs in about 1 out of 880 babies born in Georgia.

In Children's Healthcare of Atlanta, parents have an ally. Children's Healthcare of Atlanta is home to the largest pediatric Sickle Cell Disease Program in the country and has been recognized as a national leader in treating patients with Sickle Cell Disease with blood and marrow transplant (BMT), the only known cure for kids with this disease.



Sickle Cell Disease at Children's



More than **2,000** children with Sickle Cell Disease treated annually.



More than **120** children with Sickle Cell Disease **cured** with a bone marrow transplant.



96% of BMT patients survived transplant.

As part of our ongoing efforts to improve the health of children with Sickle Cell Disease and hematologic disorders, our team actively participates in investigator-initiated research studies and multi-institutional clinical trials on a regional and national basis.

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 **\$4 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 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**.



@ELCScrubsParty

Scrubs Party 2023

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 2023

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 2023

Commitment Form

WWW.CHOA.ORG/SCRUBS

Yes, I will support Scrubs and the Sickle Cell Disease 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

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 Wednesday, March 1st.

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

