



Helianthus

A Gala to Benefit The Kansas Children's Foundation

Saturday, October 19, 2024
6 in the evening at Mark Arts



KANSAS Children's
FOUNDATION

The mission and focus of Kansas Children's Foundation is to improve the lives of ill children through program and partnership opportunities. With your support and the help of community based programs, we are fulfilling our mission and making a difference in the lives and health of kids.





Helianthus is the scientific name for a sunflower and traditionally represents happiness and loyalty. For young plants, their giant heads follow the sun as it moves across the sky, even when the sun is blocked by grey clouds.

The Helianthus is also the state flower for Kansas and the logo for Kansas Children's Foundation. Our mission is to be the sunlight families look for in cloudy times, and where they find that ray of light needed for hope and inspiration during their health journey.

Guest Demographic:

Company CEO's, leaders in health care

30's-60's something corporate decision maker & professionals

Men & women, parents, & patrons

Influencers, tastemakers, connectors

Charity supporters, socially conscious and community minded

**Concerned about the health and well being
of themselves and others**

Represent the typical luxury brand consumer

**On average, donate/spend
\$500-\$600 per event**

Marketing Strategy:

Save the Date

An e-blast formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, members, and previous event supporters and guests.

Expected audience: 5,000+

Webpage

The Helianthus website will be updated with event and sponsor information and include links to appropriate sponsor webpages.

Social Media

With an audience of more than 2,500 spread across social media outlets, the Kansas Children's Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic and engaging content.

Invitation

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 6 weeks before the event.

The invitation will include recognition for appropriate sponsors, event details and other ways to engage. Expected audience: 1,500

Program

Distributed to all guests at the event. This book includes evening itinerary & details, sponsor recognition, host acknowledgements, Kansas Children's Foundation mission information, live and silent auction item descriptions, and serves as auction paddle. Expected audience: 300+

Helianthus

Sponsorship Opportunities

\$20,000 PRESENTING SPONSOR

1 available

- Name recognition on: Invitation, Program, Event Website, E-Blasts, social media, screen at the elegant dinner, and Event Signage
- Opportunity to feature a program/physician and highlight work being done in order to increase recognition and generate goodwill
- A portion of the funds raised during the event will be returned as a pediatric grant in November, 2023
- Opportunity to place a full page color ad (inside front or back cover)
- Verbal recognition during the event by host
- Preferred seated for 10 guests

\$10,000 MAJOR SPONSORS

2 AVAILABLE

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, screen at the VIP seating, and Event Signage
- Inside front full page color ad in program
- Verbal recognition during the event by host
- (1) preferred seated for 10 guests



\$5,000 SPONSORSHIPS

CHOOSE FROM THE FOLLOWING:

Signature Drink: During the shopping reception, your station will provide the signature drink that is sure to be one of the most popular stops for the guests at the event. Your name or company logo will be featured prominently at this station and on co-branded insulated wine cups with lids.

Luck & Luxury Sponsor: ONE winner will get to choose from among three amazing prize packages! As the sponsor of Luck & Luxury, your company will own this coveted event within an event. The excitement is high as a limit of 150 tickets at \$100 each are sold to guests who will be hoping their names is pulled and they choose their luxury prize. Sponsor can also be the one to pull the magic ticket.

Liquor Pull: For this wine focused event, your logo will be prominently featured on Gourmet Wall signage, individual bags for wine bottles and Gourmet Wall display. Language on sign says, "Liquor Pull Presented by XYZ Company." Each tag will display your company logo.

Community Engagement peer to peer fundraising campaign. This sponsorship will include your company name on the social media campaign to raise funds from individuals and smaller companies. The funds raised from this program will be earmarked for a special project and presented on stage during the event. It's a great opportunity for corporate involvement with every dollar going directly to the chosen cause.

Car Dealership: Drive the guests wild by promoting your vehicles at this upscale event. Display automobiles with signage outside of MarkArts while working the room at the event. Drive traffic to your dealership by reaching out to guests after the event to invite them for a test drive.

Silent Auction: As the silent auction sponsor, your name or company logo will be included on every guests bid sheet, silent auction signage, and in mobile review application. In addition, your company logo will be displayed on signage placed throughout auction items and on the big screen multiple times during important auction moments.

YOUR GENEROUS PREMIUM UNDERWRITING DONATION INCLUDES:

- Name recognition on invitation, program, website, e-blasts, social media, screen, and event signage
- Verbal recognition during the event by host
- (4) Complimentary tickets to the event

\$2,500 SPONSORSHIPS

CHOOSE FROM THE FOLLOWING:

Centerpiece Décor: Leave a lasting impression at each table with upscale décor for our 300 guests. This sponsorship includes a centerpiece at each table with your name or company logo front and center as well as additional signage throughout the seated elegant dinner.

Photo Booth: The Photo Booth is a can't miss for guests who love to capture the fun of the day. Photography and backdrop expense is paid by the event organizers. This sponsorship includes your logo on the images which can be shared on social media.

Back page Auction Paddle: Your company logo will be placed on the back of each program and used as the paddle during the exciting live auction.

Menu Cards: Make your mark at each and every place setting at the Hyatt. Your name or company logo will be on every menu card at each table setting. Cards and graphics provided by event organizers.

Volunteer Program: Sponsor the volunteers that help with the event and have your logo included on their volunteer identifier.

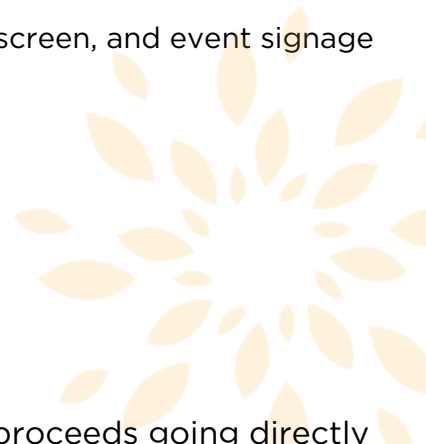
YOUR GENEROUS PREMIUM UNDERWRITING DONATION INCLUDES:

- Name recognition on invitation, program, website, e-blasts, social media, screen, and event signage
- Verbal recognition during the event by host
- (2) Complimentary tickets to the event

SUNFLOWER SUPPORTERS

\$1,000, \$500 or \$250 LEVELS

Be a member of this first time community campaign with 100% of the proceeds going directly to benefit families through Individual Assistance. Your company can support the event with a tax deductible gift and will be recognized in our print program and through social media. All dollars raised through the Sunflower Supporters will be granted that night from the stage.





Helianthus Opportunities

- ☀️ **\$20,000 Presenting Sponsorship**
- ☀️ **\$10,000 Major Sponsor**
- ☀️ **\$5,000 Sponsorship _____**
- ☀️ **\$2500 Sponsorship _____**
- ☀️ **Sunflower Supporter ☀️ \$1,000 ☀️ \$500 ☀️ \$250**

TICKET OPTIONS:

- ☀️ **\$600 for Honorary Host (includes 2 tickets)**
- ☀️ **\$2,000 for Honorary Host and table (includes 10 tickets)**
- ☀️ **\$200 for Individual Ticket**
- ☀️ **\$1,750 for table (includes 10 tickets)**

Payment Information:

Company Name for Recognition Purposes:

Contact Name:

Address:

Email:

Phone:

Check enclosed for \$ _____

Payable to Kansas Children's Foundation
Mail to: PO Box 780113, Wichita, KS 67278

Payment Information:

Charge my Credit Card for \$ _____
Email to celia@kschildren.org

Please Circle: Visa MasterCard Amex Discover

CC#: _____

Exp.: _____ CVV: _____

Name on Card:

For questions, call Celia at 316.461.9396



I cannot attend. Please accept my tax deductible donation of
\$ _____ for the Sunflower Supporters.



**KANSAS Children's
FOUNDATION**

Kansas Children's Foundation is a 501C3 non-profit organization.
Donations are tax deductible to the extent permissible by the law.
Reach Celia Cayless at celia@kschildren.org or 316.461.9396 with questions