

THE ANNUAL

HOLIDAY BRUNCH

BENEFITTING HEARTLAND HEALTH OUTREACH

CORPORATE SPONSORSHIP OPPORTUNITIES

DECEMBER 3, 2017 | THE FOUR SEASONS | CHICAGO, IL

FOR MORE INFORMATION, PLEASE CONTACT:

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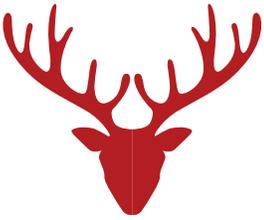
THEHOLIDAYBRUNCH.COM

heartlandalliance.org/health

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On Sunday, December 3, 2017, we will welcome more than 400 guests to the Grand Ballroom of the Four Seasons Hotel to Celebrate the Spirit and support Heartland Health Outreach's vital services. Guests will enjoy musical entertainment, cocktail mingling, a scrumptious brunch, and silent and live auctions.

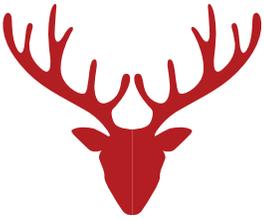
Over the years, The Holiday Brunch has raised millions of dollars to support Heartland Health Outreach's high-quality medical and dental care, food and nutrition services, as well as housing and counseling to men, women and children living with HIV/AIDS. With the support of corporate sponsors, philanthropic leaders, and influential Chicago personalities, we can continue to provide these life-sustaining services.

For companies interested in building awareness and strengthening brand reputation as an organization committed to — and invested in — health care for Chicago's most vulnerable, The Holiday Brunch has a number of corporate sponsorship opportunities available from \$5,000 to \$25,000.

JOIN US TODAY!

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Partnering with Heartland Health Outreach will enhance your company's reputation as an advocate for quality health care for our society's vulnerable.

DEMONSTRATE YOUR LEADERSHIP AND COMMITMENT TO THE INFLUENCERS IN CHICAGO.

The 400+ attendees at Heartland Health Outreach's festive Holiday Brunch are a diverse set of influential business and civic leaders. They are educated, affluent, and are highly-engaged, socially-conscious individuals.

Research shows:

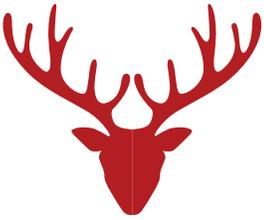
- 93% of consumers **want to know what companies are doing to make the world a better place** and 90% would switch to a brand associated with a good cause.
- 91% of U.S. consumers say that when a company supports a social issue, they are more likely to have **a positive image of the company** and be more loyal to it.
- 81% of consumers agree that a company can take specific actions that both **increase profits and improve the economic and social conditions in the community** where it operates.
- 84% of **consumers consider corporate social commitments** when deciding where to shop, what to buy, and where to work.

Sources: Cone Global CSR Study, Edelman Trust Barometer

JOIN US. YOUR SUPPORT FOR HEARTLAND HEALTH OUTREACH WILL CREATE POSITIVE BRAND ASSOCIATIONS AND HELP ACHIEVE YOUR MARKETING GOALS.

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THE REACH OF SPONSORSHIP — BY THE NUMBERS

The Holiday Brunch attendees: 400

The Holiday Brunch impressions: 466,161

Heartland Health Outreach reaches a wide audience by promoting The Holiday Brunch and its sponsors through event placements, as well as The Holiday Brunch website, e-newsletters, e-blasts, and our social community.

Among our supporters:

- 72% have graduated college
- 56% have household incomes over \$100k
- 60% are 45-59 years old
- They are life-long learners who actively follow news, social issues, arts and culture
- They support companies who are passionate for a cause

286,461 IMPRESSIONS

// *Crain's Chicago Business Ad*

The Holiday Brunch will be promoted in an ad.

26,000 IMPRESSIONS

// Newsletters

The Holiday Brunch will be featured in 2 e-newsletters sent to 13,000+ engaged Heartland Alliance subscribers.

120,000 IMPRESSIONS

// E-blasts

The Holiday Brunch will be featured in 5 e-blasts sent to 24,000+ Heartland Alliance Event subscribers.

2,000 IMPRESSIONS

// The Holiday Brunch website

Average of 2,000 views.

1,500 IMPRESSIONS

// Invitations

1,500+ invitations are mailed.

28,600 IMPRESSIONS

// Social Media

7,600+ loyal Facebook followers and 6,700+ Twitter followers will see at least 2 posts for The Holiday Brunch.

1,600 IMPRESSIONS

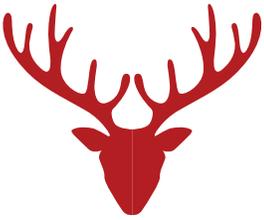
// Event Materials

400 attendees receive a program book and will see prominently placed event signs, and hear podium mentions.

Full impressions based on sponsors committing and sending materials prior to September 1, 2017.

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Funds raised support Heartland Health Outreach. We believe that healthcare is more than a doctor's appointment. It's a safe place to live, healthy food, and support every step of the way.

HEARTLAND HEALTH OUTREACH

For more than 30 years, Heartland Health Outreach has been at the forefront of providing healthcare for Chicago's most vulnerable populations, including people who have HIV/AIDS, are homeless, have multiple chronic illnesses, or have mental illness or addiction. We are a multi-faceted health home, offering primary, oral and behavioral healthcare, housing, food and nutrition services, and care coordination tailored to meet the needs of each participant. Our goal is to help our participants improve their health and stabilize their lives. Each year we:

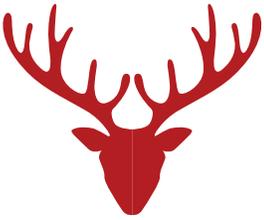
- Provide nutritious food for more than **420,000 meals to low-income people** living with HIV/AIDS via four grocery centers
- Provide more than **6,200 case management sessions** to people living with HIV.
- Engage **129 people in HIV suppression care** with PrEP
- Engage **200 people in care** via street outreach
- Deliver more than **5,600 dental visits**, ranging from cleanings to x-rays and extractions
- Deliver nearly **30,000 medical visits**, including preventative, urgent and primary care

Heartland Health Outreach is a company of Heartland Alliance. Annually, Heartland Alliance directly serves more than 400,000 people in 12 countries and 100 communities around the world, and another 7 million people are positively impacted by advocacy and policy wins.

YOUR SPONSORSHIP HELPS ACHIEVE LASTING CHANGE AND DEMONSTRATES YOUR COMPANY'S COMMITMENT TO HEALTHCARE FOR ALL.

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PRESENTING LEVEL – \$25,000 (INDUSTRY EXCLUSIVITY)

Presenting Level sponsors are dedicated to Heartland Health Outreach's mission of improving the health of those who need it most. Partnering with us will enhance your company's reputation as a thought leader and an advocate for positive change. For your commitment, Presenting Sponsors receive the following recognition:

- Prominent "Presented by" logo in The Holiday Brunch's promotional ad in *Crain's Chicago Business*
- Listing in two Heartland Alliance e-newsletters
- Recognition from the podium at the event
- Prominent logo on the mailed invitation
- Prominent logo on e-invitation and e-blast
- Mention and tag in pre- and post-event social media posts on Facebook and Twitter
- Prominent Logo with link on The Holiday Brunch event website
- Prominent logo and 2 full-page ads (or 1 spread) in the program book
- Stage-side vertical banners at event (to be provided by sponsor)
- Prominent logo on screens at event
- Named table card
- Two premium tables (10 seats each)

PLATINUM LEVEL – \$15,000

- Logo in The Holiday Brunch's event promotional ad in *Crain's Chicago Business*
- Listing in a Heartland Alliance e-newsletter
- Recognition from the podium at The Brunch
- Logo on mailed invitation for The Brunch
- Logo on e-invitation and e-blast
- Mention and tag in pre- and post-event social media posts on Facebook and Twitter
- Logo and premium full-page ad in the program book
- Logo with link on The Brunch event site
- Logo on screens at The Holiday Brunch
- Named table card
- One premium table (10 seats)

GOLD LEVEL – \$10,000

- Logo in The Holiday Brunch's event promotional ad in *Crain's Chicago Business*
- Recognition from the podium at The Brunch
- Logo on mailed invitation for The Brunch
- Logo on e-invitation and e-blast
- Mention and tag in pre- and post-event social media posts on Facebook and Twitter
- Logo with link on The Brunch event site
- Logo and full-page ad in the program book
- Logo on screens at The Holiday Brunch
- Named table card
- One premium table (10 seats)

PAST SPONSORS INCLUDE:



SILVER LEVEL – \$7,500

- Logo in The Holiday Brunch's event promotional ad in *Crain's Chicago Business*
- Listing on e-invitation and e-blast
- Mention and tag in pre- and post-event social media posts on Facebook and Twitter
- Logo with link on The Brunch event site
- Logo and full-page ad in the program book
- Listing on screens at The Brunch
- Named table card
- One preferred table (10 seats)

NICKEL LEVEL – \$5,000

- Logo with link on The Brunch event site
- Logo and full-page ad in the program book
- Listing on screens at The Brunch
- Named table card
- One preferred table (10 seats)

TO TAKE FULL ADVANTAGE OF YOUR SPONSORSHIP, PLEASE SEND THE FOLLOWING ITEMS TO CWILKINSON@HEARTLANDALLIANCE.ORG AND CFLETCHER@HEARTLANDALLIANCE.ORG:

- **COMMITMENT FORM AND LOGO: ON OR BEFORE 9/1/2017**
- **PROGRAM BOOK AD: ON OR BEFORE 10/30/2017**

SPECIFICATIONS: Files must be TIF, EPS, or JPG, 300 dpi or greater. B&W line art 600 dpi. Color art CMYK. All RGB images and spot colors should be converted to CMYK. Send all fonts used in the file, including those used in EPS graphics. Logo: Please send BOTH a Full-color logo AND a Black & White logo on a transparent background. Program Book: FULL PAGE Ad: 4.75" x 7.75" (vertical) & HALF PAGE Ad: 4.75" x 3.6875".

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SPONSOR COMMITMENT FORM

YES, I WANT TO SPONSOR THE HOLIDAY BRUNCH AT THE FOLLOWING LEVEL:

Presenting Level - \$25,000

Silver Level - \$7,500

Platinum Level - \$15,000

Nickel Level - \$5,000

Gold Level - \$10,000

I'm unable to sponsor but wish to purchase tickets (# of Tickets x \$275 =)

I'm unable to sponsor but wish to make a contribution of \$

REGISTRATION INFORMATION

Name to be listed in event materials: _____

Company: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

FOR SPONSORS \$7,500+:

Facebook Page Address: _____ Twitter Handle: _____

PAYMENT INFORMATION

Credit Card # (MC, Visa, AmEx, Discover): _____

Exp. Date: CVV: Signature: _____

Check enclosed Check to follow **Checks should be made payable to Heartland Alliance.**

RETURN FORM TO:

Christina Wilkinson | **HEARTLAND ALLIANCE** | 208 S. LaSalle St, Suite 1300 | Chicago, IL 60604

TO RECEIVE MAXIMUM RECOGNITION FOR YOUR SPONSORSHIP, PLEASE RETURN THIS COMMITMENT FORM BEFORE SEPTEMBER 1, 2017.

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