



ABOUT THE EVENT

When: Saturday, October 16, 2021

Where: Embassy Suites, East Peoria, IL

ABOUT PEDIATRIC RESOURCE CENTER

The Pediatric Resource Center (PRC) is a community service program of the University of Illinois College of Medicine at Peoria. Since 1993, the program has provided direct services to suspected child victims of physical abuse, sexual abuse, and neglect in a child-friendly manner and setting, in addition to integrating medical advocacy into the child protection and criminal justice systems.

The PRC serves over 700 children each year from over 35 counties in Central Illinois. Services include medical exams, medical consults, crisis counseling, information and referral, education and training, prevention and advocacy.

The PRC is affiliated with the Children's Hospital of Illinois at OSF Saint Francis Medical Center and is located on the hospital's campus.

If you would like to learn about one family's experience with the PRC's services, go to <http://go.illinois.edu/PRCImpact>

CONTACT

Stephanie Johnson, Executive Director

prcinfo@uic.edu

309-624-9595

The Pediatric Resource Center has evaluated over 9,125 children from central Illinois for concern of physical abuse, sexual abuse and neglect

We invite you to join the Pediatric Resource Center's mission to provide outstanding child-centered care to abused and neglected children through your sponsorship of *Hope for Kids 2021*, a fundraiser to benefit the Pediatric Resource Center. Since 1993, the Pediatric Resource Center's unique, child-centered approach has offered hope to child victims of abuse and neglect.

Please join other area businesses in supporting the essential work of the PRC by becoming a leading sponsor of *Hope for Kids 2021*. Through the continued generosity of many organizations, businesses and individuals, prior *Hope* proceeds have funded much of the work we do such as:

- Ensure PRC clinics are fully staffed to meet increased need for specialized services
- Educated child protection workers, law enforcement professionals, and medical providers about identification and prevention of child abuse and neglect
- Continue statewide leadership in specialized child sexual abuse services

As social networks falter during the COVID-19 pandemic, the need for our services is growing. We cannot continue to provide these specialized medical services to our most vulnerable children without your support.

We look forward to your participation as we celebrate *Hope* for the children of central Illinois.

Sincerely,

Mitch Gilfillan
Mitch Gilfillan
Board President

Marnie Harris
Marnie Harris
Board Vice President

EVENT OVERVIEW

HOPE



Hope for Kids is the Pediatric Resource Center's longstanding philanthropic event to support the essential work of the PRC providing specialized medical care to victimized children. In the past 5 years, this annual event has raised \$398,000 through the generosity of corporations and individuals in the community. Please join us this year as a leading sponsor as we provide Hope for abused and neglected children through our event.

"It is the role of those of us who have more, to step up to take responsibility and accountability for the cruelty inflicted by the darkest side of humans here in our backyard. Since I don't know how to find these child abusers, I choose to help children through the PRC."

Dave Hands, Owner
Great Clips

Guest Experience:

We are planning for an in-person event that will feature a cocktail reception, entertainment and opportunities to bid on unique items and raffle drawings, as well as opportunities to safely mingle with corporate, healthcare and community leaders. Silent auction will be conducted electronically, allowing for event more opportunities to highlight our supporters as well as the Pediatric Resource Center's impact on the region.



Community Visibility: Sponsors receive a wealth of benefits including visibility before, during and after the event. Through partnerships with local media outlets, this includes over 200,000 advertising impressions for top sponsors.

200,000+ IMPRESSIONS with logo placement in print advertisements

25,000+ IMPRESSIONS with company listing in digital media

5,000+ IMPRESSIONS with inclusion in PRC newsletter and emails

2,500+ IMPRESSIONS with inclusion to *Hope for Kids* mailing



Key Deadlines: Please respond by the following dates to ensure you receive the full recognition as outlined

August 18, 2021 inclusion in the PRC Fall Newsletter

October 5, 2021 inclusion in the *Hope for Kids* program

Questions? For additional information, contact Stephanie Johnson, PRC Executive Director at 309-624-9595 or prcinfo@uic.edu



...meeting the medical needs of
abused and neglected children.

HOPE

UNDERWRITING OPPORTUNITIES

Leverage your company's brand with focused logo placement during *Hope for Kids 2020*. Underwriting opportunities offer exclusive, yet affordable, options to advertise your company's community involvement, which allows more of the dollars raised to go towards advancing Pediatric Resource Center's mission of providing child-friendly specialized medical and social services to child victims of abuse and neglect. Underwriters will receive benefits of the sponsorship level at or below your Underwriting level (Underwriting at \$2,000 will receive benefits listed here and benefits of Bronze Medal Sponsors (\$1,500) listed on next page.)



ENTERTAINMENT

\$4,000

Logo prominently displayed near entertainment. Additional benefits can be discussed

- Half page color ad in program

ELECTRONIC PROGRAM BOOK

\$1,500

- "Program underwritten by *Your Company*" on program
- 2-page color center spread in PDF program



RAFFLE

\$1,000

Logo on raffle promotions with "Raffle Presented by:"

- Half page color ad in PDF program



LOOKING FOR OTHER UNDERWRITING OPPORTUNITIES?
WE CAN WORK WITH YOU TO CREATE A CUSTOMIZED
UNDERWRITING PACKAGE THAT FITS YOUR COMPANY'S
ADVERTISING NEEDS!

Contact Stephanie Johnson, PRC Executive Director at
309-624-9595 or prcinfo@uic.edu

Your sponsorship will allow us to:

*Staff our Clinics with highly
qualified and caring
medical providers*

*Ensure that a Child Protection
Specialist advocates for the
health and safety of every child
PRC serves*

*Increase awareness of this
life-saving resource*

*And of course, answer every
single call from a child or
family in need.*

ADVERTISING & SPONSORSHIP OPPORTUNITIES



Join Hope for Kids as a leading sponsor. The PRC fall fundraiser is an opportunity to showcase your company's commitment to abused and neglected children. Join us to align your brand with our longstanding event as we provide HOPE to children and families. Learn how you can maximize your sponsor benefits at each level below.

Sponsor Benefits	Platinum	Gold	Silver	Bronze	Copper
"Presented by <i>Your Company Here</i> "					
Invitation to lunch with Board President					
Your corporate banner in reception area					
Inclusion in digital advertisements					
Inclusion in all media events & press releases					
Logo in invitation & print ads					
Logo on PRC website & social media					
Listing in PRC newsletter & event email					
Listing in print ads					
Listing on PRC website					
Listing in <i>Hope</i> program					
Inclusion in video of sponsors					
Ad in <i>Hope for Kids</i> printed program	Full page back cover color	Full page color	Half page color	Half page color	Full page color
<i>Please Note: Some benefits subject to print deadlines!</i>	\$7,500	\$5,000	\$2,500	\$1,500	1,000

Pediatric Resource Center, a program of the University of Illinois is a 501©(3) nonprofit organization with Tax ID number 37-6006007.

EVENT PROGRAM ADS

Full Page Color Ad	\$1,000
1/2 Page Color Ad	\$500
1/2 Page B&W Ad	\$250
1/4 Page Color Ad	\$100
1/4 Page B&W Ad	\$50

Ads can be created and provided by sponsor or customized by PRC Staff in coordination with you.

All sponsors and underwriters will be included in a short video that will be shared multiple times on social media, in email, and in the auction software.

SPONSORSHIP
COMMITMENT FORM

HOPE

Contact Information

COMPANY NAME (Please list as it should appear in all *Hope for Kids* materials)

MAILING ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

TITLE

PHONE

EMAIL

Commitment Level SPONSORSHIP

- \$ 7,500
- \$ 5,000
- \$ 2,500
- \$ 1,500
- \$ 1,000

UNDERWRITING

- Entertainment (\$4,000)
- Electronic Program(\$1,500)
- Raffle (\$1,000)

ADVERTISING

- Full page color \$1,000
- Half Page color \$500
- Half Page B&W \$250
- Quarter Page color \$100
- Quarter Page B&W \$50

DONATIONS

- Please accept my enclosed fully tax-deductible contribution of \$_____

Payment Information

- Please send an invoice to the address listed above
- Check is enclosed, payable to UIF/PRC
- Credit Card Payment– I will call PRC at 309-624-9595 with card information

TOTAL:\$_____

To ensure the continued security of your credit card information, we ask that you not write your card number or information on this form. Thank you.

Please return completed form by mail to [Pediatric Resource Center](#) at 1800 N Knoxville Ave., Suite B, Peoria IL 61603 or by email to prcinfo@uic.edu or by fax to 309-624-9694

