

May 2015

Dear Prospective Donor

The Carmel Valley Unit of Rady Children's Hospital Auxiliary will be celebrating its 10th "**Sounds of Hope for Children**" on Saturday, October 10, 2015. This evening, which will benefit the new **Rady Children's Neurotherapy Center**, includes dinner, cocktails, a concert by multi Grammy award winning artist **Rob Thomas**. **Rob Thomas** will perform his hits as we make a difference in the lives of children dealing with neurological conditions. These "Little Wonders" will benefit from our fundraising efforts to raise money for the ROSA Robotic System and Visualase.– much needed equipment to combat a multitude of neurological disorders.

It is our goal to fully underwrite the event so that all proceeds from ticket sales, auction items and direct contributions will go directly to the Neurotherapy Center. We are fundraising to purchase the ROSA Robotic System with Visualase – each are estimated to cost \$300,000. This equipment will allow surgeons to perform procedures using a guided system so that the surgeries will be less invasive, improve recovery and allow for the direct placement of neural stem cells in the brain. Additionally, neurological procedures can be completed through the placement of tiny holes in the skull rather than fully opening up the skull and the accurate placement of stem cells in the brain will provide new hope for children suffering from traumatic brain injuries. Rady Children's Hospital will be one of only two hospitals in the country that will have this equipment and therefore, the capability of providing these types of procedures!

The hallmark of the annual "Sounds of Hope for Children" event is its emphasis on professionalism, fun, and high standards of production. This much-anticipated event has garnered increasingly positive local media coverage... "*The Party of the Year!*" according to *San Diego Magazine*. We are excited to report that over the past nine events, we have raised an impressive **\$4.5 Million** for worthy departments at Rady Children's Hospital. We believe this upcoming event will be equally successful.

This is where you come in... first, we would love for you to attend our event. Secondly, we would love to list you as one of our sponsors. A gift at any level that is appropriate for you and your company is greatly appreciated. Sponsorship levels are enclosed in this packet for your review. We thank you for your kind consideration in contributing to support much needed new technologies to help the children in San Diego and Imperial Counties.

We will contact you next week to see if you have any questions or need any further information. We look forward to speaking with you.

Sincerely,

Beth McInerney
Marilyn Nolen
Underwriting Chairs
Carmel Valley Unit of
Children's Hospital Auxiliary

Attach encl: Mission Statement
Rady Children's Hospital Neurotherapy Center Information Sheet
Event Information Sheet
Sponsorship Levels

Rady Children's Neurotherapy Center

About Rady Children's Division of Neurosurgery

The Division of Neurosurgery of [Rady Children's](#) Hospital of San Diego provides pre-operative evaluation, surgical intervention, and pre-operative and post-operative care for disorders of the brain, spine, calvarial vault, and peripheral nerves. Areas of expertise include the treatment of hydrocephalus, brain and spinal cord tumors, cerebrovascular malformations, peripheral nerve and [brachial plexus injuries](#), [craniofacial disorders](#), and traumatic injuries.

The Division performs more than 600 surgeries a year, including brain tumor surgery, spinal cord tumor surgery, cerebrovascular spinal fluid diversion or shunting procedures, craniofacial procedures, epilepsy surgery, and surgery for congenital abnormalities.



For the fourth consecutive year, *U.S. News & World Report* ranks our Neurosurgery and Neurology programs among the nation's best in its "Best Children's Hospitals" edition.

About Rady Children's Neurotherapy Center (A Division of Neurosurgery)

The goal of the new Neurotherapy Center is to provide 'restorative therapy' or therapies that have the potential to improve a patient's outcome in disease states where no such potential existed before. These therapies are not offered anywhere else in the United States.

Utilizing the ROSA Robotic System with Visualase provides a combination of minimizing the potential for surgical injury in children and restoring lost function.

Restoring function

- Neurosurgical ROSA Robotic System with Visualase enables direct placement of neural stem cells into the site of injury with sub millimeter accuracy.
- Patient recovery may be significantly better following the direct placement of stem cells.

Minimizing injury

- The Neurosurgical ROSA Robotic System with Visualase replaces large neurosurgical procedures with guided approaches through holes the size of a BB.
- Can result in the cure of brain tumors and/or seizure disorders in children.

ROSA™ is the first multi-application robotic assistant for neurosurgery offering:

- Intuitive and powerful planning capabilities
- Surgeon oriented ergonomics
- Precise and dexterous instrument guidance
- Haptic collaboration with surgeon.



ROSA™ assists surgeons in a broad range of indications such as Epilepsy treatments, tumor surgery and endoscopy procedures.

The main benefits of using ROSA™ are:

- Streamlined treatment delivery
- Shorter operating time
- Reduced invasiveness for the patient
- Consistent surgical outcomes
- Traceability of interventions

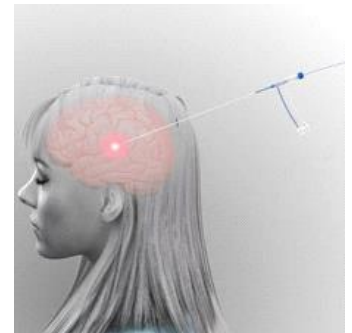
Estimated cost - \$300,000-\$330,000

Visualase® provides advanced MRI-guided laser ablation technology for thermal ablation markets, including neurosurgery. Laser energy is delivered to the target area using a laser applicator. As light is delivered through the laser applicator, temperatures in the target area begin to rise, destroying the unwanted tissue.

Because Visualase procedures are guided by MRI images, the procedure can provide precise ablation. Due to the minimally invasive nature of the procedure, hospital stays have been reported to be reduced compared to open procedures.

Advantages of Visualase Laser Ablation Technology

- Most procedures are completed in less time as compared to open procedures
- Most patients have little or no hair removed
- Minimal sutures required, typically a 1-stitch suture
- Most patients are discharged after a shorter stay as compared to open procedures
- Reduced scarring compared to open procedures



Estimated cost - \$300,000-\$330,000

Rady Children's Hospital

To understand Rady Children's Hospital and Health Center you really only need to look as far as our mission statement:

*To restore, sustain and enhance
the health and development
potential of children.*

SOUNDS OF HOPE FOR CHILDREN

Event Information

“Sounds of Hope for Children” is an annual event presented by the Carmel Valley Auxiliary Unit of Rady Children’s Hospital (RCHA-CV). The hallmark of the event is its emphasis on professionalism, fun, and high standards of production. A much anticipated annual event, **“Sounds of Hope for Children”** has garnered increasingly positive local media coverage... *“The Party of the Year!”* according to *San Diego Magazine*.

The event is typically comprised of dinner/cocktails, live auction, fund-an-item, and a featured live concert. Average attendance of 350 guests. In the past nine years, artists/venues featured include:

2004	Seal at the San Diego Museum of Contemporary Art
2005	Al Green at the House of Blues
2006	Earth Wind & Fire at a warehouse-to-nightclub conversion
2007	Goo Goo Dolls at the Palomar Airport jet hangar-to-nightclub conversion
2009	Maroon 5 at the Del Mar Fairgrounds-to-nightclub conversion
2010	“Disco Divas” (Chaka Khan/Evelyn Champagne King/Anita Ward) at the Del Mar Fairgrounds-to-nightclub conversion
2011	Rat-Pack tribute with the Dean-o-Holics at the Balboa Park Prado
2012	U2 tribute with Joshua Tree at the hip and intimate UCSD Loft
2013	“Under the Stars” featuring artist Mat Kearney at Illumina

Each year, RCHA-CV votes to select the Hospital department which will be the recipient of the event proceeds. By far the most satisfying part of the event is fulfilling the monetary and equipment needs of these worthy departments. We are excited to share that in the past nine events, we **have raised over \$4.5 Million** for worthy departments at Rady Children’s Hospital. In doing so, it is possible to make their hopes of providing the most comprehensive pediatric care a reality. Examples of departments and equipment/services funded include:

- **Speech and Hearing** - Audio equipment needed for assessing hearing impairments in young patients
- **Emergency and Trauma**- Communication helmets and trauma counseling sessions
- **Neonatal Intensive Care Unit (NICU)** - Giraffe Isolettes (incubators) for fragile patients
- **Chadwick Center for Children & Families** - Trauma sessions for children who have experienced abuse, neglect, and trauma
- **Autism Discovery Institute** – Renovated playground
- **Discovery: Clinical and Translational Research** – Funding of critically needed scientists
- **NICU at Scripps Encinitas**—Expansion project

It is the goal of RCHA-CV to fully underwrite the cost of the event so that ALL proceeds raised go directly to the Hospital. This goal is made possible through the generosity of corporate sponsors, local merchants, private foundations, and other friends of the Hospital.

SOUNDS OF HOPE FOR CHILDREN

2015 Sponsorships

TITLE SPONSOR - \$50,000

A gift of **\$50,000** affords the following benefits:

Due to the exclusivity and significance of this sponsorship, in addition to the Diamond Sponsor benefits, we look forward to customizing a package to meet the needs of the donor.

DIAMOND SPONSOR - \$30,000

A gift of **\$30,000** affords the following benefits:

- Twelve (12) tickets to the event including cocktails, dinner, and concert
- VIP Meet & Greet with artist Rob Thomas
- Designated reserved seating area
- VIP access to server during cocktail hour
- Full-page ad in the program distributed to all guests in attendance
- Power Point logo and verbal recognition on the curtain/screen in the event venue
- Recognition on the Celebration Wall in Children's Rose Pavilion

Additional benefits for INDIVIDUAL donors include:

- Invitation to all Circle of Care (\$10,000+ donors) events
- Invitation to the Hospital Annual Meeting luncheon
- Annual name recognition in the Children's Circle of Care Annual Report
- Annual name recognition in the Rady Children's Hospital Foundation's Report on "Volunteerism and Philanthropy."

RUBY SPONSOR - \$20,000

A gift of **\$20,000** affords the following benefits:

- Eight (8) tickets to the event including cocktails, dinner, and concert
- VIP Meet & Greet with artist Rob Thomas
- Designated reserved seating area
- VIP access to server during cocktail hour
- Full-page ad in the program distributed to all guests in attendance
- Power Point logo and verbal recognition on the curtain/screen in the event venue
- Recognition on the Celebration Wall in Children's Rose Pavilion

Additional benefits for INDIVIDUAL donors include:

- Invitation to all Circle of Care (\$10,000+ donors) events
- Invitation to the Hospital Annual Meeting luncheon
- Annual name recognition in the Children's Circle of Care Annual Report
- Annual name recognition in the Rady Children's Hospital Foundation's Report on *"Volunteerism and Philanthropy."*

EMERALD SPONSOR - \$10,000

A gift of **\$10,000** affords the following benefits:

- Six (6) tickets to the event including cocktails, dinner, and concert
- VIP Meet & Greet with artist Rob Thomas
- Designated reserved seating area
- VIP access to server during cocktail hour
- Half-page ad in the program distributed to all guests in attendance
- Power Point logo and verbal recognition on the curtain/screen in the event venue
- Recognition on the Celebration Wall in Children's Rose Pavilion

Additional benefits for INDIVIDUAL donors include:

- Invitation to all Circle of Care (\$10,000+ donors) events
- Invitation to the Hospital Annual Meeting luncheon
- Annual name recognition in the Children's Circle of Care Annual Report
- Annual name recognition in the Rady Children's Hospital Foundation's Report on *"Volunteerism and Philanthropy."*

SAPPHIRE SPONSOR - \$5,000

A gift of **\$5,000** affords the following benefits:

- Four (4) tickets to the event including cocktails, dinner, and concert
- Power Point logo and verbal recognition on the curtain/screen in the event venue
- 1/4 page ad in the program distributed to all guests in attendance

GARNET SPONSOR - \$2,500

A gift of **\$2,500** affords the following benefits:

- Two (2) ticket to the event including cocktails, dinner, and concert
- Power Point logo and verbal recognition on the curtain/screen in the event venue
- Recognition in the program distributed to all guests in attendance

