



July 2015

Dear Generous 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 three 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.

We are asking for your assistance in making our goal of complete underwriting a reality. We ask that you consider a major gift to our event. A gift of **\$10,000** would guarantee that you would be an event sponsor.

This level of sponsorship will afford you the following benefits:

- Six (6) tickets to the concert featuring Rob Thomas, dinner and cocktails
- 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 the 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  
at Children's Hospital and Health Center

**Plus (For Individuals Only):**

Invitation to the annual North American Leadership Conference and Gala  
Invitation to all Children's Circle of Care member events in San Diego  
Invitation to the Children's Hospital Annual Meeting luncheon  
Annual name recognition in the Children's Circle of Care Annual Report  
Annual name recognition in Children's Hospital Foundation's Report on "*Volunteerism and Philanthropy.*"

*Of course, a gift in any amount is greatly appreciated.* We hope that you will be able to assist us in meeting our goal of complete underwriting a reality, and in turn make it possible to give all of the proceeds from our event to the people who need it most – the children of San Diego and Imperial Counties. Additional information on sponsorship of this event is enclosed.

Thank you for your time and attention to this matter. We will contact you next week to see if we can answer any questions or provide any further information. If you need further assistance in the interim, please do not hesitate to call Beth at (858) 925-7970. We look forward to speaking with you soon.

Sincerely,

Beth McInerney and Marilyn Nolen  
Underwriting Co-Chairwomen  
Carmel Valley Unit of Rady Children's Hospital Auxiliary

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

## **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:

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

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