



HOLIDAY BOUTIQUE

Wondrous finds, a wonderful cause.

Sponsorship Opportunities

Wednesday, Dec. 4 – Thursday, Dec. 5, 2024



Children's Hospital
of Philadelphia®



HOLIDAY BOUTIQUE

Dear Friend,

As we embark on another year of dedication to Children's Hospital of Philadelphia (CHOP), we extend our warmest greetings to you. With a legacy spanning more than a century, the Women's Committee continues its unwavering commitment to enhancing the lives of patients and families. At the heart of our mission lies the beloved Holiday Boutique, an event that brings together exclusive vendors from around the country for a unique shopping experience featuring holiday favorites, curated gifts and one-of-a-kind pieces.

This year's event will take place on Dec. 4-5 at the historic Merion Cricket Club. Funds raised will enable breakthrough research, empower CHOP to serve more families, help us meet the needs of our community, and achieve better outcomes for our patients. We are proud to continue the inclusion of our Speaker Series, giving attendees the opportunity to hear first-hand from CHOP clinicians who have received Women's Committee grants.

We are deeply honored to serve as Holiday Boutique Co-Chairs this year and invite you to join us as sponsors. With your support, we'll ignite discovery and transform the lives of patients, today and for generations to come. The enclosed packet outlines the opportunities for sponsorship. We look forward to celebrating you and your impact to CHOP and our community at the 2024 Holiday Boutique.

For more information regarding the 2024 Holiday Boutique or to confirm your support, please visit CHOPHolidayBoutique.org or contact Najia Whitesell Hasan at HasanN@chop.edu or 570-332-2859.

Thank you for your thoughtful consideration.

Sincerely,

Wendy Rhoads Costa
2024 Holiday Boutique Co-Chair

Andrea C. Williams Pettibone
2024 Holiday Boutique Co-Chair



Wondrous finds, *a wonderful cause*

The Holiday Boutique is a lively and uplifting holiday shopping event that draws exclusive vendors from around the country to sell designer clothing, sophisticated jewelry, chic home goods, holiday treasures and so much more!

Sponsored by the Women's Committee of Children's Hospital of Philadelphia (CHOP), the Holiday Boutique fuels the hospital's breakthrough research, life-saving treatments and compassionate care for patients and families.

Join us and discover gifts that spark joy for your loved ones ... and inspire hope in our patients.



MARKETING & SPONSORSHIP FACTS

Holiday Boutique Invitations: **2,700**

Holiday Boutique E-Blasts: **2,000+**

Facebook likes: **177,000+**

X (formerly Twitter) followers: **52,600 +**

Instagram followers: **47,000+**

By sponsoring the Holiday Boutique, you can connect with a highly desirable demographic of the Philadelphia Main Line, while also aligning your brand with a top-ranked children's hospital.

Transforming Medicine; Helping More Families

Philanthropy has never been more important at Children's Hospital of Philadelphia, nor has the need been so great. Thanks to philanthropic events like the Holiday Boutique, CHOP is providing treatments for children, answers for families and changing the future for countless young patients we serve.

Many of our discoveries have profoundly changed pediatric medicine, while other game-changing projects are just getting started. Some of these programs and outreach opportunities are funded through the Women's Committee grant process and supported by funding from the Holiday Boutique. In this packet, you'll learn about a few projects the Holiday Boutique has sponsored.



HOLIDAY BOUTIQUE

Women's Committee

CO-CHAIRS

Wendy Rhoads Costa • Andrea C. Williams Pettibone

WOMEN'S COMMITTEE PRESIDENT

Joy E. Palazzese

WOMEN'S COMMITTEE

- | | |
|-----------------------|-------------------------|
| Sandra R. Adzick | Gisela Loepke |
| Clare Bastian | Wendy Masse |
| Ellen Blommer | Wendy McDevitt |
| Tricia Boyes | Lainey McMahon |
| Kate Chapman | Mimi Melvin |
| Susan Chen-Costantino | Allison Miller |
| Beth Cortese | Eileen Myers |
| Susan Costin | Annie W. O'Grady |
| Kimberly Coulson | Jennifer Rodack |
| Anne Curran | Megan K. Rohr |
| Lisa Farrell | Laura Scheuerle |
| Janet Frederick | Jennie Seward |
| Jennifer Fuller | Jeannette Smith |
| Jean Goins | Melissa Stamps |
| Emery M. Greenwood | Caroline Stansbury |
| Laurie Ludwig Grims | Kathryn Gaskins Stewart |
| Sarah Roberts Hall | Hally Stief |
| Suzett Hamilton | Rita Tuma |
| Amy Holzapfel | Jodi Warren |
| Traci Kiss Gray | Paige Yager |
| Alla Kendall | |
| Alexis Kulick | Honorary Members |
| Donna Laveran | Ruth M. Colket |
| Kate Lawson | Sara Graff Cooke |
| Caroline Linz | Beatrice R. Jordan |



HOLIDAY BOUTIQUE DATES

VIP Shopping Hour:

Wednesday, Dec. 4, 4 – 5 p.m.

Preview Party:

Wednesday, Dec. 4, 5 – 9 p.m.

Shopping Day:

Thursday, Dec. 5, 9 a.m. – 4 p.m.

Luncheon:

Thursday, Dec. 5, 11 a.m. – 2 p.m.

Speaker Series:

Thursday, Dec. 5, 9:30 & 11 a.m.

LOCATION

Merion Cricket Club

325 Montgomery Ave., Haverford, PA 19041

EVENT CONTACT

Najia Whitesell Hasan

Assistant Director of Special Events

HasanN@chop.edu • 570-332-2859

List as of Sept. 2024



Sponsorship Levels

PLATINUM SPONSOR — \$25,000

Event

- Fifteen (15) tickets to the Holiday Boutique Preview Party, with early access to VIP shopping hour
- Eight (8) tickets for lunch and shopping at Thursday's Holiday Boutique Shopping Day
- Twenty (20) tickets to Shopping Day (lunch not included)
- Four (4) tickets to one Speaker Series presentation
- Option to include a pre-approved item or promotional material with all purchases from Women's Committee booth

Prominent Name or Logo Recognition

- Holiday Boutique print and digital invitation (*Deadline for inclusion: Tuesday, Sept. 17*)
- Signage at the Holiday Boutique
- Banner at the event
- Holiday Boutique event program book
- Event website: CHOPHolidayBoutique.org

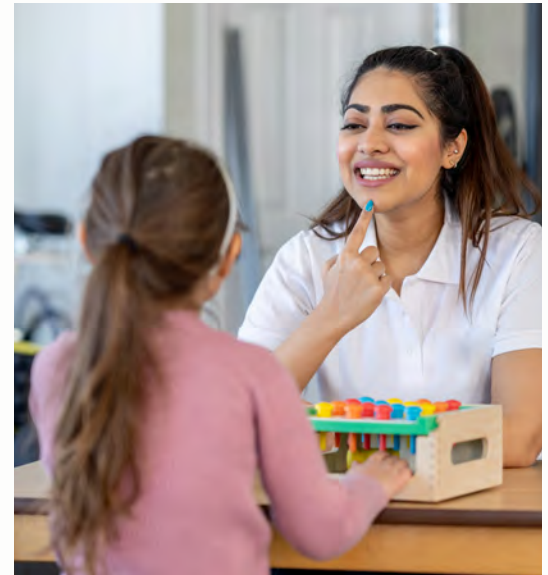
Name Recognition

Public recognition throughout the year on the hospital's donor display

Additional Recognition

A leadership annual giving welcome impact report, biannual CEO newsletters, an annual subscription to *Children's View* magazine and select invitations to events throughout the year

The tax-deductible portion for the benefits listed above is \$23,275.



Helping Children Find Their Voice

When a child wakes up in a hospital, disoriented and unable to speak due to a medical procedure or trauma, the role of the speech-language pathologist (SLP) becomes paramount. The SLP becomes a beacon of hope who helps bridge the gap in effective communication between the child, their family and care providers. Funding from Holiday Boutique helps CHOP to purchase advanced augmentative and alternate communication resources to improve communication with these vulnerable patients and support clinical trials.



HOLIDAY BOUTIQUE

Sponsorship Levels

GOLD SPONSOR — \$10,000

Event

- Ten (10) tickets to the Holiday Boutique Preview Party, with early access to VIP shopping hour
- Four (4) tickets for lunch and shopping at Thursday's Holiday Boutique Shopping Day
- Ten (10) tickets to Shopping Day (lunch not included)
- Two (2) tickets to one Speaker Series presentation
- Option to include a pre-approved item or promotional material with all purchases from Women's Committee booth

Name Recognition

- Holiday Boutique print and digital invitation (*Deadline for inclusion: Tuesday, Sept. 17*)
- Signage at the Holiday Boutique
- Holiday Boutique event program book
- Event website: CHOPHolidayBoutique.org

Additional Recognition

A leadership annual giving welcome impact report, biannual CEO newsletters, an annual subscription to *Children's View* magazine and select invitations to events throughout the year

The tax-deductible portion for the benefits listed above is \$8,950.



Meeting Period Needs of Homeless Teens

CHOP's Homeless Health Initiative (HHI) has been supporting teens and families in local emergency housing shelters since 1988. Staffed primarily by volunteers, the mission of HHI is to provide high-quality medical care, health education and advocate for children's health in shelters. In 2021, HHI identified an unmet healthcare need — period poverty, characterized by lack of access to menstrual products and education. The CHOP Menstrual Health Equity Initiative was launched to provide "period packs" with menstrual supplies to teens, allowing them to attend school, work and participate in activities with dignity.



HOLIDAY BOUTIQUE

Sponsorship Levels

SILVER SPONSOR — \$5,000

Event

- Eight (8) tickets to the Holiday Boutique Preview Party, with early access to VIP shopping hour
- Eight (8) tickets to Thursday's Holiday Boutique Shopping Day
- Two (2) tickets to one Speaker Series presentation

Name Recognition

- Holiday Boutique print and digital invitation (*Deadline for inclusion: Tuesday, Sept. 17*)
- Signage at the Holiday Boutique
- Holiday Boutique event program book
- Event website: CHOPHolidayBoutique.org

Additional Recognition

A leadership annual giving welcome impact report, biannual CEO newsletters, an annual subscription to *Children's View* magazine and select invitations to events throughout the year

The tax-deductible portion for the benefits listed above is \$4,320.



Learning Through Play: LEGO Robotics

The Lego Robotics Education Program at CHOP offers programming to uplift the spirits of both patients and families during a hospital stay through science, technology, engineering, art and mathematics (STEAM) education and hands-on LEGO experiences. The program enables children to build and program LEGO robots at the bedside, in group settings or as part of long-term projects. Since its launch in February 2023, the program has seen rapid growth and become a patient favorite. Funding from the Holiday Boutique will allow the program to expand and support more than 3,000 patients annually.

CHOP patients, Jeremiah and Tyler



HOLIDAY BOUTIQUE

Sponsorship Levels

BRONZE SPONSOR — \$2,500

Event

- Six (6) tickets to the Holiday Boutique Preview Party
- Six (6) tickets to Thursday's Holiday Boutique Shopping Day

Name Recognition

- Holiday Boutique print and digital invitation
(Deadline for inclusion: Tuesday, Sept. 17)
- Signage at the Holiday Boutique
- Holiday Boutique event program book
- Event website: CHOPHolidayBoutique.org

Additional Recognition

A leadership annual giving welcome impact report, biannual CEO newsletters, an annual subscription to *Children's View* magazine and select invitations to events throughout the year

The tax-deductible portion for the benefits listed above is \$1,990.



Baby Eagle Project Offers Early Access to Genetic Information

Genetic diagnoses play a significant role in infant morbidity and mortality — affecting as many as 3 out of 4 babies in neonatal intensive care units (NICU). While standard diagnostic testing for sick babies is often costly and time-intensive, rapid genome sequencing has emerged as a promising single-platform test to provide analysis for a wide range of genetic disorders. The Baby Eagle Project at CHOP draws clinicians from genetics, neonatology and genomic diagnostics together to offer rapid and targeted analysis of a sick baby's genome. With more information about the baby's condition, clinicians can offer targeted therapies and treatments.



HOLIDAY BOUTIQUE

Sponsorship Levels

HOPE SPONSOR — \$1,500

Event

- Four (4) tickets to the Holiday Boutique Preview Party
- Four (4) tickets to Thursday's Holiday Boutique Shopping Day

Name Recognition

- Holiday Boutique print and digital invitation (*Deadline for inclusion: Tuesday, Sept. 17*)
- Signage at the Holiday Boutique
- Holiday Boutique event program book
- Event website: CHOPHolidayBoutique.org

Additional Recognition

A leadership annual giving welcome impact report, biannual CEO newsletters, an annual subscription to *Children's View* magazine and select invitations to events throughout the year

The tax-deductible portion for the benefits listed above is \$1,160.

BENEFACTOR SPONSOR — \$1,000

Event

- Two (2) tickets to the Holiday Boutique Preview Party
- Two (2) tickets to Thursday's Holiday Boutique Shopping Day

Name Recognition

- Signage at the Holiday Boutique
- Event website: CHOPHolidayBoutique.org

The tax-deductible portion for the benefits listed above is \$830.



Advanced Screening for Youth With Food Allergies and EoE

Food allergies affect 1 in 13 children in the U.S., leading to increased emergency room visits, higher healthcare costs and reduced quality of life for families. Many children face persistent challenges and risk life-threatening anaphylaxis. Oral immunotherapy (OIT) at CHOP offers an alternative to strict allergen avoidance but is not appropriate for all patients. In some cases, OIT can lead to negative side effects including GI symptoms or eosinophilic esophagitis (EoE). To address this, CHOP is planning a clinical trial to screen children for EoE before starting OIT, with the hope of enhancing patient care and clinical research in this area.

Gastroenterologist Amanda Muir, MD, assesses Reuben, a patient with EoE



HOLIDAY BOUTIQUE

Sponsorship Application

*(Please type or print all information exactly as it should appear in recognition materials.
Return by **Tuesday, Sept. 17, 2024**, in order to be included on the invitation.)*

Personal Corporate

Contact Name _____

Title _____

Company/Organization _____

Address _____ City _____ State _____ ZIP _____

Phone number (day) _____ Fax _____

Email address _____

Sponsorship Levels (Please check one.)

Platinum — \$25,000 Gold — \$10,000 Silver — \$5,000 Bronze — \$2,500

Hope — \$1,500 Benefactor — \$1,000 Donation \$ _____

If you'd like to sponsor the Holiday Boutique, but waive all potential benefits associated with your gift,
please initial here. _____

In some cases, receipt of benefits by a private foundation may result in tax implications. Please consult your tax adviser with any questions.

Form completed by _____ Phone number (day) _____

Payment



Check enclosed. *Please make checks payable to: CHOP Foundation.*

Visa MasterCard American Express Discover

Please use this QR code to pay by credit card or visit CHOPHolidayBoutique.org.

Matching Gifts — The CHOP Foundation welcomes matching gifts from participating companies. Request a matching gift form from your personnel office and send the completed form in with your gift. I have enclosed a matching gift form.

Mail via USPS to — CHOP Foundation • Holiday Boutique • PO Box 781352 • Philadelphia, PA 19178-1352
Contact Najia Hasan to coordinate delivery via UPS or FedEx.

Event Contact — Najia Whitesell Hasan • HasanN@chop.edu • 570-332-2859

To remove your name from our fundraising mailing list, please visit chop.edu/optout or call 267-426-5332.

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