

A benefit concert for



Two Charities

One Goal

collaborating to

SAVE LIVES

Hammerstein Ballroom

April 4, 2019





About the Charities

A benefit concert for



R Baby Foundation

The first and only foundation uniquely focused on saving babies' and children's lives by improving pediatric emergency care through life-saving training, research, education and equipment.

R Baby's programs train: Primary Care Physicians, Family Medicine Doctors, General and Pediatric Attending ER Physicians, Fellows and Resident Doctors, Nurse Practitioners, Physician Assistants, Nurses, Medics and EMTs, Technicians, Respiratory Therapists, Pharmacists and other critical medical personnel.

Michael's Mission

Focused on improving the quality of life and treatment options for those suffering from colorectal cancer through education, research and patient support.

Michael's Mission provides nationwide support services for colorectal cancer patients, families and caregivers through programs such as:

- *Patient Support Program* (in partnership with Weill Cornell Medical Center)
- *Patient Navigator Program*
- *Patient & Caregiver Mentorship*

R Baby & Michael's Mission are both registered 501 (c)(3) non-profit organizations

R Baby Foundation Programs

A benefit concert for



findERnow



R Baby Foundation and Massachusetts General Hospital have collaborated on the findERnow™ mobile app. With the touch of a screen, findERnow shows users the distance and directions from their current location to the closest ERs more likely to be prepared for babies and children.



The ImPACTS Network

The ImPACTS network brings experts from top Children's Hospitals directly to community ERs, where most children are seen, and provides assessment and cutting edge simulation training to doctors and other medical staff to improve pediatric emergency care. In addition, ImPACTS provides locally administered training for pediatric champions to provide the skills needed to return to their home hospitals and more effectively train their own front-line staff within their hospital or hospital network.



The Riley Fund for Stillbirth Research

The Riley Fund at R Baby is focused on research into stillbirth causes and prevention. Current granting is focused on the development of prediction tools to identify stillbirth risks in later pregnancy when early delivery is an option.

In addition to these impactful programs, each year R Baby funds additional life-saving research, training and education grants throughout the United States that benefit children globally.



R Baby Foundation Numbers

A benefit concert for



1,000+
Hospitals Helped

2006

Year Founded

90%

of Funds Raised
Supports Programs

21

Countries Impacted

\$11,000,000

Raised

1,000,000+

Children Impacted EACH YEAR

750+

Support Staff
Trained

55+

Publications Printed

6,000+

Doctors Trained

Michael's Mission Programs

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Patient & Family Support Program

Provides patients and caregivers a safe place, onsite at the hospital, to share thoughts and feelings with a dedicated oncology social worker who is trained to help patients better manage psychological issues that arise during treatment.



Patient Navigator Program

Assists patients, caregivers and their families throughout the cancer care continuum. The Patient Navigator program supports those affected by colon, colorectal and rectal cancer with personalized services, education and resources.



Patient & Caregiver Mentor Program

Provides patients, their families and caregivers the opportunity to meet with a Patient Mentor for emotional support, practical information, friendship and assistance from someone who has real life experience facing a colorectal cancer diagnosis. The volunteer Mentors are matched with a patient according to gender, age at diagnosis, stage of disease and geographical area. Volunteer Patient Mentors are vetted, receive training and continuing education from the Michael's Mission staff prior to mentoring any new patient.



Michael's Mission Numbers

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2009
Year Founded

50

Volunteer Patient Mentors

15,000

Patients & Caregivers Received Support Services FY2018

\$400,000

Research Awards

35

Volunteer Caregiver Mentors

40

Support Groups Available for Patients and Caregivers FY2018

20

National Speaking Engagements FY2018

About the benefit concert for





Event Information & Demographics

A benefit concert for



Why do a joint fundraiser?

R Baby and Michael's Mission have joined together to host an event that will provide attendees with an exceptional experience, secure in the knowledge that their donations will be making the most impact to save lives. Coming together provides a unique opportunity for supporters of each organization to be introduced to the other charity and make a powerful impact together.

Who are our donors?

R Baby Foundation and Michael's Mission donors are socially conscious corporations and affluent individuals who know the importance of advancing our missions to save lives.

We have a diverse group of supporters that include: banking & investment, accounting, real estate, law, health care, and the non-profit sector. Attendees range between the ages of 30 and 60.

Previous Events

A benefit concert for

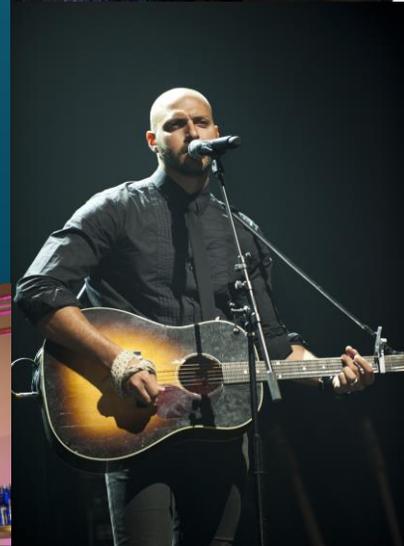


Previous Supporters

A benefit concert for



Kelly Ripa, **Hillary Clinton**, Katie Couric, **Sting**, Andrew Cuomo, **Anthony Scaramucci**, John Mack, **Michael Strahan**, Colin Quinn, **A Great Big World**, Carmen Marc Valvo, **Deron Williams**, Gary Gulman, **Ryan Star**, Jessica Kirson, **Mary Lambert**, DJ Cassidy, **Hannah Bronfman**, Edward Kennedy, Jr., Tim and Nina Zagat, Aaron Lewis, **Zach Braff**, Mr. G, **Boomer Esiason** and The Moms: Denise Albert & Melissa Musen Gerstein



Previous Sponsors

A benefit concert for



Lowenstein
Sandler



CITCO

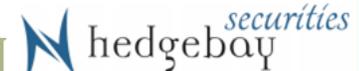


Paul Weiss

The Hanover
Charitable Gift Fund



Schulte Roth & Zabel



KRAMER LEVIN
KRAMER LEVIN NAFTALIS & FRANKEL LLP



Bloomberg

J.P. Morgan



CRYSTAL & COMPANY
The integrity of independence.

HOULIHAN LOKEY



BNY MELLON

Bizzi & Partners
Development

WILMER CUTLER PICKERING HALE AND DORR LLP

Morgan Lewis

SEWARD & KISSEL LLP



Morgan Stanley

New York Presbyterian
Morgan Stanley Children's Hospital



MIZUHO

Katten

MAPLES

Katten Muchin Rosenman LLP



Davis Polk



New York Presbyterian
Weill Cornell Medical Center

CITY NATIONAL BANK
The way up.

Center for
Advanced Digestive Care

Sponsorship Opportunities

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Levels and Services	Presenting \$100,000	Discovery \$50,000	Research \$35,000	Advocacy \$25,000	Education \$10,000	Awareness \$5,000
Named Prominently in Event Title	X					
Opportunity to Speak During Program	X	X				
Opportunity to Provide Branded Gifts	X	X				
Bottle Service	X	X	X			
Meet & Greet with Band(s) During Event	X	X	X			
Inclusion in Press Release and Social Media Mentions	X	X	X	X		
Access to VIP Mezzanine & Dedicated Bar	X	X	X	X	X	X
Gift Bag	X	X	X	X	X	X
HOSPITALITY BENEFITS						
Reserved Lounge	In Front of Stage	In Front of Stage	Box Seats 4 Available	Tier 1 Area in VIP Mezzanine	Tier 2 Area in VIP Mezzanine	N/A
Tickets	25	15	12	10	6	4
BRANDING & MARKETING OPPORTUNITIES						
Named on Key Event Signage*	X	X	X	X		
Full-Page Ad in Printed Program*	X	X	X	X		
Named in Printed Program*	X	X	X	X	X	X
Named on Event Website	X	X	X	X	X	X
Named on Electronic Invitation	X	X	X	X	X	X
Named in Multimedia Projection	X	X	X	X	X	X

*Commitment must be received by Friday, March 22, 2019.

Branded Activation Sponsorship

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\$35,000 (Limited to 2; \$10,000 Build-out Allocation)

Branding & Marketing Opportunities:

- Customized Company Activation/Product Sampling
- Named on Key Event Signage
- Named in Printed Program
- Named on Event Website
- Named on Electronic Invitation

Hospitality Benefits:

- Access to VIP Mezzanine for 4 Guests
- Dedicated Bar
- Gift Bag



Concert Credentials Sponsorship

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\$15,000 (Limited to 2)

Branding & Marketing Opportunities:

- Credential Lanyards
- Named in Printed Program
- Named on Event Website
- Named on Electronic Invitation

Hospitality Benefits:

- Access to VIP Mezzanine for 4 Guests
- Dedicated Bar
- Gift bag



Food & Beverage Sponsorship

A benefit concert for



\$15,000 (Limited to 3)

Branding & Marketing Opportunities:

- Branded Food or Beverage Station
- Named in Printed Program
- Named on Event Website
- Named on Electronic Invitation

Hospitality Benefits:

- Access to VIP Mezzanine for 4 Guests
- Dedicated Bar
- Gift Bag



Gift Bag Sponsorship

A benefit concert for



\$10,000 (Limited to 3)

Branding & Marketing Opportunities:

- Outside of Gift Bag
- Product Sampling (1,500 units required)
- Named in Printed Program
- Named on Event Website
- Named on Electronic Invitation

Hospitality Benefits:

- Access to VIP Mezzanine for 4 Guests
- Dedicated Bar
- Gift bag



After Party Sponsorship

A benefit concert for



\$15,000 (Limited to 2)

Branding & Marketing Opportunities:

- After Party Ticket
- After Party Signage
- Named in Printed Program
- Named on Event Website
- Named on Electronic Invitation

Hospitality Benefits:

- Access to VIP Mezzanine for 4 Guests
- Dedicated Bar
- Gift bag

Standard Ticket Template

Glued on this side

Your Logo & Text
Printable Area

No: 101

No: 101

Your Logo & Text
Printable Area





Contact Information

A benefit concert for



Questions?

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