



2017

FESTIVAL
of Trees

**Gainesville's
annual holiday tradition**

Nov. 30 – Dec. 2, 2017

giving.UFHealth.org/Trees

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UFHealth
shands children's Hospital

 **Children's
Miracle Network
Hospitals**

Dear Community Leader,

I would like to be one of the first to share with you the exciting plans we have for this year's Festival of Trees, which takes place Nov. 30 – Dec. 2 at Tioga Town Center. I invite you to join us in supporting this event and, in turn, helping to support the youngest members of our community this holiday season.

Last year alone, Children's Miracle Network Hospitals raised more than \$9 million. Every dollar was donated to UF Health Shands Children's Hospital.

We rely on the generous support of community leaders like you to continue the mission of CMN Hospitals, which is to help local kids and their families while in our care. Because of our community partners and individual donors, we have furthered advancements in research, invested in lifesaving medical equipment and provided a wide range of services to those in need of specialized treatment. Thank you for helping make this possible.

In this packet, you will find additional event information and sponsorship opportunities. With your partnership, we can make miracles happen for the children treated at UF Health Shands Children's Hospital.

Thank you for your consideration. We look forward to seeing you at the Festival of Trees!

Sincerely,



Scott A. Rivkees, MD
Nemours Eminent Scholar, Professor and Chair
Department of Pediatrics, UF College of Medicine

All gifts to Children's Miracle Network Hospitals at UF Health Shands Children's Hospital are voluntary and in no way a consideration for the initiation or continuation of a business relationship.

ABOUT THE FESTIVAL

We are pleased to announce the 4th Annual Festival of Trees benefiting Children's Miracle Network Hospitals at UF Health Shands Children's Hospital. Held Nov. 30 – Dec. 2, 2017 at Tioga Town Center, this

festival brings the Gainesville community together to kick off the holiday season with a weekend-long silent auction of decorated trees and wreaths, and other holiday-themed items for purchase.

SCHEDULE OF EVENTS

Thursday, Nov. 30 — Festival of Trees VIP Preview Party

Join us for the official opening of the Festival of Trees. The evening will be complete with holiday treats and beverages, special guests and the exclusive opportunity to make the first bid or "buy it now" on any one of our fully decorated trees. The evening, produced by Keith Watson Events, is sure to brighten your holiday spirit.

\$40 per person

Cocktail attire

Tickets may be purchased online at giving.UFHealth.org/Trees.

Friday, Dec. 1 & Saturday, Dec. 2 — Festival of Trees Showcase

You and yours are cordially invited to this family-friendly showcase of trees and wreaths decorated for the holidays. If you see a tree or wreath you would like to take home, you can place a bid through your smartphone and continue to keep an eye on the silent auction from your phone or home computer. The silent auction will end Saturday night, and trees and wreaths will be delivered Sunday, Dec. 3. New this year are raffle prizes and

items for purchase — in addition to the trees and wreaths — to further support Children's Miracle Network Hospitals. You will also enjoy the holiday happenings, shopping and dining at Tioga Town Center during your visit.

These events are open to the public for a suggested donation at the door.

Children must be accompanied by an adult.

WHY SUPPORT CHILDREN'S MIRACLE NETWORK HOSPITALS?

Children's Miracle Network Hospitals is an international nonprofit organization dedicated to raising funds and awareness for local children's hospitals. For UF Health Shands Children's Hospital, this means caring for more than 150,000 kids each year.

We treat children from throughout Florida, across the country and around the world. Families come to UF Health Shands Children's Hospital seeking treatment for broken bones, childhood cancer, complex

heart disease and dozens of other ailments. Thanks to the generous support of organizations like yours, we can ensure that our young patients receive the highest-quality care possible.

Because of support from Children's Miracle Network Hospitals, UF Health Shands Children's Hospital can purchase lifesaving equipment, provide programs and services with meaningful impact and conduct transformative research.



1 in 10 kids
in North America are treated by a Children's Miracle Network Hospital each year.



Funds raised through Children's Miracle Network Hospitals at UF Health stay right here in GAINESVILLE.

Dollars raised are used to fund pediatric research, pediatric programs like Child Life and the most immediate needs of the children's hospital, such as equipment and renovations.



Every minute, **\$6,500** of charity care is provided by a CMN Hospital.



Last year, more than **\$9 million** was raised for local kids at UF Health Shands Children's Hospital, your local CMN Hospital.



Children's Miracle Network Hospitals at UF Health Shands Children's Hospital **impacts the lives of more than 150,000 children each year.**



MEET MAZZY

When 12-year-old Mazzy Jester grows up, she wants to be a fashion designer. Her dreams nearly unraveled, however, when she felt a lump in her collarbone.

A visit to the UF Health Shands pediatric emergency room confirmed Mazzy had Hodgkin's lymphoma, a type of cancer starting in white blood cells called lymphocytes. A day later, she was admitted to surgery for a biopsy.

After two rounds of chemotherapy, Mazzy was back at school and cancer-free. Today, she's an ambassador for Children's Miracle Network and UF Health Shands Children's Hospital, inspiring the community with her amazing fight against cancer.

"Kids like Mazzy are why I am a pediatric oncology nurse," said Natalie Dotson, R.N., B.S.N., CPHON, of UF Health. "Mazzy's energy was infectious, and she had the ability to take her treatment in stride and remain positive throughout this difficult experience."



Sponsorship levels

\$20,000+: PRESENTING



- Recognition as presenting sponsor at event and on promotional materials
- Recognition on stage at VIP party and logo on at-event signage
- Logo placement on mobile bidding app
- UF Health Shands Children's Hospital tour
- Logo placement on at-event print materials
- 10 tickets to VIP Preview Party
- Artwork created by patients of UF Health Shands Children's Hospital
- Name recognition on website and print materials
- Commemorative Festival of Trees 2017 recognition piece

\$15,000 - \$19,999: PLATINUM

- Recognition on stage at VIP party and logo on at-event signage
- Logo placement on mobile bidding app
- UF Health Shands Children's Hospital tour
- Logo placement on pre-event and at-event print materials
- Eight (8) tickets to VIP Preview Party
- Artwork created by patients of UF Health Shands Children's Hospital
- Name recognition on website and print materials
- Commemorative Festival of Trees 2017 recognition piece

\$10,000 - \$14,999: GOLD

- Recognition on stage at VIP party and logo on at-event signage
- Logo placement on pre-event and at-event print materials
- Eight (8) tickets to VIP Preview Party
- Artwork created by patients of UF Health Shands Children's Hospital
- Name recognition on website and print materials
- Commemorative Festival of Trees 2017 recognition piece

\$5,000 - \$9,999: SILVER

- Logo placement on at-event print materials
- Six (6) tickets to VIP Preview Party
- Commemorative Festival of Trees 2017 recognition piece
- Name recognition on website and pre-event and at-event print materials

TREE & WREATH DONATION PARTNER

We also welcome you to support the Festival of Trees by donating a decorated tree or wreath. Your generous support in designing a tree or wreath will provide opportunities for individuals to purchase your creative masterpiece during the Festival of Trees VIP Preview Party and during the Showcase & Silent Auction.

We encourage unique designs as well as traditional holiday-themed items that may include children's toys, gift certificates, autographed items, tickets or other usable items as part of the decor. These additional items will add value and allow your business to showcase your product, service or cause. All items, decorations and transportation of the tree or wreath to the event are the responsibility of the designer to provide

\$2,500 - \$4,999: BRONZE

- Four (4) tickets to VIP Preview Party
- Commemorative Festival of Trees 2017 recognition piece
- Name recognition on website and at-event print materials

\$500 - \$2,499: CIRCLE OF FRIENDS

- Two (2) tickets to VIP Preview Party
- Name recognition on website and at-event print materials

\$1,000: PRE-DESIGNED TREE OR WREATH

This year we are offering a pre-designed tree or wreath package available for purchase. For the sponsorship price of \$1,000, we will purchase tree materials and decorate the tree to your company's liking. Please specify tree size and desired theme and provide one-month notice for decorating time.

and drop off at the designated time (to be communicated at a later date).

All items will be showcased with the name of the business, individual or group that sponsored the item, as well as the name of the designer (if the two differ). Tree Donation Partners will receive two (2) complimentary tickets to the VIP Preview Party and name recognition on the website and at-event print materials.

Wreath Donation Partners will receive one (1) complimentary ticket to the VIP Preview Party.

Interested in learning more? Please visit giving.UFHealth.org/Trees for our Tree and Wreath Designer Handbook or email RITENL@shands.ufl.edu.

To become a Festival of Trees partner, please visit giving.UFHealth.org/Trees or call 352.627.5036.

Logo placement, size and number of impressions based on sponsorship level.

UF Health Shands Children's Hospital
P.O. Box 100386
Gainesville, FL 32610

FIRST CLASS
U.S. POSTAGE PAID
GAINESVILLE, FL
PERMIT 94

Questions? Contact us:

Children's Miracle Network Hospitals
at UF Health Shands Children's Hospital

Event Coordinator

Lindsay Ritenbaugh,
Children's Miracle Network Hospitals
352.627.5036 | RITENL@shands.ufl.edu
giving.UFHealth.org/Trees



IF YOU PREFER NOT TO BE CONTACTED BY UF HEALTH SHANDS FOR FUTURE FUNDRAISING ACTIVITIES, PLEASE NOTIFY US BY CALLING 1.866.682.2372 OR VISITING <http://giving.UFHealth.org/opt-out>. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1.800.435.7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.