



First Look for Charity



Sponsorship Opportunities

February 9, 2024

McCormick Place

ABOUT FIRST LOOK FOR CHARITY

Over the past 35 years, *First Look for Charity*, the Chicago Auto Show's pre-opening black-tie gala, has raised nearly \$60 million for local charities. *First Look for Charity* stands as one of Chicago's largest one-day fundraisers and is held annually at McCormick Place the evening before the Chicago Auto Show opens. Attendees automatically have a chance to win a 2024 Chevrolet Blazer.



Each year, Advocate Health Care, part of Advocate Health, hosts a private welcome reception prior to the showroom floor opening with over 500 community and corporate supporters, physicians, and Advocate leaders in attendance. On the show room floor, guests enjoy food and beverages provided by more than 20 local restaurants as well as live entertainment throughout.

The event benefits Advocate Health Care and 17 other local charities. Advocate's 2024 beneficiary is Advocate Heart Institute, which includes Advocate Children's Heart Institute for our pediatric and adolescent patients.

First Look for Charity and the Chicago Auto Show are presented by the Chicago Automobile Trade Association, representing the new-car dealers of Chicagoland and Northwest Indiana.



OUR BENEFICIARIES:

Advocate Heart Institute & Advocate Children's Heart Institute

At Advocate Heart Institute, we're transforming cardiology with more firsts. The first to discharge a patient home with a total artificial heart. The only heart transplant program in the state to be recognized for top survival outcomes. Advocate's 350 heart specialists perform more than 20,000 heart procedures each year – more than the five Chicago academic hospitals combined.

As one of largest pediatric cardiology programs in the Midwest, Advocate Children's Hospital's Heart Institute treats more than 12,000 patients per year, performing more cardiac surgeries than any other program in Illinois. The nationally recognized program is ranked one of the Top 50 Pediatric Cardiology Programs by U.S. News & World Report.

BENEFITS OF SPONSORSHIPS

Support of Advocate Health Care and Advocate Heart Institute affiliates your company's brand with one of the leading health care systems not just in Illinois, but in the country. Your support is truly transforming cardiovascular care throughout Chicagoland and Central Illinois.

ADDITIONAL BENEFITS

- Client engagement and employee recognition.
- Sponsors receive tickets to the event and the Chicago Auto Show, offering a great way to entertain clients or to recognize and reward employees, all for a meaningful cause and at a premier philanthropic event.
- Visibility and exposure throughout Advocate's network of 10 hospitals, 400 sites of care, 35,000 associates, and 6,500 physicians offer companies valuable opportunities for recognition, leading up to the event as well as night-of recognition.
- Heart disease is the leading cause of death in the U.S. Promote your company's commitment to heart health by affiliating yourself with a national leader in heart health outcomes.

SPONSORSHIP PACKAGES with TICKETS

If a sponsor is unable to use a portion or all of the allotted tickets, sponsors may donate any unused tickets to host grateful patients and families and/or exceptional caregivers. Sponsors may also choose to donate to Advocate Heart Institute and accept no tickets, making a sponsor only eligible to receive recognition benefits from Advocate Health Care, with no benefits being received from the Chicago Automobile Trade Association.

<i>First Look for Charity Benefits</i>	<i>Advocate Health Care Benefits</i>
Grand Benefactor Sponsor \$65,000 <ul style="list-style-type: none">Includes 200 tickets to <i>First Look for Charity</i> and Chicago Auto ShowIdentification as a “Grand Benefactor” in all <i>First Look for Charity</i> recognition listingsEach ticket includes one entry (per ticket) for a chance to win a 2024 Chevrolet Blazer. Must be present to win.	<ul style="list-style-type: none">Night-of-event verbal and logo recognition at Advocate Health Care pre-receptionLogo included on digital screens at Advocate’s 12 hospitals promoting the event, reaching 35,000 associates and physiciansInclusion in Advocate Charitable Foundation <i>First Look for Charity</i> email blastsMembership in Advocate Aurora Health’s Corporate Partners in Philanthropy program, which includes an exclusive invitation to the Corporate Partners in Philanthropy Executive Briefing
Benefactor Sponsor \$32,500 <ul style="list-style-type: none">Includes 100 tickets to <i>First Look for Charity</i> and Chicago Auto ShowIdentification as a “Benefactor” in all <i>First Look for Charity</i> recognition listingsEach ticket includes one entry (per ticket) for a chance to win a 2024 Chevrolet Blazer. Must be present to win.	<ul style="list-style-type: none">Night-of-event verbal and logo recognition at Advocate Health Care pre-receptionLogo included on digital screens at Advocate’s 12 hospitals promoting the event, reaching 35,000 associates and physiciansInclusion in Advocate Charitable Foundation <i>First Look for Charity</i> email blastsMembership in Advocate Aurora Health’s Corporate Partners in Philanthropy program, which includes an exclusive invitation to the Corporate Partners in Philanthropy Executive Briefing

First Look for Charity Benefits

Patron Sponsor \$16,250

- Includes 50 tickets to *First Look for Charity* and Chicago Auto Show
- Identification as a “Patron” in all *First Look for Charity* recognition listings

Advocate Health Care Benefits

- Night-of-event verbal recognition at Advocate Health Care pre-reception
- Listed on digital screens at Advocate’s 12 hospitals promoting the event, reaching 35,000 associates and physicians
- Membership in Advocate Aurora Health’s Corporate Partners in Philanthropy program, which includes an exclusive invitation to the Corporate Partners in Philanthropy Executive Briefing

Donor Sponsor \$6,500

- Includes 20 tickets to *First Look for Charity*
- Identification as a “Donor” in all *First Look for Charity* recognition listings

- Night-of-event recognition at Advocate Health Care pre-reception

Supporting Sponsor \$3,250

- Includes 10 tickets to *First Look for Charity*

- Night-of-event recognition at Advocate Health Care pre-reception

Collaborating Sponsor \$1,300

- Includes 4 tickets to *First Look for Charity*

- Night-of-event recognition at Advocate Health Care pre-reception
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FIRST LOOK FOR CHARITY

at the Chicago Auto Show
McCormick Place
230 South Lake Shore Dr. Chicago, IL
60616

February 9, 2024

ORDER FORM

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Please list how you would like to be recognized.

CONTRIBUTION LEVEL

_____Grand Benefactor Sponsor \$65,000

_____Benefactor Sponsor \$32,500

_____Patron Sponsor \$16,250

_____Donor Sponsor \$6,500

_____Supporting Sponsor \$3,250

_____Individual Ticket \$ 325 (\$268 tax-deductible)

Your donation, benefiting Advocate Heart Institute,
in addition to this completed form, can be made payable to Advocate Charitable Foundation
and mailed to:

Advocate Charitable Foundation, Attn: First Look for Charity 2024,
2025 Windsor Drive, Oak Brook, IL 60523

Payments are also accepted online at
aah.org/firstlook.