



First Look for Charity

CHICAGO...
AUTO SHOW
First Look
for Charity

 Advocate Health Care
Now part of  ADVOCATEHEALTH

Sponsorship Opportunities

February 7, 2025

McCormick Place

ABOUT FIRST LOOK FOR CHARITY

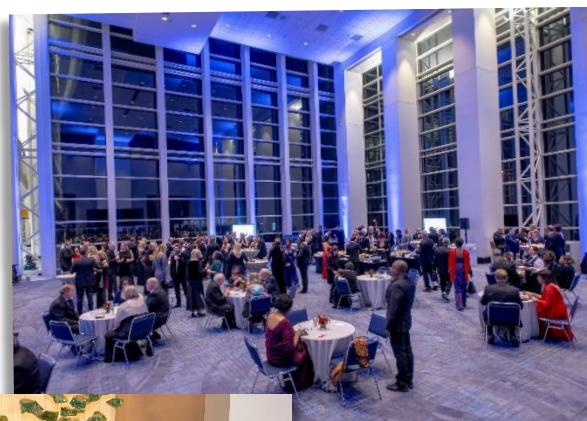
Over the past 35 years, *First Look for Charity*, the Chicago Auto Show's pre-opening black-tie gala, has raised nearly \$60 million for local charities. *First Look for Charity* stands as one of Chicago's largest one-day fundraisers and is held annually at McCormick Place the evening before the Chicago Auto Show opens. Attendees automatically have a chance to win a 2025 Chevrolet Equinox or Hyundai Palisade.



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 2025 beneficiary is the Advocate Health Care Cardiology Program and 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 Health Care Cardiology Program & Advocate Children's Heart Institute

At Advocate Health Care, we've been innovators in heart care for over 70 years. Thanks to our 350 heart specialists, we perform more than 20,000 heart procedures each year – more than the five Chicago academic hospitals combined. This past year, Advocate Health Care celebrated its 300th heart transplant. We also treat the youngest heart patients through Advocate Children's Hospital's Heart Institute. As one of the largest pediatric cardiology programs in the Midwest, we treat more than 12,000 patients per year and perform more cardiac surgeries than any other program in Illinois. Our 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 Children's 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

- 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 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. *Each ticket includes one entry (per ticket) for a chance to win a 2025 Chevrolet Equinox EV or 2025 Hyundai Palisade.

Please note that a charitable contribution is not premised or conditioned upon conducting business with Advocate Health.

First Look for Charity Benefits

Grand Benefactor Sponsor \$65,000

- Includes 200 tickets to *First Look for Charity* and Chicago Auto Show
- Identification as a “Grand Benefactor” in all *First Look for Charity* recognition listings

Advocate Health Care Benefits

- Night-of-event verbal and logo recognition at Advocate Health Care pre-reception
- Logo included on digital screens at Advocate’s 10 hospitals promoting the event, reaching 35,000 associates and physicians
- Inclusion in Advocate Charitable Foundation *First Look for Charity* email blasts
- Membership in Advocate Health’s Corporate Partners in Philanthropy program, which includes an exclusive invitation to the Corporate Partners in Philanthropy Executive Briefing

Benefactor Sponsor \$32,500

- Includes 100 tickets to *First Look for Charity* and Chicago Auto Show
- Identification as a “Benefactor” in all *First Look for Charity* recognition listings

- Night-of-event verbal and logo recognition at Advocate Health Care pre-reception
- Logo included on digital screens at Advocate’s 10 hospitals promoting the event, reaching 35,000 associates and physicians
- Inclusion in Advocate Charitable Foundation *First Look for Charity* email blasts
- Membership in Advocate 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
- Each ticket includes one entry (per ticket) for a chance to win a 2025 Chevrolet Equinox or Hyundai Palisade. Must be present to win.

Advocate Health Care Benefits

- Night-of-event verbal recognition at Advocate Health Care pre-reception
- Listed on digital screens at Advocate’s 10 hospitals promoting the event, reaching 35,000 associates and physicians
- Membership in Advocate 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 7, 2025

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 (\$269 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 2025,
2025 Windsor Drive, Oak Brook, IL 60523

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