

First Look for Charity

Supporting Advocate Health Care

Join us for the exclusive black-tie gala
and preview of the nation's largest auto show.

FEBRUARY 6, 2025

MCCORMICK PLACE
CHICAGO



Advocate Health Care®

ABOUT FIRST LOOK FOR CHARITY

Over the past 30 years, First Look for Charity, the Chicago Auto Show's pre-opening black-tie gala, has raised more than \$63 million for local charities. First Look for Charity benefits Advocate Health Care and 17 other local charities and stands as one of Chicago's largest single-day charitable events and is held annually at McCormick Place the evening before the Chicago Auto Show opens. Attendees automatically have a chance to win a 2026 Chevrolet Equinox.

Each year, Advocate Health Care welcomes more than 500 distinguished guests, including community champions, corporate partners, leading physicians, and Advocate Health Care executives—to an exclusive pre-event reception that sets the stage for an unforgettable evening. As the doors to the showroom open, attendees are treated to a vibrant celebration featuring culinary delights from over 20 acclaimed local restaurants and dynamic live entertainment, creating a truly memorable experience that brings our philanthropic community together for a powerful cause.

Funds raised from Advocate Health Care's participation in First Look for Charity benefits its three national service lines – Oncology, Cardiology, and Neurology – supporting both pediatric and adult patient populations.

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 & Advocate Children's Hospital

At Advocate Health Care, we're advancing neurosciences, cancer and heart and vascular care with expanded access, leading expertise and breakthrough innovation. Our neurosciences program now spans 46 locations across the entire Advocate Health footprint, ranking in the top 10% nationally for stroke care and earning Gold Plus recognition for 44 hospitals. In cancer care, we support more than 50,000 new patients annually, fueled by nationally recognized research. In Illinois, our cardiology team performed more than 20,000 heart procedures, leading the state in cardiovascular care and helping patients get back to everyday life without missing a beat. Advocate Children's Hospital also launched its pediatric heart transplant program, giving children with the most complex cardiac conditions access to life-saving care close to home.

SPONSORSHIP OPPORTUNITIES

NEW! All First Look for Charity sponsorship packages are now digital and sold through the First Look for Charity website. All purchases are subject to standard processing fees. **Please note that a charitable contribution is not premised or conditioned upon conducting business with Advocate Health.

| Chicago Auto Show First Look for Charity Sponsorship Opportunities | Benefactor Sponsor | Patron Sponsor | Donor Sponsor |
|--|---|---|---|
| Chicago Auto Show First Look for Charity Advocate Health Care McCormick Place Friday, February 6, 2025 |  |  | |
| Investment Amount | \$32,500 | \$16,250 | \$6,500 |
| Tickets Included | 100 | 50 | 20 |
| First Look for Charity entitlements | | | |
| Complimentary tickets to the Chicago Auto Show |  |  | |
| Recognition in all First Look for Charity recognition listings |  |  |  |
| Advocate Health Care entitlements | | | |
| Inclusion in Advocate Health Care First Look for Charity e-communication |  | | |
| Logo included 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 |  |  | |
| Night-of-event verbal and visual recognition at the Advocate Health Care pre-reception |  LOGO |  LOGO |  NAME |

Benefits of Sponsorship

Sponsors receive tickets to First Look for Charity 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.

Each ticket enters your guest into a raffle for a 2026 Chevrolet Equinox.

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