

*Las Vegas Honors  
St. Jude Children's Research Hospital*

*An Affair of the Art*

**2014 Partner Packet**



**'No child should die  
in the dawn of life.'  
~Danny Thomas, Founder**

# An Affair of the Art



The Las Vegas Chapter of St. Jude Children's Research Hospital  
is proud to present its 5<sup>th</sup> Annual Grand Gala

*An Affair of the Art*  
*Creating Hope for Children through the Gift of Art*

This Dazzling, Red-Carpet Gala will be held  
**Saturday, May 3, 2014, 6pm**  
**The Smith Center for Performing Arts**

Las Vegas Chapter of St. Jude  
Children's Research Hospital

**Gala Co-Chairs**

Tanya Amid  
Dorit Schwartz

**Chapter Board Members:**

**Tanya Amid**, Chapter Chairwoman  
**Dorit & Ronnie Schwartz**, Art  
Production Chair  
**Noa & Bob Jensch**, Auction Chair  
**Loren Slocum**, Youth Board Chair  
**Veronica Meter**, PR Chair  
**Claudia & Ed Bernstein**  
**Cara & Jordan Fiksenbaum**  
**Brian Hardee**  
**Rom & Flavia Hendler**  
**Robyn Williams**  
**Heidi Glassman**, Event Production  
**Seth Yudof**, Entertainment  
**Niki J Sands**, Artist Ambassador  
**Angela Brooks**, Assistant  
Coordinator to Chairwoman

**Art Production Committee:**

Niki J Sands & Jose Morales  
Michael & Brittany Godard  
Dale Mathis  
Beti Kristof

**Auction Item Committee:**

Linda Dethloff  
Kara Ebstein  
Jacquie & Marc Frye  
Marcy Grubbs  
Latoya Holman  
Laura & Uri Ben-Shimon  
Bertha Steinberg  
Debby & Dr. Jim Wright  
Mala Zheleznyak

We will be celebrating St. Jude Children's Research Hospital's  
mission of **finding cures and saving children's lives**.  
Featuring hosted cocktails, sophisticated silent and live auctions  
including a collection of custom artwork by renowned artists,  
a signature dinner, and star-studded entertainment and appearances.

Three years ago, we launched our Hearts of Las Vegas collection which  
featured three-dimensional, five-foot tall sculptures which were designed and  
painted by local artists. These sculptures were on display throughout the city  
of

Las Vegas to raise awareness for the event and the life-saving work and  
world-class care taking place at St. Jude and many are still being displayed.

Due to the tremendous outreach and awareness created by our sculptures in  
previous years, we are delighted to announce the new 2014 sculpture  
"Celebration of Life" collection is already in production and sponsorships for  
these beautiful sculptures are available now. Sign up to sponsor our event  
today to ensure you are able to claim your "Celebration of Life" Sculpture as  
production is limited.

We are honored to invite you to join us for this 2014 celebration gala and  
support our efforts in the fight against childhood cancer.  
packet for information on our various sponsorship opportunities  
or visit our website at: [www.stjude.org/lasvegas](http://www.stjude.org/lasvegas)

To contact St. Jude directly, please contact Lainie Strouse at  
[lainie.strouse@stjude.org](mailto:lainie.strouse@stjude.org) or 800-227-6737

# The Las Vegas Chapter of St. Jude Children's Research Hospital

is proud to present:

## “Celebration of Life” Sculptures

This will be the fourth year this phenomenal exhibit of *three-dimensional, five-foot tall sculptures have been created*, each one customized by a professional local artist, giving each Sculpture “life” through their vision and interpretation of what a Life for a Child means to them. This year we will be introducing a new sculpture the “Celebration of Life”, these unique creations are exhibited throughout the streets of Las Vegas, turning the streets of Las Vegas into a live interactive art exhibit for all to enjoy.



Our mission is to continue the legacy of the late Founder Danny Thomas, who dreamt that, “No child should die in the dawn of life”. The major corporations of Las Vegas are showing their support by generously sponsoring the “Celebration of Life” sculptures. Sponsors of this project are playing a major role in creating awareness for St. Jude Children's Research Hospital and our mission of saving lives and finding cures. The citizens of Las Vegas and the millions of tourists that visit our City enjoy an extraordinary artwork exhibition knowing that 100% of the proceeds benefit the children of St Jude.

**Sponsorship of one of the “Celebration of Life” sculptures begins at \$20,000 and may be custom designed if Sponsors are committed before November 2013.**

We are honored and exhilarated to see the cooperation from all involved.

The “Celebration of Life” will be auctioned off at the dazzling *Las Vegas Honors St. Jude – An Affair of the Art*, which will take place at the Smith Center for Performing Arts on May 3, 2014. The event will include a gourmet dinner, live and silent auctions, top of the line entertainment, and lots of excitement.

**We invite you to join us by sponsoring one of the phenomenal “Celebration of Life” sculptures !**

# St. Jude Children's Research Hospital

*The world's epicenter for research and treatment of childhood catastrophic diseases.*

St. Jude Children's Research Hospital®, founded by the late entertainer Danny Thomas, is one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Children from all 50 states and from around the world have come through the doors of St. Jude for treatment, and thousands more around the world have benefited from the research conducted at St. Jude — research that is shared freely with the global medical community. St. Jude is the only pediatric cancer research center where families never pay for treatments that are not covered by insurance. No child is denied treatment because of a family's inability to pay.

Working together under one roof, our physicians and scientists have pioneered treatments that have helped push the overall survival rates for childhood cancers from less than 20 percent when the hospital opened in 1962 to 80 percent today. The survival rate for the most common form of childhood cancer, acute lymphoblastic leukemia, has risen from just 4 percent in 1962 to 94 percent today.

And St. Jude is also making a difference in the fight against other pediatric catastrophic diseases. In addition to childhood cancers, illnesses such as sickle cell disease, blood and bone disorders, genetic diseases, and pediatric HIV/AIDS are among those treated at St. Jude.

There is no place like St. Jude. A place where some of today's most renowned researchers are published and cited more often in high impact publications than any other private pediatric oncology research institution in America. A place where doctors send many of their sickest patients and toughest cases. A place where cutting-edge research and revolutionary discoveries happen every day.

**“A life saved at St. Jude represents thousands of lives saved around the world.”  
~ Dr. Michael DeBakey, Noted Heart Surgeon**





## Quick Facts About St. Jude

- St. Jude Children’s Research Hospital was founded in 1962 by the late entertainer Danny Thomas. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. St. Jude has treated children from all 50 states and from around the world.

- On average, 5,900 active patients visit the hospital each year, most of whom are treated on an outpatient basis.

- St. Jude has 78 inpatient beds and treats more than 260 patients each day.

- St. Jude is the first and only pediatric cancer center to be designated as a comprehensive cancer center by the National Cancer Institute.

- St. Jude is the first institution established for the sole purpose of conducting basic and clinical research and treatment into catastrophic childhood diseases, mainly cancer.

- Research findings at St. Jude are shared freely with doctors and scientists all over the world.

- St. Jude also enjoys a worldwide reputation as a teaching facility. The medical and scientific staff published more than 680 articles in academic journals in 2010, more than any other pediatric cancer research center in the United States.

- St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family’s inability to pay.

- The daily operating cost for St. Jude is \$1.8 million, which is primarily covered by public contributions.

- During the past five years, 81 cents of every dollar received has supported the research and treatment at St. Jude.

- St. Jude revolutionized pediatric cancer treatment around the world with its groundbreaking use of a combination of chemotherapy, radiation, and surgery to treat childhood cancers.

- St. Jude has developed protocols that have helped push overall survival rates for childhood cancers from less than 20 percent when the hospital opened in 1962 to 80 percent today. The current St. Jude survival rates for selected childhood cancers now include:

Diagnosis	Survival Rate
Acute lymphoblastic leukemia –ALL (most common form of childhood cancer)	94%
Hodgkin lymphoma (cancer of the lymph system)	90%
Medulloblastoma (a type of brain tumor)	85%
Wilms tumor (kidney tumor)	90%

- In 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. Today, the survival rate for this once deadly disease is 94 percent, thanks to research and treatment protocols developed at St. Jude.

**We are currently considering potential sponsors ranging from \$10,000 to a title partnership of \$250,000. You may contact Lainie Strouse at 800-227-6737 or via email at [lainie.strouse@stjude.org](mailto:lainie.strouse@stjude.org) if you have any questions or to customize an underwriting opportunity.**



## Platinum Heart Partner - \$250,000

- Title Sponsorship of event - Sponsor name inclusion within event title
- Three (3) tables/30 event tickets with premier placement in room
- No-bid award of one (1) "Celebration of Life" Sculpture
- Sponsor logo or name on event save the date cards & invitations\*
- Sponsor logo or name on all printed materials\*
- Company logo on Step and Repeat Wall for red carpet\*
- Premiere level ad placement in event video program\*
- Title Sponsor check presentation at event
- Photo opportunity with event emcee, honorees, and celebrities
- Meet and greet with emcee and celebrity guests
- Access for 20 to VIP suite at event
- Sponsor logo or name in VIP suite
- Sponsor recognition in all media outreach
- Sponsor recognition by emcee during the event program
- Champagne toast during event reception
- Sponsor recognition and logo placement on event website
- Sponsor logo displayed on large video screens during portions of event program
- Sponsor recognition in feature story in ALSAC News, a national St. Jude publication with a circulation of more than 20,000
- Right to issue own press release and community outreach regarding association with event (to be mutually approved)
- Opportunity for product display at event (to be mutually approved)
- Opportunity to provide company-branded premium item in gala gift bag for event guests (maximum of 320 Units)
- Right of first refusal for Title Sponsor position for 2014 event

*\*Print schedule permitting*



## Heart of Gold Partner - \$150,000

- Two (2) tables/20 event tickets with premier placement in room
- Complimentary sponsorship of a “Celebration of Life” Sculpture
- Sponsor logo or name on event save the date cards and invitations\*
- Sponsor logo featured on all event signage and video program\*
- Sponsor logo or name on all printed materials\*
- Photo opportunity with event emcee, honorees, and celebrities
- Meet and greet with emcee and celebrity guests
- Access for 10 to VIP suite at event
- Sponsor logo or name in VIP suite
- Sponsor recognition in all media outreach
- Sponsor acknowledgement by emcee during the program
- Sponsor recognition and logo placement on the event website
- Right to issue own press release and community outreach regarding association with event (to be mutually approved)
- Opportunity for product display at event (to be mutually approved)
- Opportunity to provide company-branded premium item in gala gift bag for event guests (maximum of 320 Units)



St. Jude Children's Research Hospital – Main Lobby

*\*Print schedule permitting*





St. Jude Children's Research Hospital – Interior Hallways

## Silver Heart Partner - \$75,000

- Two (2) tables/20 event tickets with premier placement in room
- Complimentary sponsorship of “Celebration of Life” Sculpture
- Sponsor logo or name on event save the date cards and invitations\*
- Sponsor logo featured on all event signage and video program\*
- Sponsor logo or name on all printed materials\*
- Sponsor recognition in all media outreach
- Sponsor acknowledgement by emcee during the program
- Sponsor recognition and logo placement on the event website
- Right to issue own press release and community outreach regarding association with event (to be mutually approved)
- Opportunity for product display at event (to be mutually approved)
- Opportunity to provide company-branded premium item in gala gift bag for event guests (maximum of 320 Units)

*\*Printing schedule permitting*



## Joyful Heart Partner - \$30,000

- Two (2) tables/20 event tickets with premier placement in room
- Complimentary sponsorship of “Celebration of Life” Sculpture
- Sponsor logo or name on event invitations\*
- Sponsor logo featured on all event signage and video program\*
- Sponsor logo or name on all printed materials\*
- Sponsor recognition in all media outreach
- Sponsor acknowledgement by emcee during the program
- Sponsor recognition and logo placement on the event website
- Right to issue own press release and community outreach regarding association with event (to be mutually approved)
- Opportunity to provide company-branded premium item in gala gift bag for event guests (maximum of 320 Units)

## Hopeful Heart Partner - \$20,000

- One (1) table/10 event tickets with premier seating
- Complimentary sponsorship of “Celebration of Life” Sculpture
- Premiere sponsor advertisement at event including event signage and video program\*
- Sponsor name on cocktail napkins provided during cocktail party\*
- Sponsor logo or name on event invitations\*
- Recognition on event press materials
- Sponsor acknowledgement by emcee during the program
- Sponsor recognition and logo placement on the event website
- Opportunity to provide company-branded premium item in gala gift bag for event guests (maximum of 320 Units)

## Generous Heart Partner - \$15,000

- One (1) table/10 event tickets with premier seating
- Sponsor advertisement at event including event signage and video program\*
- Recognition on event press materials
- Sponsor acknowledgement by emcee during the program
- Sponsor recognition and logo placement the event website
- Opportunity to provide company-branded premium item in gala gift bag for event guests (maximum of 320 Units)

*\*Printing schedule permitting*

**\*Custom sponsorship packages available to fit your budget\***

# Las Vegas Honors St. Jude Children's Research Hospital

www.stjudelasvegas.com

## 2014 Partner Agreement Form

### DONOR INFORMATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_  
\*(As you want it to appear in the event program.)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Las Vegas St. Jude Committee Contact: \_\_\_\_\_

### SPONSORSHIP SELECTION\*

\_\_\_\_\_ \$250,000 Platinum Heart

\_\_\_\_\_ \$30,000 Joyful Heart

\_\_\_\_\_ \$150,000 Heart of Gold

\_\_\_\_\_ \$20,000 Hopeful Heart

\_\_\_\_\_ \$75,000 Silver Heart

\_\_\_\_\_ \$15,000 Generous Heart

\_\_\_\_\_ other \$ \_\_\_\_\_

\* Sponsorship is tax deductible as allowed by law. Tax ID 35-1044585

### DONATION

I cannot attend, please accept my tax-deductible donation of \$ \_\_\_\_\_.

### PAYMENT

Enclosed is my check for \$ \_\_\_\_\_, or charge my credit card VISA \_\_\_ MC \_\_\_ AMEX \_\_\_ DISC \_\_\_

Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make checks payable to St. Jude Children's Research Hospital.

#### Please forward Agreement Form to:

ALSAC/St. Jude Children's Research Hospital

ATTN: Las Vegas Honors St. Jude

12365 Lewis Street, Suite 101, Garden Grove, CA 92840

Phone: 800-227-6737 Fax: 714-663-7222

[lainie.strouse@stjude.org](mailto:lainie.strouse@stjude.org)

*\*Please note: For your protection, credit card numbers will not be accepted via email.  
If you are paying with a credit card, please either mail or fax your agreement form or  
visit our website to complete your reservations online.*

