



Coastal Bank and Trust
Mr. Michael Holland, Market President
170 Saint Francis St
Mobile, AL 36602

Dear Holland,

It is my honor to invite you and your company to become a part of the **5th Annual Wind Creek Hospitality "Joy of Life" Mardi Gras Ball benefiting St. Jude Children's Research Hospital and other local charities.** With a sellout crowd expected, the gala will be held on February 3, 2018 at the Daphne Civic Center in Daphne, Alabama. The **"Joy of Life" Mardi Gras Ball** will showcase the culinary skills of amazing chefs and restaurants, a live and silent auction, and rock the night with a great band while raising funds for the St. Jude Children's Research Hospital.

There are many patients at St. Jude Children's Research Hospital in Memphis, TN from the Mobile and Baldwin County areas receiving treatment for cancer and other life threatening diseases. St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other deadly diseases. St. Jude is the only pediatric cancer research center where families never pay for the care their child receives. St. Jude also has researchers from over 100 countries working on cures for various diseases such as Sickle Cell, Alzheimer's, and Parkinson's.

More than 75 percent of the budgeted costs of St. Jude are covered by individual contributions and fundraising efforts, such as this one. With a daily operating cost of \$2.4 million dollars a day, St. Jude needs our unwavering support. We are excited for this 5th annual event to help bring awareness and much needed funds to St. Jude.

Please review the enclosed information to learn the exclusive benefits for your support. Feel free to contact me at (251) 455-1566 or Webb.Jackson@joyoflifegulfcoast.org with any questions or comments. I look forward to seeing you on February 3rd in Daphne!

For the kids,

Webb Jackson
President





Sponsorship Opportunities

Presenting Miracles Sponsor - \$20,000

▪ MEDIA/RADIO

- Inclusion in 2,000 :30 promos on 95KSJ, 96.1 The Rocket, Lite Mix 99.9, TK101, 107.3 KISS FM and News Radio 710 (broadcast and iHeartRadio). Plus, 20,000 ROS impressions on all 6 station websites, as well as (2) homepage takeovers per site. Along with 200,000 impressions on the iHeartRadio app in the Mobile DMA and exposure in station newsletters. More website and social media exposure.

TOTAL RADIO MEDIA VALUED AT \$58,686

▪ MEDIA/TV

- Inclusion in (75) :30 promos on Fox10 TV. (2) In-Studio Studio 10 Cooking Segments, PLUS one offsite cooking segment at Wind Creek. Mention in Studio 10 Interview featuring Joy of Life Committee Member, and digital exposure on Fox10TV.com.

TOTAL TV/ONLINE MEDIA VALUED AT \$58,000

▪ MEDIA/PRINT

- Inclusion in 3 Lagniappe ads.

Value \$1,281

▪ PRE-EVENT

- Logo placement on all personalized invites
- Presenting Sponsor recognition in all news releases and media communications

Value \$1,000

▪ EVENT NIGHT

- Three tables with premier seating (tickets for 30 guests)
- Logo placement on exclusive Presenting Sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Presenting Sponsor recognition in slide presentation at event
- Full page ad on the inside front cover of event program book

▪ OTHER OPPORTUNITIES

- One team of 4 in the 20th Annual Piggly Wiggly Charity Golf Tournament at Lakewood Golf Club November 10, 2017 benefiting St. Jude Children's Research Hospital & other local charities. Deadline October 1, 2017. **(\$1,000 Value)**
- One 'Angel of the Hour' sponsorship during the 95KSJ St. Jude Radiothon **(\$500 Value)**
- VIP Room Access. Feel like the king and queen of the ball - have top shelf drinks and special hors d'oeuvres with short lines.

GRAND PACKAGE VALUE: \$125,467



Gift of Hope Sponsor - \$10,000

▪ MEDIA/RADIO

- Inclusion in 1,000 :30 promos on 95KSJ, 96.1 The Rocket, Lite Mix 99.9, TK101, 107.3 KISS FM and News Radio 710 (broadcast and iHeartRadio). Plus, 10,000 ROS impressions on all 6 station websites, along with 100,000 impressions on the iHeartRadio app in the Mobile DMA. Website and social media exposure.

TOTAL RADIO MEDIA VALUED AT \$26,800

▪ MEDIA/TV

- Inclusion in (25) :30 promos on Fox10 TV. (2) Mention in Studio 10 Interview featuring Joy of Life Committee Member, and digital exposure on Fox10TV.com.

TOTAL TV/ONLINE MEDIA VALUED AT \$16,000

▪ MEDIA/PRINT

- Inclusion in 3 Lagniappe ads.

Value \$1,281

▪ PRE-EVENT

- Presenting Sponsor recognition in all news releases and media communications

Value \$500

▪ EVENT NIGHT

- Two tables with premier seating (tickets for 20 guests)
- Logo placement on sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Sponsor recognition in slide presentation at event and in the event program

Value: \$5,000

▪ OTHER OPPORTUNITIES

- One team of 4 in the 20th Annual Piggly Wiggly Charity Golf Tournament at Lakewood Golf Club November 10, 2017 benefiting St. Jude Children's Research Hospital & other local charities. Deadline October 1, 2017. **(\$1,000 Value)**
- One 'Angel of the Hour' sponsorship during the 95KSJ St. Jude Radiothon **(\$500 Value)**
- VIP Room Access. Feel like the king and queen of the ball - have top shelf drinks and special hors d'oeuvres with short lines.

GRAND PACKAGE VALUE: \$51,081



Danny's Dream Sponsor - \$5,000

Exclusive bar sponsor – prominent logo placement around bar area. Logo on cups and cocktail napkins.

- *Two tables for 20 guests*
- *Logo placement on sponsor sign placed at entrance to the event*
- *Formal on-stage sponsor recognition during program*
- *Sponsor recognition in slide presentation at event and in the event program*
- *Sponsor recognition in all news releases and media communications*
- *Website exposure on iHeartMedia websites*
- *VIP Room Access. Feel like the king and queen of the ball - have top shelf drinks and special hors d'oeuvres with short lines.*
- *One team of 4 in the 20th Annual Piggly Wiggly Charity Golf Tournament at Lakewood Golf Club November 10, 2017 benefiting St. Jude Children's Research Hospital & other local charities. Deadline October 1, 2017. (\$1,000 Value)*

PACKAGE VALUE: \$10,500

Friend of St. Jude \$2,500

- *One table for ten guests*
- *Logo placement on sponsor sign placed at entrance to the event*
- *Sponsor recognition in slide presentation at event and in the event program*
- *Website exposure on iHeartMedia websites*
- *VIP Room Access. Feel like the king and queen of the ball - have top shelf drinks and special hors d'oeuvres with short lines.*

Joy of Life \$1,000

- *One table for ten guests*
- *Logo placement on sponsor sign placed at entrance to the event*
- *Sponsor recognition in slide presentation at event and in the event program*



Sponsor Commitment Form

We would be honored to add your business to our St. Jude family as a sponsor for the St. Jude Joy of Life Ball. We promise it will be an extremely rewarding experience for your company and employees. With your commitment, we can pursue our founder's dream of a day when no child will die in the dawn of life.

Level of Sponsorship: _____

Name/Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

PLEASE MAKE CHECKS PAYABLE TO: ST. JUDE ON THE GULF COAST, INC.

Please forward this Commitment Form and company logo to Ashleigh Long at:

Phone: (251) 591-4124 | Email: ashleigh@joyoflifegulfcoast.org