CHEERS
FOR CHOP
SATURDAY•02•20•27
Children's Hospital
of Philadelphia®

CHEERS FOR CHOP

CREATING BREAKTHROUGHS

Milestones, victories and key highlights

Everyday at Children's Hospital of Philadelphia, we work to give children hope for a healthy future. From life-changing research to leading clinical care that impacts our communities, we advocate for and provide the best for children in our backyard and around the world. Being the first pediatric hospital in the nation is only one of the many firsts we've celebrated during the past 165+ years.

Leading the way

CHOP leads the world through its relentless pursuit of answers for the biggest pediatric challenges. Our hospital is a place where the unbelievable can happen; where innovation meets empathy; and where hope can turn into healing. We have pioneered treatments, created trailblazing procedures and made bold investments to support medical care for children.

Making care possible

Our hospital buildings create a foundation for healing and hope — from child-friendly patient rooms to cutting-edge research facilities. Our expansive footprint includes 2 hospitals, 50+ Care Network site, 10 hospital affiliations and more than 600,000 sq. ft. of dedicated research space.

Hope lives here

Our clinical practice is focused on delivering better outcomes for every child, from routine illnesses to rare diseases. CHOP clinical care is uniquely comprehensive and includes 50 specialized programs focused on family-centered care; 45 pediatric subspecialties; 33K admissions and 1.5M outpatient visits annually.

Empowering dreams

We are tackling pediatric healthcare's biggest challenges to give children healthier futures. Together with legislators, educators, community leaders and families, we are finding new solutions to make real improvements in children's lives.

Unlocking potential

Our research transforms discoveries into life-changing solutions. With $365M+ in external research funding, unmatched diagnostic capabilities and 27 Frontier Programs that accelerate research to the bedside, we are committed to finding answers and changing the trajectory of health for children — here and around the world.

Building a brighter tomorrow

The needs of our patients are constantly evolving, and we're committed to meeting those needs. We're channeling resources into innovative spaces to elevate pediatric care and meet the increasing demand for specialized services. This year, we've added 350,000+ square feet of research space, and in 2028, a new patient tower — Roberts Children's Health at CHOP — will rise in Philadelphia.

Commitment to excellence

CHOP has repeatedly been ranked as one of the Best Children's Hospitals in the nation by *U.S. News & World Report*. The hospital has earned Magnet status four times, and been recognized by Forbes magazine as one of America's Best Large Employers and Best Employers for Diversity.

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CHEERS FOR CHOP

SATURDAY•02•20•27

Do Good. Be Fabulous.

Cheers for CHOP, presented by Mary Jane Raymond, is the year's hottest bash, bringing together Philadelphia's most philanthropic young influencers for a night of live music, cocktails, dancing and an incredible silent auction. It's an unforgettable night for an inspiring cause.

CHEERS THROUGH THE YEARS

Since our inaugural event in 2014, Cheers for CHOP has made a remarkable impact. Together, attendees have raised more than $8.3 million to drive advances in pediatric research and care.

Incredible Nights, Inspiring Causes

Past Cheers Beneficiaries

2026: Richard D. Wood Jr. Center for Fetal Diagnosis and Treatment

2025: Rare Disease Research

2024: The Children's Fund

2023 & 2022: Child and Adolescent Psychiatry and Behavioral Sciences

2021: Center for Violence Prevention

2020: Division of Urology

2019: Pediatric Brain Tumor Research

2018: Division of Orthopedics

2017: Division of Pulmonary and Sleep Medicine

2016: Emergency Medicine

2015: Child Life, Education and Creative Arts Therapy Department

2014: Richard D. Wood Jr. Center for Fetal Diagnosis & Treatment and the Buerger Center for Advanced Pediatric Care

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Your Support Benefits CHOP's Department of Anesthesiology and Critical Care Medicine

This year, every dollar raised at Cheers for CHOP will directly impact the Department of Anesthesiology and Critical Care Medicine. With compassion in their hearts and the drive to stop at nothing, this team of anesthesiologists, critical care physicians and nurses, provides lifesaving care for some of the sickest children in the country and world. Your support will advance the care that makes possible the milestones, memories and dreams that every child deserves to experience.

Cheers to Dreaming

For more than six decades, CHOP's Department of Anesthesiology and Critical Care Medicine has led the nation in groundbreaking research and innovative care, establishing the first pediatric intensive care unit (PICU) and the first intensive respiratory rehabilitation care unit for ventilator-dependent children. Driven by the need to improve outcomes for children everywhere, the team provides 24-hour coverage in operating rooms, ICUs and throughout the CHOP network, taking to heart the trust granted by families and honoring it with the most comprehensive care possible.

Edgar's Story

When 12-year-old Edgar was building a sand cave on the beach, it suddenly collapsed, trapping him underneath. Unable to breathe, his heart stopped. Thanks to the quick action of lifeguards and other beachgoers, Edgar was taken via helicopter to a nearby hospital, but the care team was unable to stabilize him. His lungs had filled with wet sand. Fighting against time, Edgar was rushed to CHOP's PICU where he was placed on ECMO, an advanced life support technique. CHOP's ECMO team is one of the most experienced in the world. As the ECMO machine did the breathing for Edgar, doctors cleaned the sand from his lungs. After three months of careful recovery and rehabilitation, Edgar is alive and healthy today.

Impact by the Numbers

Each year the department provides and supports:

33,000+ anesthetics
3,000+ cardiac services
31,000+ inpatient ICU days

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SPONSORSHIP LOUNGES

Private lounges will be located on the main floor of The Fillmore Philadelphia.

Lounge placement is determined by sponsorship level.

Main Floor Level

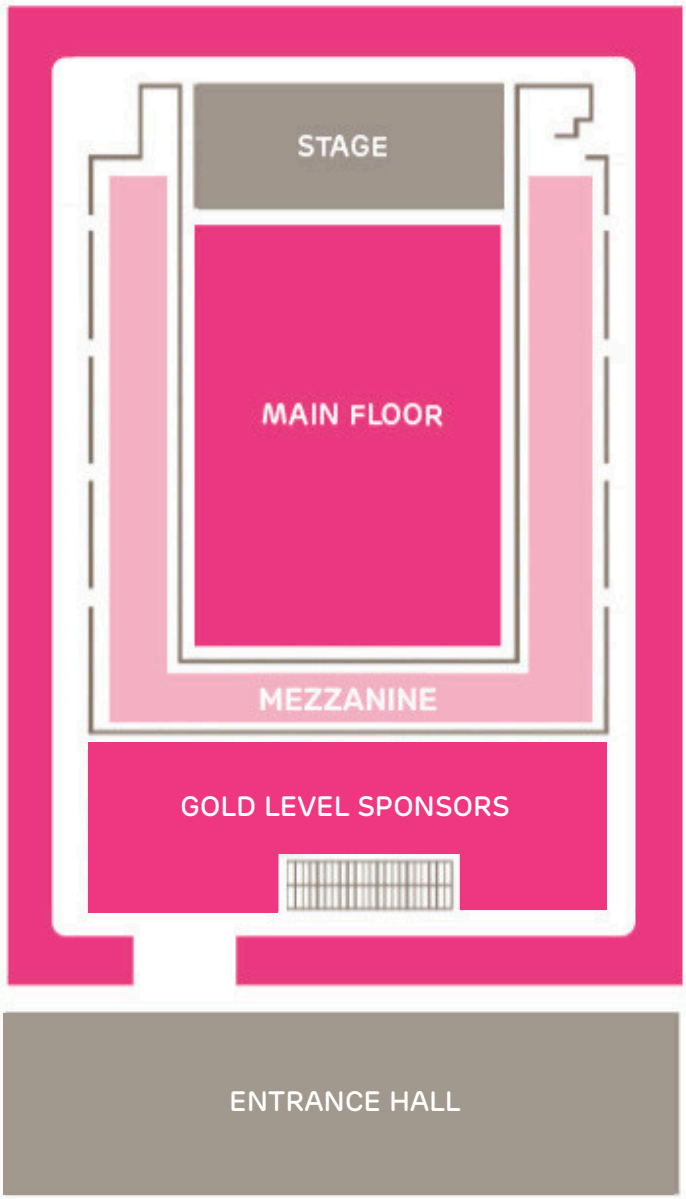
- Diamond: Private lounge for thirty (30) guests
- Platinum: Private lounge for twenty (20) guests
- Premier Gold: Private lounge for fourteen(14) guests
- Gold: Private lounge for ten (10) guests

Mezzanine Level

The mezzanine level overlooks the main floor and stage

- VIP Suite

While sponsor lounges are anticipated to be located on the main floor, Gold Sponsor lounges may be assigned to the mezzanine level if main-floor capacity is exceeded.



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LOUNGE SPONSORSHIP LEVELS

DIAMOND — $50,000

Event-day Benefits:

- Category exclusivity
- Private lounge on the main floor with seating, hors d'oeuvres and bottle service for thirty (30) guests. Guests will enjoy access to the exclusive VIP After Party.
- Opportunity to include an approved item in the gift bag
- Special acknowledgement during the event program
- Inclusion in the scrolling media presentation at the event
- Exclusive meet-and-greet with a special guest in your lounge, including photo opportunities

Print and Web Recognition:

- Recognition on Cheers for CHOP digital invitation (Deadline for inclusion: Dec. 1, 2026)
- Premier placement on event signage and event collateral materials
- Inclusion on CheersforCHOP.org
- Opportunity to partner with CHOP's marketing and social media team to develop a meaningful social media plan
- Public recognition throughout the year on the hospital's donor display

Limited availability. The tax-deductible portion for the benefits listed above is $44,330.

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LOUNGE SPONSORSHIP LEVELS

PLATINUM — $25,000

Event-day Benefits:

- Private lounge on the main floor with seating, hors d' oeuvres and bottle service for twenty (20) guests. Guests will enjoy access to the exclusive VIP After Party.
- Opportunity to include an approved item in the gift bag
- Special acknowledgement during the event program
- Inclusion in the scrolling media presentation at the event
- Exclusive meet-and-greet with a special guest in your lounge, including photo opportunities

Print and Web Recognition:

- Recognition on Cheers for CHOP digital invitation (Deadline for inclusion: Dec. 1, 2026)
- Premier placement on event signage and collateral materials
- Inclusion on CheersforCHOP.org
- Public recognition throughout the year on the hospital's donor display

Limited availability. The tax-deductible portion for the benefits listed above is $21,200.

EVENT DETAILS

Saturday•02•20•2027
The Fillmore
29 E. Allen St. Phila, PA 19123

7:00 p.m. • Light bites and cocktails
8:00 p.m. • Dinner stations, live entertainment, dancing
11:00 p.m. • VIP After Party

Presenting Sponsor
Mary Jane Raymond

Event Co-Chairs
Brittany and Mike Middleman
Jessica and Jason Morgan

Event Contact
Chantell Mauldin
Sr. Associate Director, Special Events
mauldinc@chop.edu
267-426-8157

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LOUNGE SPONSORSHIP LEVELS

PREMIER GOLD — $15,000

Event-day Benefits:

- Private lounge on the main floor with seating, hors d' oeuvres and bottle service for fourteen (14) guests. Guests will enjoy access to the exclusive VIP After Party.
- Opportunity to include an approved item in the gift bag
- Recognition during the event program
- Inclusion in the scrolling media presentation at the event
- Exclusive meet-and-greet with a special guest in your lounge, including photo opportunities

Print and Web Recognition:

- Recognition on Cheers for CHOP digital invitation (Deadline for inclusion: Dec. 1, 2026)
- Placement on event signage and collateral materials
- Inclusion on CheersforCHOP.org
- Public recognition throughout the year on the hospital's donor display

Limited availability.
The tax-deductible portion for the benefits listed above is $12,382.

GOLD — $10,000

Event-day Benefits:

- Private lounge on the main level with seating, hors d' oeuvres and bottle service for ten (10) guests. Guests will enjoy access to the exclusive VIP After Party.
- Opportunity to include an approved item in the gift bag
- Recognition during the event program
- Inclusion in the scrolling media presentation at the event
- Exclusive meet-and-greet with a special guest in your lounge, including photo opportunities

Print and Web Recognition:

- Recognition on Cheers for CHOP digital invitation (Deadline for inclusion: Dec. 1, 2026)
- Placement on event signage and collateral materials
- Inclusion on CheersforCHOP.org

Limited availability. The tax-deductible portion for the benefits listed above is 8,100.
Please note, Gold sponsorship private lounges on the main level are limited and allocated on a first-come, first-served basis. Once main-level lounges reach capacity, additional private lounges are available on the mezzanine level and can be reserved according to sponsor preference and availability.

MARKETING AND EVENT ATTENDEE FACTS

183,000+
Facebook likes

50,700+
X (Twitter) followers

69,200+
Instagram followers

Age 43
Median age of attendees aged 28-65

62%
Attendees married with young children

97% Southeastern Pennsylvania
Brand awareness

98% Southern New Jersey
Brand awareness

52% Philadelphia
39% Main Line
Attendee geography

Based on attendee information gathered over the past six years.

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VIP TICKET SPONSORSHIP LEVELS

SILVER — $5,000

Benefits and Recognition:

- Six (6) tickets, which include access to the exclusive VIP After Party
- Access to VIP Suite and seating during the event
- Recognition during the event program
- Inclusion in the scrolling media presentation at the event
- Recognition on Cheers for CHOP digital invitation (Deadline for inclusion: Dec. 1, 2026)
- Placement on event signage and collateral materials
- Inclusion on CheersforCHOP.org

The tax-deductible portion for the benefits listed above is $3,920.

BRONZE — $2,500

Benefits and Recognition:

- Four (4) tickets, which include access to the exclusive VIP After Party
- Access to VIP Suite and seating during the event
- Inclusion in the scrolling media presentation at the event
- Recognition on Cheers for CHOP digital invitation (Deadline for inclusion: Dec. 1, 2026)
- Placement on event signage and collateral materials
- Inclusion on CheersforCHOP.org

The tax-deductible portion for the benefits listed above is $1,780.

FRIEND — $1,000

Benefits and Recognition:

- Two (2) tickets, which include access to the exclusive VIP After Party
- Access to VIP Suite and seating during the event
- Inclusion in the scrolling media presentation at the event
- Placement on event signage and collateral materials
- Inclusion on CheersforCHOP.org

The tax-deductible portion for the benefits listed above is $640.

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SPONSORSHIP RESERVATION FORM

Please type or print all information exactly as it should appear in recognition materials.

*Return by **December 1, 2026**, to be listed on the digital invitation.*

○ Personal ○ Corporate

Recognition Name for Print _____

Contact Name _____ Title _____

Company/Organization _____

Address _____

City _____ State _____ ZIP _____

Phone number (day) _____ Fax _____

Email address _____

SPONSORSHIP LEVELS (PLEASE CHECK ONE.)

○ Diamond—$50,000 ○ Platinum—$25,000 ○ Premier Gold—$15,000 ○ Gold—$10,000

○ Silver—$5,000 ○ Bronze—$2,500 ○ Friend—$1,000 ○ Donation $_____

If you'd like to sponsor Cheers For CHOP, but waive all benefits associated with your gift, please initial here. _____

Receipt of benefits by a private foundation (including donor-advised funds) may result in tax implications and could impact eligibility to receive event benefits, including tickets. Please consult your tax adviser with any questions.

Form completed by _____ Phone number (day) _____

PAYMENT

○ Check enclosed. Please make checks payable to: CHOP Foundation.

○ Visa ○ MasterCard ○ American Express ○ Discover

Please use this QR code to pay by credit card or visit cheersforchop.org.

Matching Gifts – The CHOP Foundation welcomes matching gifts from participating companies. Request a matching gift form from your personnel office and send the completed form in with your gift.

○ I have enclosed a matching gift form.

Mail via USPS to — CHOP Foundation • Cheers For CHOP • P.O. Box 781352 • Philadelphia, PA 19178-1352
Contact Chantell Mauldin to coordinate delivery via UPS or FedEx.

Event Contact — Chantell Mauldin • mauldinc@chop.edu • 267-426-8157

To remove your name from our fundraising mailing list, please visit chop.edu/optout or call 267-426-5332.

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