



**WINTER WISH GALA  
DECEMBER 4, 2018**

**GOTHAM HALL, NYC  
GENERAL & VIP RECEPTION 6:15PM  
DINNER & PROGRAM: 7:15PM**

The Partnership for Drug-Free Kids will host its annual Winter Wish Gala to honor companies and individuals that have joined forces with the Partnership to help families solve the problem of teen substance abuse.

**2018 HONOREES**

**Google**  
**Hearst**  
**Jazz Pharmaceuticals**  
**Patrick Kennedy**

**2018 EMCEE**

**Soledad O'Brien**  
Award-winning journalist and Producer of  
"Matter of Fact with Soledad O'Brien"

**PREVIOUS HONOREES**

Facebook  
CVS Health  
JP Morgan Chase  
Maurice Levy, Publicis  
Wenda Harris Millard, MediaLink  
Pfizer  
Johnson & Johnson  
Bill Koenigsberg, Horizon Media  
Michael Roth, Interpublic  
Allen Rosenshine, Omnicom  
The Honorable Gordon H. Smith

**PREVIOUS EMCEES**

Sade Baderinwa	Maria Bartiromo
Scott Clark	Jan Crawford
Arianna Huffington	Charles Osgood
Christina Park	Elizabeth Vargas

**PREVIOUS SPONSORS**

BBDO	CBS
Comcast NBC Universal	Herbalife
Horizon	Google
NBA	NFL
Omnicom	PepsiCo.
PWR	Sinclair
Mackenzie Partners	ESPN
AT&T	
Wachtell, Liptson, Rosen and Katz	

# WINTER WISH GALA

## SPONSORSHIP PACKAGE

December 4, 2018 at Gotham Hall

[www.drugfree.org/winterwishgala](http://www.drugfree.org/winterwishgala)



For information about Sponsorships, tables and tickets, please contact **Elle Barks** at [Elle\\_Barks@drugfree.org](mailto:Elle_Barks@drugfree.org) or 212-973-3504.

### SIGNATURE SPONSORSHIPS

Showcase the power of your brand to make a difference in the lives of families struggling with their son or daughter's substance use disorder with a turnkey marketing program that leaves plenty of room for brand customization.

By supporting this event, you will join more than 300 influential leaders from across the public and private sectors.

#### VIP Reception Sponsor: \$50,000 (One Available)

- 1 prominent table of 10
- 10 tickets to the VIP Reception
- Showcased as the exclusive VIP Sponsor
- Logo/name recognition on all print and digital event materials
- Premier branding at the Winter Wish Gala
- Recognition during the Reception and from the stage at the Winter Wish Gala
- Direct interaction with all VIP guests

#### Gala Kickoff Sponsor: \$25,000 (One Available)

- 1 prime table of 10
- Host the Kick-off event before the gala in NYC
- Listing as the exclusive Kick-off Sponsor
- Logo/name recognition on all printed event materials and event website
- Branding opportunity at the Winter Wish Gala
- Recognition from the stage at the Winter Wish Gala

### TABLE SPONSORSHIP

#### Diamond Sponsor: \$100,000

- Two premiere tables of 10
- Premiere logo placement on all promotional materials (email blasts, etc.)
- Diamond ad in e-journal; features a link to company website
- Company logo or donor name appears on event website
- Diamond ad on-screen at the event (350 guests)
- Logo placement on event step and repeat
- Verbal recognition by Chief Executive Officer during event program

#### Gold Sponsor: \$50,000

- Premium table of 10
- Premium logo placement on all promotional materials (email blasts, etc.)
- Gold ad in e-journal; features a link to company website
- Company logo or donor name appears on event website
- Gold ad on-screen at the event (350 guests)

#### Silver Sponsor: \$30,000

- Preferred table of 10
- Silver ad in e-journal; features a link to company website
- Company logo or donor name appears on event website
- Silver ad on-screen at the event (350 guests)

#### Bronze Sponsor: \$15,000

- Table of 10
- Bronze ad in e-journal; features link to company website
- Company logo or donor name appears on event website
- Bronze ad on-screen at the event (350 guests)

### INDIVIDUAL TICKETS

#### Individual: \$1,250

- One ticket to the Winter Wish Gala reception and dinner program

E-JOURNAL ADS

AD SPECS:  
9.5" (W) x 5" (H)

GOLD AD \$4,000  
SILVER AD \$2,500  
BRONZE AD \$1,500

**Format:** Please submit all ads as high-res (300 dpi or greater), minimum font 14 pt. JPG or .TIF to:  
[Elle\\_Barks@drugfree.org](mailto:Elle_Barks@drugfree.org) by **November 20, 2018.**

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### SIGNATURE SPONSORSHIPS

\_\_\_ **VIP Reception Sponsor** @ \$50,000  
\_\_\_ **Gala Kickoff Sponsor** @ \$25,000

### TICKETS (PLEASE INDICATE QUANTITY)

\_\_\_ **Individual** @ \$1,250

### TABLE SPONSORSHIPS (PLEASE INDICATE QUANTITY)

\_\_\_ **Diamond Sponsor** @ \$100,000  
\_\_\_ **Gold Sponsor** @ \$50,000  
\_\_\_ **Silver Sponsor** @ \$30,000  
\_\_\_ **Bronze Sponsor** @ \$15,000

### E-JOURNAL ADS

9.5" (W) x 5" (H)  
\_\_\_ **Gold** @ \$4,000  
\_\_\_ **Silver** @ \$2,500  
\_\_\_ **Bronze** @ \$1,500

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### CONTRIBUTION

\_\_\_ I/We are unable to attend, but would like to support the WWG. Enclosed is my/our gift of \$\_\_\_

### PLEASE COMPLETE ALL FIELDS

\_\_\_\_\_  
FIRST NAME MI LAST NAME

\_\_\_\_\_  
ADDRESS CITY STATE ZIP

\_\_\_\_\_  
PHONE FAX EMAIL

\_\_\_\_\_  
COMPANY TITLE

### IN SUPPORT OF

*For tax purposes \$195 per ticket/seat is not tax-deductible. Contributions and Journal Ads are fully deductible as is provided by law. Regretfully, payments and contributions are non-refundable.*

### PAYMENT INFORMATION

**ENCLOSED IS MY CHECK FOR \$** \_\_\_\_\_  
*Payable to Partnership for Drug-Free Kids*

**Please mail checks to:**  
Partnership for Drug-Free Kids  
ATTN: Development  
352 Park Avenue South, 9<sup>th</sup> Floor  
New York, NY 10010

**PLEASE CHARGE MY CARD FOR \$** \_\_\_\_\_

AMEX  MASTERCARD  DISCOVER  VISA

\_\_\_\_\_  
CARD NUMBER

\_\_\_\_\_  
EXPIRATION DATE

\_\_\_\_\_  
SECURITY CODE

\_\_\_\_\_  
SIGNATURE