



Arlington Park
Arlington Heights, IL
September 13, 2008
Saturday, 12-5 pm

Trot for Tots
"Day at the Races"
2008
FACT SHEET



A Benefit For
Sinai Children's Hospital
Where Every Child Counts

WHO: Friends of Sinai Children Board, the Associates Board of Sinai Children's Hospital. ***Friends of Sinai Children*** is a dedicated group of young professionals that hosts fundraising events each year in support of a cause associated with Sinai Children's Hospital.

WHAT: Trot for Tots, A Benefit for Sinai Children's Hospital.



THE CAUSE: **FIGHT CHILDHOOD OBESITY!**
Help the Friends support **Sinai Fit**, Sinai's Pediatric Weight Management Program. This program has helped many children lose weight and learn about healthy lifestyles; because overweight and unhealthy children tend to stay this way as adults, this program strives to break this cycle.

WHERE: Arlington Park
2200 W. Euclid Ave.
Arlington Heights, IL 60005
*The event will be held in the International Room, a private room overlooking the track.

WHEN: September 13, 2008
12-5 PM

TICKET PRICE: \$75 per individual, price includes admission to the races, 2 hour buffet lunch, 4 hour open bar.

PARTICIPANT DEMOGRAPHICS: 300 guests attend this event. Participants include: young professionals, ages 24-40 from Chicago, our corporate sponsors, physicians from Sinai and around the Chicagoland area. Children are welcome to this event.

Support Sinai Children's Hospital today!

To sponsor this event, to purchase an ad in the Trot for Tots Ad Book, or for further questions, please contact Marilyn Tamayo at 773/257-6708 or at tamma@sinai.org.



TROT FOR TOTS 2008

SPONSORSHIP LEVELS

Come Join Us For A Day At The Races!

Saturday, September 13, 2008, 12-5 pm
Arlington Park, Arlington Heights, IL

<p>SUPERFECTA (TITLE SPONSOR) \$10,000</p>	<ul style="list-style-type: none"> • Named as event Co-Host with the Friends of Sinai Children Board. • VIP seating for 20 guests. • Trophy Presentation: 6 of your guests present trophy to the winning jockey in the Winner's Circle with a photo opportunity. (8 x 10 framed photos will be provided) • Sponsor logo on web site and all printed materials. (including give-aways, event program, all signage) • Opportunity to display sponsor logo or short video/commercial displayed on various television screens at event. • 1 page color advertisement in Event Program. • Sponsor name mentioned in all press releases and media appearances. • Sponsor name listed in Sinai Health System's Annual Report.
<p>TRIFECTA \$5,000</p>	<ul style="list-style-type: none"> • VIP seating for 20 guests. • Sponsor logo on web site, printed materials, and signage. • Opportunity to display logo on various television screens at event. • ½ page color advertisement in Event Program. • Sponsor name mentioned in all press releases and media appearances. • Sponsor name listed in Sinai's Annual Report.
<p>EXACTA \$2,500</p>	<ul style="list-style-type: none"> • VIP seating for 16 guests. • Sponsor logo on web site and signage at event. • ¼ page color advertisement in Event Program. • Sponsor name listed in Sinai's Annual Report.
<p>DAILY DOUBLE \$1,500</p>	<ul style="list-style-type: none"> • Premiere seating for 8 guests. • Sponsor name recognized in Event Program. • Sponsor name listed in Sinai's Annual Report.
<p>On the Board \$400</p>	<p>Reserved table for 4 at the window facing race track (limited #)</p>
<p>Full Page Ad \$500</p>	<p>Full page color ad in Trot for Tot Program. Size: 4.5"W x 7.5"H</p>
<p>Half Page Ad \$300</p>	<p>Half page color ad in Trot for Tot Program. Size: 4.5"W x 3.5"H</p>
<p>Quarter Page \$150</p>	<p>Half page color ad in Trot for Tot Program. Size: 2.25"W x 3.5")</p>

***For more information about purchasing an ad in the Trot for Tots Program, please see the Commitment Form, or contact Marilyn Tamayo at 773.257.6708 or at tamma@sinai.org.*



Trot for Tots

"Day at the Races"

2008

COMMITMENT FORM



Arlington Park
Arlington Heights, IL
September 13, 2008
Saturday, 12-5 pm

A Benefit For
Sinai Children's Hospital
Where Every Child Counts

CONTACT INFO

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____ Phone _____ Fax _____

Email _____

(e-mail will be used only to confirm registration and to send any pertinent information regarding event)

LEVEL OF SUPPORT

Ryerson is our Exclusive Superfecta Sponsor (\$10,000) for Trots for Tots 2008!

Sponsorship Levels:

- Trifecta Sponsor \$ 5,000
- Exacta Sponsor \$ 2,500
- Daily Double Sponsor \$ 1,500
- On the Board \$400

Details:

To learn more about sponsor benefits, please see the Sponsorship Levels Form.

Ad Book:

- Full Page Ad \$ 500 (4.5"W x 7.5"H)
- Half Page Ad \$ 350 (4.5"W x 3.5"H)
- Quarter Page Ad \$ 150 (2.25"W x 3.5"H)

Ad Book Directions:

E-mail ads in eps format to steve@fulllineprinting.com.
Reference "Trot for Tots" in the subject line.
For artwork questions, call Steve at 312-642-8080.
Deadline for artwork is Friday, August 29, 2008.

Purchase Tickets:

- Individual Ticket \$ 75
- No. of tickets _____

FORM OF PAYMENT

Personal/Company check - made payable to **Friends of Sinai Children.**

Credit Card – American Express Discover MasterCard Visa

Card # _____ Exp. Date _____ Sec. Code _____

Amount \$ _____ Billing Address _____

Print name on card

Signature

Sinai Children's Hospital not-for-profit Tax I.D. # is: 36-1509000.

For further questions about Trot for Tots 2008, please contact Marilyn at the phone number or e-mail address below.

Please return this form to:

Marilyn Tamayo
Sinai Health System,
Office of Development Room F125
California Avenue at 15th Street
Chicago, Illinois 60608
773.257.6708 / Fax - 773.257.6044/ tamma@sinai.org



SINAI CHILDREN'S HOSPITAL

WHO WE ARE . . .

- Safety net children's hospital in Chicago and care for every child, regardless of their parents' ability to pay.
- Level III neonatal intensive care unit, the highest-level designation.
- Pediatric Intensive Care Unit.
- Pediatric Trauma Center.
- Sub-Specialties include:
 - Allergy, Cardiology, Deaf Access, Pediatric Development, Neurosurgery, Endocrinology/Diabetes, Gastroenterology, Hematology, Infectious Diseases, Nephrology, Neurology, Pulmonology, Weight Management
- One of the State's most established and highly regarded child and adolescent psychiatry programs.
- Through Schwab Rehabilitation Hospital, a member of Sinai Health System, SCH provides pediatric rehabilitation.
- An independent, fully accredited pediatric residency program.
- The major teaching site for Chicago Medical School for pediatric medical students.
- SCH provides coverage to St. Bernard's Hospital for neonatal care, pediatric pulmonology, and emergency medicine.

WHO WE SERVE . . .

- The most vulnerable, low-income children in Chicago, many who need the services of a pediatric sub-specialist.
- Children who require the care of a pediatric sub-specialist, like physicians who specialize in pediatric asthma, HIV, and obesity- conditions and diseases that disproportionately affect children living in poverty.
- 50% of the children seen at the hospital live in North or South Lawndale and the remainder live further west and south
- In all of the neighborhoods that Sinai pediatric patients live, over 90% of the children are eligible for free lunch at school, which means they are living at or below the poverty level.
- About 60% of the patients are Hispanic, most having parents that are Spanish-speaking, and 40% of the children are African American.
- 42% of pediatric patients have a primary language other than English (most common is Spanish)

SCH STATS

- In FY 2006, SCH provided **6,721** days of inpatient care.
- **71%** of the children seen at SCH are covered by Medicaid or are uninsured.
- In CY 2006, SCH had **66,887** inpatient and outpatient pediatric visits from ages birth to 17.
- **3,671** newborns were delivered at SCH in 2006, the second highest number of deliveries in the city, only second to Prentice, Northwestern.
- SCH provided **3,877** days of inpatient care to newborns.