



## The Phoenix Women's Board of the Steele Children's Research Center

- **Private Funding:** \$22 million raised since 1999
- **Return on Investment:** Seed money from PANDA has been the catalyst for over \$100 million in grants to fund children's medical research
- **Our Board:** PANDA is an entirely volunteer board consisting of 200 Phoenix-area women
- **Unique Research Facility:** The Steele Children's Research Center is the only academic pediatric medical research center in Arizona
- **Statewide Impact:** More than 60,000 visits annually with patients throughout Arizona

### PANDA's Mission

The mission of the Phoenix Women's Board of the Steele Children's Research Center is to support discovery processes that lead to improved treatments and cures for devastating childhood diseases. The Board accomplishes its mission by raising awareness and private funding for the Steele Children's Research Center at the University of Arizona.

# Support the Steele Children's Research Center with a PANDA Gift or Sponsorship



## Gift Levels

### “CHILDREN HELPING CHILDREN” FASHION SHOW & LUNCHEON TITLE SPONSOR \$250,000

- Exclusive Title Sponsor of the May 7, 2022 PANDA “Children Helping Children” Fashion Show & Luncheon
- Universal recognition as sponsor of PANDA “Children Helping Children” Fashion Show & Luncheon Presented by “Name of Title Sponsor”
- Personalized tour of the Steele Children's Research Center with Director, Faye K. Ghishan, M.D.
- “Children Helping Children” Fashion Show & Luncheon benefits:
  - Logo/Name recognition on event save-the-date card and invitation
  - Opportunity to announce gift from the podium
  - “Message From Our Sponsor” letter in event program
  - Full-page tribute in event program
  - Logo/Name recognition in event-related materials, event program, social media, and website
  - Logo/Name displayed on Step and Repeat
  - Special mention in event video loop
  - Two runway tables at the event with seating for 20

### PLATINUM PANDA \$100,000

- Recognition as Platinum PANDA on AZPANDA.org
- Personalized tour of the Steele Children's Research Center with Director, Faye K. Ghishan, M.D.
- “Children Helping Children” Fashion Show & Luncheon benefits:
  - Acknowledgment from the podium
  - Full-page tribute in event program
  - Logo/Name recognition in event-related materials, event program, and social media
  - Special mention in event video loop
  - Two runway tables at the event with seating for 20

### GOLDEN PANDA \$50,000

- Recognition as Golden PANDA on AZPANDA.org
- Personalized tour of the Steele Children's Research Center
- “Children Helping Children” Fashion Show & Luncheon benefits:
  - Full-page tribute in event program
  - Logo/Name recognition in event-related materials, event program, and social media
  - Logo/Name in event video loop
  - Runway table at the event with seating for 10

### SILVER PANDA \$25,000

- Recognition as Silver PANDA on AZPANDA.org
- Tour of the Steele Children's Research Center
- “Children Helping Children” Fashion Show & Luncheon benefits:
  - Half-page tribute in event program
  - Logo/Name recognition in event-related materials, event program, and social media
  - Logo/Name in event video loop
  - Runway table at the event with seating for 10

### GIANT PANDA \$10,000

- Recognition as Giant PANDA on AZPANDA.org
- Tour of the Steele Children's Research Center
- “Children Helping Children” Fashion Show & Luncheon benefits:
  - Quarter-page tribute in event program
  - Logo/Name recognition in event-related materials, event program, and social media
  - Logo/Name in event video loop
  - Premier table at the event with seating for 10

Payments in excess of \$700 per table qualify as a tax deductible donation. In accordance with IRS guidance, donor advised and foundation funds cannot receive tangible benefits and all tables and tickets must be purchased separately at full price.



## Sponsorship Level \$30,000

### PADDLE

- Exclusive placement of logo/name on 1,000+ paddles
- Photos of paddle raise in post event media package and published throughout the Valley
- Quarter-page tribute in event program

### POST-EVENT CELEBRATION

- Hosted bar for one hour
- Logo/Name displayed on post-event celebration Step and Repeat
- Logo/Name displayed on bars, directional signage and napkins
- Quarter-page tribute in event program

### COCKTAIL

- Hosted bar during the silent auction
- Logo/Name on bar signage
- Logo/Name displayed on napkins
- Quarter-page tribute in event program

## Sponsorship Level \$20,000

### RAFFLE

- Logo/Name recognition on raffle signage at event
- Logo/Name recognition on stage during raffle presentation
- Logo/Name recognition on online auction website
- Logo/Name recognition on mailer to all registered event guests

### SILENT AUCTION

- Logo/Name recognition on 100+ silent auction items at the event
- Logo/Name recognition on online auction website
- Logo/Name recognition on mailer to all registered event guests

### LIVE AUCTION

- Logo/Name recognition on live auction signage at event.
- Logo/Name recognition on stage during live auction presentation
- Logo/Name recognition on online auction website
- Logo/Name recognition on mailer to all registered event guests

## Sponsorship Level \$10,000

### PATIENT MODELS

- Sponsorship allows patient models' families to attend event free of charge with seating at preferred table
- Logo/Name recognition on patient models reserved tables
- Option to insert swag into 50+ model gift bags

### BACKSTAGE

- Sponsor of area for models and crew during rehearsal (May 6) and fashion show (May 7)
- Signage at model check-in
- Option to insert swag into 50+ model gift bags

### VALET

- Sponsor of valet services during show
- Logo/Name on valet signage
- Option to provide water bottles with logo/name to valet guests

### CENTERPIECE

- Exclusive placement of logo/name on centerpiece signage at 110+ event tables

### EVENT FAVOR

- Exclusive placement of logo/name on the event favor distributed to 1,000+ attendees

**All sponsorships receive logo/name recognition in event-related materials, event program, social media, and our website.**

## GET NOTICED



1,000+ anticipated attendees



1,000+ Facebook and Instagram followers



10,000+ pieces of mail to event attendees and supporters



3 million+ media impressions



### 2022 “PANDA Children’s NovaSeq Genome Sequencing Project”

The funds raised this year will allow us to purchase the NovaSeq Instrument, a state-of-the-art genome sequencing machine that is faster and more efficient than past equipment. With this new equipment, genome sequencing can be completed on 48 children in as little as 40 hours. By sequencing these genes, physician-scientists will be able to discover underlying microbiome composition that can lead to answers for a number of fundamental biological and clinical questions. Additionally, physician-scientists will be able to study genes at a single cell level which allows analysis of gene expression, or changes in DNA structure which is key to early diagnosis and treatment of a multitude of pediatric diseases, including cancer, diabetes, epilepsy and many other chronic diseases.

### PANDA Past Accomplishments

- **2020-2021** Funded vital medical research in autoimmunity, developmental/behavioral pediatrics, and genomic medicine to produce new ideas, novel treatments, and hope to find cures for children. Created and helped fully fund the Faye K. Ghishan MD, PANDA Endowed Directorship.
- **2019** Established the “PANDA Children’s Cancer Inflammation Project” to investigate the gut health of children undergoing bone marrow transplants with the goal of adjusting their diets to improve their responses to treatment and prolong life.
- **2018** Established “PANDA Children’s Epilepsy Project” with a goal to develop a new paradigm for treatment, including whole genome sequencing, examination of structural brain disorders, and exploration of metabolic issues.
- **2017** Established the “PANDA Children’s Autoimmunity and Allergies Project” to support researchers as they seek to unravel the mystery of common autoimmune issues among children.
- **2016** Established the “PANDA Personalized Medicine Project,” a pediatric genomics research study.
- **2015** Funded the “PANDA Children’s Anti-Tumor Immunity Project,” research equipment, the White Coat Fund, and endowment.
- **2014** Completed the “PANDA Children’s Autoimmune Disorders Project.” Purchased MiSeq equipment for targeted gene sequencing and expression, metagenomics, amplicon sequencing, and HLA typing.
- **2013** Established the “PANDA Children’s Autoimmune Disorders Project” to help unravel the mystery of common autoimmune diseases among children.
- **2012** Funded the Steele Children’s Translational Research Center in Phoenix and established a PANDA endowment.
- **2011** Funded the “PANDA Healthy Babies Project” to study necrotizing enterocolitis in premature infants.
- **2010** Completed the “PANDA Children’s Neurological Center” and established the “PANDA Children’s Cancer Immunology Program.”
- **2009** Established the “PANDA Children’s Neurological Center.”
- **2008** Funded the “Women in Science” program, funded research of Sydney Rice, M.D. and Hillary Franke, M.D. and supported the White Coat Fund.
- **2007** Established the “PANDA Children’s Aerodigestive Disorders Center” and supported the White Coat Fund.
- **2006** Funded research program for pediatric immunology and cardiothoracic surgery.
- **2005** Funded pediatric cancer research and established the White Coat Fund.
- **2004** Funded IBD Collaboration with TGen, Phoenix Children’s Hospital, and the Steele Children’s Research Center to study Crohn’s disease and ulcerative colitis.
- **2003** Funded PANDA Scholar Shannon Jenkins, M.D., and research lab for Jonathan Wispe, M.D., for lung development.
- **2002** Funded PANDA Scholar Todd Camenisch, Ph.D., to study pediatric heart development.
- **2001** Purchased Virtek Chip Writer, a Microarray technology that speeds the search for genes responsible for specific diseases.
- **2000** Purchased an AutoGen Robot used to prepare and purify DNA to define genetic origins of devastating childhood diseases.

