In the NIC of Time

benefiting the Neonatal Intensive Care Nurseries at Levine Children’s Hospital
and Charlotte Fetal Care Center

Friday, March 11, 2016
The Fillmore Charlotte

Carolinas HealthCare Foundation

Sponsorship Opportunities
An event changing the lives of our most fragile children...

“In the NIC of Time” is a fundraising event that benefits the Neonatal Intensive Care Nurseries (NICN) at Carolinas HealthCare System’s Levine Children’s Hospital (LCH) and Charlotte Fetal Care Center. The event was started by Meghan and Steve Hampton after their family experienced complications from a high-risk pregnancy along with a life-changing ten-week NICN stay with their daughter at LCH. Like so many who have called LCH a “home away from home,” Meghan and Steven Hampton were inspired to give back. Joined by family and friends, the Hamptons partnered with Carolinas HealthCare Foundation to establish this fundraising event which culminates in a night filled with great food, friends, a photobooth, dancing, and a silent auction (new this year!).

Since “In the NIC of Time” was started in 2011, over $350,000 has been raised to benefit life-saving procedures and unique programs for families who experience having an infant in the NICN. Philanthropic funds have helped elevate the Neonatology program at LCH - consequently, it has been ranked in the Top 50 “Best Children’s Hospitals” in the nation by U.S. News & World Report.

The High-Risk Neonatal Program at Levine Children’s Hospital recently received the Gold Seal of Approval from the Joint Commission on Accreditation of Healthcare Organizations. We were the first Level 4 (highest acuity level) neonatal care program in the nation to achieve this distinction. It is because of philanthropy from generous donors and events like “In the NIC of Time” that Levine Children’s Hospital continues to receive the highest distinctions of honor.

How we’ve helped:
- Dornier Diode Laser: Charlotte Fetal Care Center was able to purchase this piece of equipment making them the only fetal care center offering Intrauterine Fetoscopic Laser Ablation in the entire Southeast.
- NicView Webcam System: NICN and PICN now have webcams installed at every isolette for real-time viewing of babies while parents are away from the hospital.

The Cottie and Cake Fund

When Meghan and Steve Hampton found out they were facing an extremely high-risk pregnancy, they knew their lives would be changed forever. On June 2, 2010, Meghan gave birth to twins, Katelynn (Kate) and Scotlynn (Scottie). Kate did not survive and Scottie was in the fight of her life.

After surviving the worst day of their lives, the Hamptons were blessed. Scottie refused to give up, and after spending 10 weeks in the Neonatal Intensive Care Nursery (NICN) at Carolinas HealthCare System’s Levine Children’s Hospital, she went home with her family.

After such an experience, the Hampton’s family and friends were motivated to use their story to encourage the community to support the NICN and Charlotte Fetal Care Center - both places where their family witnessed miracles. In 2011, they established the Cottie and Cake Fund to provide the necessary funds for research and other unique projects in the NICN. The names “Cottie and Cake” came from big sister, Ella, who had a difficult time saying “Scottie and Kate.” Her attempts at pronouncing her sisters’ names inspired the title of the fund.
CORPORATE SPONSORSHIP OPPORTUNITIES

Benefiting Levine Children’s Hospital’s Neonatal Intensive Care Nurseries and Charlotte Fetal Care Center
Friday, March 11, 2016

Presenting Sponsor - $25,000

- Recognition on event Save-the-Date (if confirmed by Friday, August 14)
- Recognition as the Video Sponsor
- Opportunity to appear on a segment with a local media sponsor to speak about supporting the Cottie & Cake Fund
- Speaking opportunity at the event
- Admission for up to fifteen guests

Entertainment Sponsor - $15,000

- Recognition as Photo Booth Sponsor
- Recognition as Band/DJ Sponsor
- Recognition as Auction Sponsor
- Admission for up to twelve guests

Awareness Sponsor - $10,000

- Corporate logo on “Factoid Signs” about the NICN and the Charlotte Fetal Care Center displayed at the event
- Corporate logo on the “pledge cards” handed out to guests at the end of the evening
- Admission for up to ten guests

All Corporate Sponsor Benefits:

- Corporate logo on the Carolinas Healthcare Foundation website – www.givecarolinas.org
- Recognition on invitation
- Recognition at event with signage, digital recognition, and acknowledgment during the event presentation
- Recognition in Charlotte Business Journal post- event ad

All contributions are tax deductible in accordance with IRS regulations. The estimated value received for food and beverages associated with the event is $75 per person, reducing the tax-deductible amount of the charitable contribution.
SPONSORSHIP OPPORTUNITIES

Benefiting Levine Children’s Hospital’s Neonatal Intensive Care Nurseries and Charlotte Fetal Care Center

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Guardian Angel - $5,000

- Recognition on invitation
- Recognition at event with signage, digital recognition, and acknowledgment during the event presentation
- Recognition on the Carolinas Healthcare Foundation website – givecarolinas.org
- Recognition in donor publication, Give Carolinas, distributed to approximately 10,000 donors.
- Admission for up to eight guests at event

Bundle of Hope - $2,500

- Recognition at event with signage, digital recognition, and acknowledgement during the event presentation
- Recognition on the Carolinas Healthcare Foundation website – givecarolinas.org
- Recognition in Give Carolinas magazine distributed to over 10,000 donors
- Admission for up to four guests at event

Everyday Miracle - $1,000

- Recognition at event with signage, digital recognition, and acknowledgement during the event presentation
- Recognition on the Carolinas Healthcare Foundation website – givecarolinas.org
- Admission for up to two guests at event

Carolinas HealthCare Foundation is a 501 (c) (3) organization.
Checks should be made payable to: The Cottie and Cake Fund and mailed to Carolinas HealthCare Foundation, P.O. Box 32861, Charlotte, North Carolina 28232. Attention: Kathleen Stevens. Please call (704) 355-0848 for additional information.

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(Please print)
Your Name _____________________________________________________________________

Company _______________________________________________________________________

Address _______________________________________________________________________

City/State/Zip __________________________________________________________________

Phone Number/Fax _____________________________________________________________

How would you like your company name to appear in recognition materials?
Please send High Resolution logo (.eps or .ai) to kathleen.stevens@carolinas.org.

____________________________________________________________________________
_____________________________________________________________________________

Sponsorship Level/Item _________________________________________________________

Check Enclosed for $ ___________________________________________________________

Please Bill My Credit Card:
Card Type:    _____ VISA/MC     _____ American Express     _____ Discover
Credit Card # ___________________________________________________________________
Expiration Date _________________________________________________________________
Name As It Appears on Card ______________________________________________________
CVV ___________________________________________________________________________
Signature _______________________________________________________________________

Please make checks payable to the Cottie and Cake Fund
RETURN COMPLETED FORM TO:
Carolinas HealthCare Foundation
Attn: Kathleen Stevens
P. O. Box 28204 Charlotte, NC 28232

Contributions are tax deductible to the extent allowed by the IRS.
Carolinas HealthCare Foundation tax ID number is 56-6060481. Flexible payment schedules available
for major sponsorship packages. For more information, please contact Kathleen Stevens at 704-355-0848 or
kathleen.stevens@carolinas.org.

Thanks for your support!
To help provide parents peace of mind during this frightening time, the neonatal intensive care and neonatal progressive care units at Levine Children’s Hospital recently began offering a new way for parents to check in on their little ones. A secure, private webcam system has been installed at each infant’s bedside, to offer parents password-protected, real-time video of their baby when they can’t be at the hospital.

For first-time parents Edwin and Audrey Vincent, the new system offers great reassurance. “The evening [when they go home] is the hardest part of the day,” Audrey says. “So, being able to see her, to see her face and to see how she’s doing brings us comfort.”

The proud new parents visit their daughter Karissa daily, but when Edwin had to stay late at work one night and wasn’t able to make it to the hospital, he was still able to check in with his phone. “I had my phone set up right on my keyboard and I was able to peek in on her and see how she was doing,” he says. “For a new parent, any time away from their sick baby is difficult, and many patients make the trip to Levine Children’s Hospital multiple times a day. But the hospital cares for neonatal patients from across the region, and some parents can’t make the trip as often as they’d like.”

“Because Levine Children’s Hospital is the referral center for the region, we have a lot of families that travel hours to come here,” says Ashleigh Fritz, nurse manager for the hospital’s progressive care unit. “Before, they could call to check on their baby, but this gives them the opportunity to actually see their baby.”

The webcam system also gives relatives who aren’t able to be physically present the chance to meet their newest family member. “The system was installed thanks to donors including Cottie & Cake Fund, which was established in memory of a child who was treated in the Levine Children’s Hospital NICN,” says Mark Griffith, director, Carolinas HealthCare Foundation.

Funding was also contributed by community partners such as the Michelle Bridges Foundation and a grant from the Philip L. Van Every Foundation.

Visit CarolinasHealthCare.org/About-Fundraising-LCH to find out how you can make a difference in the lives of local children.