

★★★
IN-KIND SPONSORSHIP
OPPORTUNITIES




savor
Pittsburgh
A Celebration of Cuisine

THE 14TH ANNUAL
SAVOR PITTSBURGH

SEPTEMBER 26, 2019
Petersen Events Center
www.savorpgh.com

Presenting Sponsors



In support of





Celebrating its 14th year, Savor Pittsburgh is a fundraising event filled with appealing appetizers, mouth-watering entrees, decadent desserts, and signature cocktails. This event combines food, fun and philanthropy for a delightful evening of entertainment you won't want to miss. An exclusive VIP area will be created at Petersen Events Center in Oakland for an elegant evening in support of Magee-Womens Research Institute.

When you partner with Savor Pittsburgh, not only do you enjoy the evening and support a worthy cause, you are afforded visibility for your company and an opportunity to entertain your clients. With more than 1,500 guests in attendance, Savor Pittsburgh is the city's signature competitive culinary event of the year.



Search "Savor2018" on YouTube or watch the 2018 Highlights video [here](#).

EVENT DETAILS

A collection of Pittsburgh's finest chefs will share their favorite culinary creations in an all-out competition for the honor of "Dish of the Year." The elegant event blends a scrumptious menu, cocktails, dancing, and exceptional raffle items.

We are proud to offer our guests affordable ticket pricing for a four-hour evening: \$75 for general admission and \$150 for VIP guests. VIP guests will enjoy a one-hour private party on the main floor receiving a first chance tasting of all competing restaurant's submissions as well as top-shelf cocktails. A panel of respected celebrity and culinary judges will sample and critique each dish with awards presented in several categories including the coveted "Dish of the Year."

HOW YOU CAN HELP

Cuisine, cocktails, and dancing make Savor Pittsburgh a fun event, but the real spotlight is on women's and infants' health research at Magee-Womens Research Institute. At Magee, scientists and clinicians are making discoveries across a woman's entire lifespan. From breast and ovarian cancer treatments, fertility preservation programs, prenatal breakthroughs, midlife, gynecology and menopause, Magee is finding answers and translating them into exceptional patient care.

The following pages will provide more information about the research being done for women and infants at Magee-Womens Research Institute, and will outline in-kind sponsorship opportunities for this year's event. We hope that you will consider sponsoring Savor Pittsburgh to change the future for women and infants in Pittsburgh and around the world.

Sincerely,

The Savor Pittsburgh Planning Committee



Savor Pittsburgh is Proudly Planned by
Dickerson Creative Communications

Proceeds from Savor Pittsburgh will be used to support world class women's and infants' health research through Magee-Womens Research Institute & Foundation's campaign and will be designated to the Board Strategic Direction Fund (Fund #23001) for the Board of Directors to provide resources as needed.

WHY WOMEN'S AND INFANTS' HEALTH NEEDS YOU



Women are HALF OUR POPULATION... BUT women carry 100% of our FUTURE.



HARMFUL environmental and nutritional influences during pregnancy can lead to LIFELONG complications.



Studies done on men are frequently MISAPPLIED to women.



HEART DISEASE is the leading cause of death in women. Cancer is the second leading cause, and together represent 44% of female mortality.



1 IN 8 COUPLES have trouble getting or sustaining a pregnancy.



Women's health research is UNDERFUNDED



INHERITED GENES increase the risk of certain cancers.



About 4 MILLION babies born in the US each year... but more than 10% of them are born prematurely.



50% of adult women will have INCONTINENCE at some point in their lives.

A WORTHY CAUSE

Magee-Womens Research Institute is the largest independent research institute in the U.S. focused solely on women's and infants' health research. More than 100 nationally recognized physician-scientists are engaged in groundbreaking research spanning diverse aspects of women's health.

Here are just a few of the ways that Magee is making a difference:

PREGNANCY AND NEWBORNS

Scientists continue to make lifesaving discoveries about key diseases such as preeclampsia, fetal growth abnormalities, preterm birth, prenatal genetics and the lifelong impact stemming from those diseases. Nearly 11,000 babies are born at Magee each year and their cutting-edge Neonatal Intensive Care Unit is the largest in the country.

FERTILITY AND INFERTILITY

Scientists are delving deeply into the fundamental mechanisms that govern germ cell biology and pathways that lead to human infertility, to discover means for restoring fertility to diverse populations including young cancer patients.

WOMEN'S CANCERS

The institute's advancements in detecting and treating breast, ovarian, cervical, and other cancers has transformed deadly diseases into ones that are survivable and manageable.

IN-KIND SPONSORSHIP

IN-KIND DONATION VALUED OVER \$10,000

- Inclusion in select advertising (i.e. print, websites, social media)
- Prominent listing on the Savor Pittsburgh website with link to your website
- Four (4) complimentary VIP tickets
- Six (6) complimentary event tickets
- Invitation for two (2) guests to attend exclusive preview party on Tuesday, May 21 at Magee-Womens Research Institute. Tour our MWRI labs and see all of the life-saving research currently being done.
- Event day listing on digital boards above the main floor and perimeter of the Center
- Recognition in Magee-Womens Research Institute & Foundation's annual report

IN-KIND DONATION VALUED BETWEEN \$5,000-\$9,999

- Prominent listing on the Savor Pittsburgh website with link to your website
- Two (2) complimentary VIP tickets
- Six (6) complimentary event tickets
- Invitation for two (2) guests to attend exclusive preview party on Tuesday, May 21 at Magee-Womens Research Institute. Tour our MWRI labs and see all of the life-saving research currently being done.
- Event day listing on digital boards above the main floor
- Recognition in Magee-Womens Research Institute & Foundation's annual report

IN-KIND DONATION VALUED BETWEEN \$2,500-\$4,999

- Listing on the Savor Pittsburgh website
- Six (6) complimentary event tickets
- Invitation for two (2) guests to attend exclusive preview party on Tuesday, May 21 at Magee-Womens Research Institute. Tour our MWRI labs and see all of the life-saving research currently being done.
- Event day listing on digital boards above the main floor
- Recognition in Magee-Womens Research Institute & Foundation's annual report

IN-KIND DONATION VALUED BETWEEN \$1,000-\$2,499

- Listing on the Savor Pittsburgh website
- Four (4) complimentary event tickets
- Event day listing on digital boards above the main floor
- Recognition in Magee-Womens Research Institute & Foundation's annual report

IN-KIND DONATION VALUED BETWEEN \$500-\$999

- Listing on the Savor Pittsburgh website
- Two (2) complimentary event tickets



2018 ADVERTISING AND PROMOTION

SOCIAL MEDIA

- Savor Pittsburgh Website Exposure
- Savor Pittsburgh Facebook, Twitter & Instagram Exposure
- MWRIF Facebook, Twitter, Instagram Exposure
- Peoples Natural Gas - Multiple videos for Savor on their [YouTube channel](#), shared on Savor & Peoples social channels
- Dunkin Donuts - Ticket Giveaway done through DD Twitter Week of July 30: Combined 240 Retweets and 83 likes; Coffee Promotion shared on DD Twitter; Miscellaneous posts sharing their support for Savor & Magee along with pushing ticket sales.

PUBLICATIONS

- Pittsburgh Magazine - half page ad in August and November
- WHIRL - Event Coverage in December
- [Local Magazine Ad and Story](#)
- Magee Magazine - Full page add sent to 20,000 recipients; follow-up article in fall issue of the magazine
- North Hills Monthly Magazine - ½ page advertisement in July and November issues

TELEVISION

- KDKA Promos and commercials - aired 2-3 times/day from July through September with reach to over a million households
- [KDKA Showcase](#)
- KDKA.com - Takeover Page on September 8 and Creation of an Event Page
- KDKA-TV - Event Coverage on Nightly and Morning News

NEWSPAPER

- Pittsburgh Tribune Review - [FANFARE](#)
- Pittsburgh Post-Gazette - Pre Event Listing; [SEEN coverage](#)
- Pittsburgh Business Times - Pre Event Listing and Post Event Coverage
- Pittsburgh City Paper - Pre-Event Exposure

RADIO EXPOSURE

- iHeart Radio - 150 Commercials on all six stations, 16 ticket giveaways, Website Presence and Website Takeovers on both KISS and 3WS - Savor had complete banner, logo and link coverage on homepages
- Q92.9 and BOBFM - 100 Morning Show Mentions; Ticket Give-Away; Twitter, Facebook and Website Promotion; Eblast to Over 25K Subscribers
- WYEP/WESA - two weeks of promos on both stations leading up to the event, email listings to 30K subscribers two times each station, Community events listing, event listing in [Summer in the City Guide](#) (10K printed)

ONLINE COVERAGE

- [The Incline](#)
- YELP - Event Preview- August 22nd
- Petersen Events Center - eblast to all University of Pittsburgh Oakland faculty and staff and exposure on website
- [MSN Live](#)
- EventSeeker.com
- [Carpe Diem](#)
- Yahoo!
- Pittsburgh Magazine - 412 e-newsletter every Thursday in September and [event listing on website](#)

MISCELLANEOUS EXPOSURE

- LAMAR Billboards - 5 print billboards
- Dunkin Donuts - 43 locations during the July and August coffee promotions that included social media
- Direct Mail - mailed more than 5,000 postcard invitations
- Magee/UPMC Internal Communications

MAGEE/UPMC INTERNAL COMMUNICATIONS

- Magee employee e-blasts twice a week through July through September; MWRIF eblasts, 4 times to entire database May through September
- Digital ads on employee screensavers at Magee in July through September
- Posters and banner in Magee-Womens Hospital July through September
- Digital advertising on hospital message boards throughout the UPMC system in September
- Posts on LinkedIn with over 7,000 connections in August and September
- Posts on 12 Pittsburgh Facebook event pages in September



IN-KIND SPONSORSHIP COMMITMENT FORM

Yes, I would like to contribute the following products or services.

Total Value: \$ _____

Products

Services

Under what corporate name would you like your support listed on the event website?

Your Name

Your Title

Primary Contact Person (if different than above)

Company Name

Street Address

City

State

Zip

Telephone Number

Fax Number

Email

To be included in the event, please confirm no later than Friday, August 16, 2019.

This form may be returned via email, mail or fax to:

Denise Wickline, Magee-Womens Research Institute & Foundation

3339 Ward Street, Pittsburgh, PA 15213, dwickline@magee.edu, 412-641-8911 (phone), 412-641-8919 (fax)

THANK YOU FOR YOUR SUPPORT!

