



Cupcake Gala

May 17, 2024 • 6:30 PM - 9:30 PM
The Rittenhouse Hotel

The Calliope Joy Foundation raises funds to help children living with leukodystrophy through improved care, research, and family support. Join us for an evening to benefit the Leukodystrophy Center of Excellence at the Children’s Hospital of Philadelphia and The Calliope Joy Foundation.

2024 Sponsorship Opportunities

Be the reason. Spotlight your support for an incredible organization. Share your brand.

PACKAGE INCLUSIONS	PLATINUM \$20,000 (LIMIT 2)	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Logo on Website	Premier	Standard	Standard	Standard
Logo on Emails	X	X		
Custom Social Media Posts	X - 2			
Logo in Social Media Posts	X – All	X - 2		
Gala Event Tickets	X – 20	X – 10	X – 8	X – 5
Program Booklet Ad	X – Full, Prominent	X – Half	X - Quarter	
Logo Recognition during Event	X – Signage, Presentation, Décor	X – Signage, Presentation, Decor	X – Signage, Presentation	X - Signage
Podium Introduction @ Gala	X			
Signature Drink	X			
Giveaway in Attendee Swag Bags	X	X	X +\$500	
Attendee Contact List	X			

Registration Ticket Details

Early Ticket thru April 12th: \$325/per ticket | Regular Ticket thru May 10th: \$350/per ticket | Late Ticket thru May 17th: \$400/per ticket

Event Notes

Open Bar, Cocktail Style Dinner Stations, Early Ticket Incentive

Contact Us

- If you have sponsorship questions or want to secure your package today, please contact Matt Hammond: mhammond@trafficpd.com or Maria Kefalas: maria@thecalliopejoyfoundation.org.
- If you have event questions, please contact our Event Planning Team: teamcupcake@seamlesseventsinc.com.



Cupcake Gala

Platinum Sponsor - \$20,000 (Limit 2)

- Premiere logo recognition on CJF website
- Logo inclusion on event email communications
- (2) Custom Social Media posts on CJF platforms (content & image provided by sponsor)
- Logo recognition included in all gala social media posts
- (20) Gala tickets with preferred seating
- Prominent full page color ad in program booklet
- Logo recognition during event – signage, presentation, décor
- (1) Company representative to be part of the event introductions
- Opportunity to name a signature drink with sponsor logo on drink signage
- Opportunity to provide (1) giveaway item for attendee swag bags
- Access to attendee list via excel (Name, Title, Company, Email)

Gold Sponsor - \$10,000

- Logo recognition on CJF website
- Logo inclusion on event email communications
- Logo recognition included in (2) gala social media posts
- (10) Gala tickets
- Half page color ad in program booklet
- Logo recognition during event – signage, presentation, décor
- Opportunity to provide (1) giveaway item for attendee swag bags

Silver Sponsor - \$5,000

- Logo recognition on CJF website
- (8) Gala tickets
- Quarter page color ad in program booklet
- Logo recognition during event – signage & presentation
- Opportunity to provide (1) giveaway item for attendee swag bags (Add'l \$500 for this level)

Bronze Sponsor - \$3,000

- Logo recognition on CJF website
- (5) Gala tickets
- Logo recognition as a sponsor during event – signage only

How Your Participation is Making an Impact.

The Leukodystrophy Center of Excellence at Children’s Hospital of Philadelphia (CHOP) provides comprehensive clinical care, diagnostic testing and the most advanced treatments available to infants, children and adolescents with inherited white matter diseases. The Center’s research leads to clinical trials, new treatments and potential cures. Research studies led by neurologists Adeline Vanderver, MD, Amy Waldman, MD, and Laura Adang, MD, PhD are pivotal in understanding disease mechanisms and the impact of the leukodystrophies on a child’s health and quality of life. Gene therapies, enzyme replacement, or other means to address these genetic disorders bring hope to the horizon.

Since 2015, the Calliope Joy Foundation has been instrumental in supporting early phase pre-clinical development of therapies for Aicardi-Goutieres syndrome (AGS), H-ABC and metachromatic leukodystrophy (MLD), as well as enabling the care of the children and adults with leukodystrophy via standards of care and support for CHOP’s Leukodystrophy Center. The amazing successes of the Center are evident in the increasing number of genetic causes discovered, which brings identity and ends the diagnostic mystery that so many families embark on for far too long.

Funds raised from this year’s Cupcake Gala will directly support our ongoing research in molecular and gene therapy for the leukodystrophies and patient care.



“CHOP’s Leukodystrophy Center is a testament to partnership, priority, vision, and hope. It was created by the families it serves – with the imperative to do more, discover more, to find more options, and to improve the lives of children and families living with leukodystrophy.”
– Brenda Banwell, MD, Chief of the Division of Neurology at CHOP