



# Cupcake Gala

**May 13, 2022 • 6:00 PM – 9:30 PM**  
**Loews Philadelphia 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 with Ron Jaworski and friends to benefit the Leukodystrophy Center of Excellence at the Children’s Hospital of Philadelphia and The Calliope Joy Foundation.*

## 2022 Sponsorship Opportunities

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

PACKAGE INCLUSIONS	PLATINUM \$20,000 (2 AVAILABLE)	GOLD \$10,000 (5 AVAILABLE)	SILVER \$5,000	BRONZE \$3,000
Logo on Website	PREMIER	STANDARD	STANDARD	STANDARD
Logo on Emails	✓	✓		
Custom Social Media Posts	2			
Logo in Social Media Posts	✓	2		
VIP Reception Host	✓			
VIP Reception Tickets	8	4		
Gala Event Tickets	20	12	10	8
Program Booklet Ad	FULL	HALF	QUARTER	
Logo Recognition during Event	SIGNAGE, DECOR, PRESENTATION	SIGNAGE, DECOR, PRESENTATION	SIGNAGE, DECOR, PRESENTATION	SIGNAGE
Podium Introduction @ Gala	✓			
Signature Drink	✓			
Giveaway in Attendee Swag Bags	✓	✓	✓ +\$500	
Attendee Contact List	✓			

### Registration Ticket Details

Early Ticket thru March 31st: \$300/per ticket | Regular Ticket thru April 29th: \$325/per ticket | Late Ticket thru May 13th: \$375/per ticket

### Contact Us

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



# 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