



one wing
FOUNDATION

2017

Olivia Aldredge Silent
Auction & Benefit Concert
Sponsorship Proposal

Request for Support



In February of 2015, our family received the devastating news that our daughter Olivia no longer had a heartbeat at 37 week gestation. Together with another Dallas family of stillbirth loss, we established the One Wing Foundation. Our mission is to raise and distribute funds to organizations that provide resources for the medical, physical and grief recovery of bereaved parents who have experienced pregnancy or infant loss in the state of Texas. In our first year, we were able to give \$48,500 in funding assistance to nine different non-profit organizations thanks to the generosity of our donors, event attendees and sponsors.

We would love to have your support as a sponsor of the 2nd Annual *Olivia Aldredge Silent Auction & Benefit Concert*. As a first year event in 2016, we exceeded all expectations with over 200 attendees and raised more than \$23,000. On Thursday, June 1, the 2nd Annual *Olivia Aldredge Silent Auction & Benefit Concert* will take place at The Foundry.

We sincerely hope that you will consider supporting our event. We appreciate you and the difference you can help make here in Dallas and throughout Texas to this grief and loss community by supporting the One Wing Foundation. Thank you for helping us give life to our Olivia, to build her legacy, and honor all babies who have been lost due to pregnancy or infant loss.

Gratefully,
The Aldredge Family
(Parker, Holly, our daughter Olivia in Heaven, our rainbow baby Jack)

Scope of Impact



Congratulations

to the One Wing Foundation's
2016 Beneficiaries:

Angel Gowns Foundation

Baylor Health Care System Foundation

Hope Mommies

Now I Lay Me Down To Sleep

Our Children's Blessing

Texas Health Presbyterian Hospital

The Grief and Loss Center of North Texas

The Mary Claire Project

William P. Clements Jr. University Hospital
at UT Southwestern

The culmination of funds raised from our 2016 events and generous donors enabled **One Wing Foundation** to give \$48,500 to support the needs of nine organizations throughout the state of Texas. The requested funds supported the following initiatives:

- Three cuddle cots to Dallas-area hospitals. A cuddle cot is a refrigerated bassinet that allows parents the ability to spend more time with their baby before saying goodbye.
- The resources to build 300 coffins for babies of miscarriage or stillbirth.
- Financial aid to cover medical and funeral assistance to families who have experienced stillbirth or infant loss in West Texas and the Panhandle areas.
- Special gowns made from donated wedding dresses and formal wear for parents to have a special memorial keepsake or an outfit for burial.
- Renovated hospital Labor & Delivery Room space for parents enduring stillbirth or infant death.
- Grief counseling services, both group and individual, offered free of charge to families of pregnancy and infant loss
- Growth and expansion of complimentary remembrance photography services in Dallas and Houston metroplex areas services for parents suffering the loss of a baby.

#PREGNANCYLOSS #INFANTLOSS #ONEWINGFOUNDATION

Olivia Aldredge Auction Party & Benefit Concert



Thursday, June 1, 2017

Location: The Foundry

7:00 – 11:00 PM

\$55 – Early Bird Pricing through 5/1/2017

\$65 – Regular Ticket Pricing after 5/1/2017

**Ticket includes buffet dinner and open bar*

This celebration will feature a southern comfort buffet from The Foundry's Chicken Scratch, a high-end silent auction, along with live music by up-and-coming Texas country recording artist, and a father of stillbirth loss, the Aaron Einhouse Band.

Online bidding for the auction will be available.



Sponsorship & Underwriting Opportunities

Presenting Sponsor - \$7,500

- Official Presenting Sponsor of the evening with Category Exclusivity
- First right of refusal for 2018
- Media Exposure: One Wing Foundation website with click-through accessibility for 2017, targeted social media posts, emails, any print ads or media mentions
- Logo on all marketing materials and signage displayed throughout event
- 2 VIP tables for 10 at event (20 tickets total)
- Opportunity to include marketing materials or promotional items as a takeaway for the evening
- Registration for 1 team of 4 for the *Hudder Putter Classic* with 1 mulligan per player and 1 Drive By the Pro for the team

Beverage Sponsor - \$3,000

- First right of refusal for 2018
- Media Exposure: One Wing Foundation website with click-through accessibility for 2017, targeted social media posts, emails, any print ads or media mentions
- Logo on all marketing materials and t-shirt
- Logo on cups used at the *Olivia Aldredge Silent Auction and Benefit Concert* as the official Beverage Sponsor of the evening
- 1 VIP table for 10 at event

Auction Sponsor - \$3,000

- First right of refusal for 2018
- Media Exposure: One Wing Foundation website with click-through accessibility for 2017, targeted social media posts, emails, any print ads or media mentions
- Full exposure on the auction site
- Logo on all marketing materials and t-shirt
- Sponsor signage prominently displayed in the Silent Auction area
- 1 VIP table for 10 at event (10 tickets total)
- Registration for 1 team of 4 for the *Hudder Putter Classic*

Stage Sponsor - \$2,500

- Media Exposure: One Wing Foundation website with click-through accessibility for 2017, targeted social media posts, emails, any print ads or media mentions
- Underwrite the cost of the Aaron Einhouse Band
- Logo on all marketing materials and t-shirt
- Sponsor signage prominently displayed along the stage
- 1 VIP table for 10 at event (10 tickets total)

** For an additional \$500, four registered players can be added to any of these underwriting opportunities for the Hudder Putter Classic.

Sponsorship & Underwriting Opportunities

T-Shirt Sponsor - \$2,500

- Underwrite the production of tournament and auction party t-shirts
- Logo prominently displayed on the back of shirt
- Media Exposure: One Wing Foundation website with click-through accessibility for 2017, social media posts, emails, any print ads or media mentions

Table Sponsor - \$1,000 (8 available)

- Media Exposure: One Wing Foundation website, targeted social media posts, emails
- Name listed on all marketing materials and t-shirt
- 1 VIP table near stage for 10 (10 tickets total)

Patron Sponsor - \$500

- Name included on marketing materials, signage, website, t-shirt
- 2 tickets

Do you have an item to donate for the Olivia Aldredge Silent Auction?

We are looking for various high-end items which include sports tickets, autographed memorabilia, hotel stays, vacation homes, travel experiences, airfare, jewelry, sporting goods, restaurant and retail gift certificates. If you have an item you would like to donate, please contact Holly Aldredge at onewingfoundation@gmail.com.

For your donation, you will receive a tax-deductible receipt for the value of your item.



one wing
FOUNDATION

Contact Information

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Checks made payable to One Wing Foundation

Mail to:

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One Wing Foundation is an established nonprofit corporation with the state of Texas and an IRS recognized 501(c)(3); Tax ID: 32059057839