THE 13TH ANNUAL
SAVOR PITTSBURGH

SEPTEMBER 27, 2018
Petersen Events Center
www.savorpgh.com

Presenting Sponsors

In support of

Magee-Womens Research Institute
Celebrating its 13th 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.

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 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

Search “Savor2017” on YouTube or watch the 2017 Highlights video here.

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.
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.

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

Studies done on men are frequently MISAPPLIED to women.

Women’s health research is UNDERFUNDED

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

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

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.

INHERITED GENES increase the risk of certain cancers.

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

Studies done on men are frequently MISAPPLIED to women.
SPONSORSHIP

PRESENTING SPONSOR: $30,000
- Ten (10) complimentary VIP tickets
- Twenty (20) complimentary event tickets and private suite.
- Invitation for six (6) guests to attend exclusive preview party on Wednesday, May 23 at Magee-Womens Research Institute (MWRI). Tour our MWRI labs and see all of the life-saving research currently being done.
- Event day listing on venue boards
- Link from your logo on the Savor Pittsburgh and Magee-Womens Research Institute & Foundation websites to your company’s website
- Inclusion in all future pre and post event advertising (see 2017 promotions)
- Three social media interviews posted on different platforms
- Opportunity to speak during event program
- Recognition in Magee-Womens Research Institute & Foundation’s annual report
- Opportunity for you to write your own spotlight story of your company to be viewed on the Savor Pittsburgh and Magee-Womens Research Institute & Foundation websites
- Special recognition plaque to display at your office
- Right of first refusal for 2019

DISH OF THE YEAR SPONSOR: $15,000
- Eight (8) complimentary VIP tickets
- Fourteen (14) complimentary event tickets and two reserved tables at the event
- Invitation for four (4) guests to attend exclusive preview party on Wednesday, May 23 at Magee-Womens Research Institute (MWRI). Tour our MWRI labs and see all of the life-saving research currently being done.
- Title sponsor for the Dish of the Year award presented by your company on stage
- Two social media interviews posted on different platforms
- Logo on venue digital boards
- Listing on Savor Pittsburgh website
- Recognition in Magee-Womens Research Institute & Foundation’s annual report

PLATINUM PLATTER SPONSOR: $10,000
- Six (6) complimentary VIP tickets
- Ten (10) complimentary event tickets and one reserved table at the event
- Invitation for four (4) guests to attend exclusive preview party on Wednesday, May 23 at Magee-Womens Research Institute (MWRI). Tour our MWRI labs and see all of the life-saving research currently being done.
- Underwriting the entertainment stage; front and center with focus on the emcee and band with corporate logo featured on venue digital boards
- One social media interview posted on different platforms
- Announcements made by the band from the stage of corporation name and sponsorship
- Listing on Savor Pittsburgh website
- Recognition in Magee-Womens Research Institute & Foundation’s annual report

APPETIZING RAFFLE SPONSOR: $7,500
- Four (4) complimentary VIP tickets
- Eight (8) complimentary event tickets
- Invitation for two (2) guests to attend exclusive preview party on Wednesday, May 23 at Magee-Womens Research Institute (MWRI). Tour our MWRI labs and see all of the life-saving research currently being done.
- Naming rights to the raffle area with logo recognition on all signage with announcements of underwriting of the raffle from the emcee
- Corporate logo featured on venue digital boards
- Prominent raffle item (if donated) featured
- Listing on Savor Pittsburgh website
- Recognition in Magee-Womens Research Institute & Foundation’s annual report

CRYSTAL CUP SPONSOR: $5,000
- Two (2) complimentary VIP tickets
- Six (6) complimentary event tickets
- Invitation for two (2) guests to attend exclusive preview party on Wednesday, May 23 at Magee-Womens Research Institute (MWRI). Tour our MWRI labs and see all of the life-saving research currently being done.
- Your company to present one of three awards to the winning restaurant on stage
- Corporate logo featured on venue digital boards
- Listing on Savor Pittsburgh website
- Recognition in Magee-Womens Research Institute & Foundation’s annual report

CULINARY SPONSOR: $2,500
- Four (4) complimentary event tickets
- Underwriting the judging competition area, which is viewable by the public
- Opportunity to present a gift to all the culinary judges with your corporate identity prominently displayed (at your own cost)
- Listing on Savor Pittsburgh website
- Recognition in Magee-Womens Research Institute & Foundation’s annual report

METALLIC MIXER SPONSOR: $1,000
- Two (2) complimentary event tickets
- Listing on Savor Pittsburgh website
- Recognition in Magee-Womens Research Institute & Foundation’s annual report
2017 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 31: 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 – Pittsburgh Today Live Segment on September 22
• 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)
• KDKA Radio Morning News - Larry Richert promotion September 28 & 29

ONLINE COVERAGE
• The Incline
• YELP - Event Preview- August 23rd
• McCormick & Schmick’s - E-blast to Western PA Database – August and September
• Petersen Events Center – eblast to all University of Pittsburgh Oakland faculty and staff and exposure on website
• MSN Live
• EventSeeker.com
• Carpe Diem
• Yahoo!
• Nemacolin Woodlands Resort Special Feature
• Pittsburgh Magazine - 412 e-newsletter every Thursday in September and event listing on website

MISCELLANEOUS EXPOSURE
• LAMAR Billboards – 4 print billboards
• Dunkin Donuts – 40 locations during the July and August coffee promotions that included social media
• PantherRx
• Queen Bee
• 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 5,200 connections in August and September
• Posts on 12 Pittsburgh Facebook event pages in September

www.savorpgh.com
SPONSORSHIP COMMITMENT FORM

Please consider support for this annual event and check one of the following sponsorship levels:

- Presenting Sponsor – $30,000
- Crystal Cup Sponsor – $5,000
- Dish of the Year Sponsor – $15,000
- Culinary Sponsor – $2,500
- Platinum Platter Sponsor – $10,000
- Metallic Mixer Sponsor – $1,000
- Appetizing Raffle Sponsor – $7,500

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

<table>
<thead>
<tr>
<th>Your Name</th>
<th>Your Title</th>
</tr>
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<tbody>
<tr>
<td>Primary Contact Person (if different than above)</td>
<td>Company Name</td>
</tr>
<tr>
<td>Street Address</td>
<td>City</td>
</tr>
<tr>
<td>Telephone Number</td>
<td>Fax Number</td>
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<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

- Please Invoice
- Check Enclosed (Please make checks payable to: Magee-Womens Foundation)
- Credit Card Payment (Please complete the information below)

<table>
<thead>
<tr>
<th>Credit Card Number</th>
<th>Expiration Date</th>
<th>3-Digit CSV #</th>
</tr>
</thead>
</table>

Authorized Signature

Date

To be included in event advertising, forward commitment form by Monday, April 30, 2018
All other commitments can be sent by Friday, June 29, 2018

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!

Magee-Womens Research Institute