

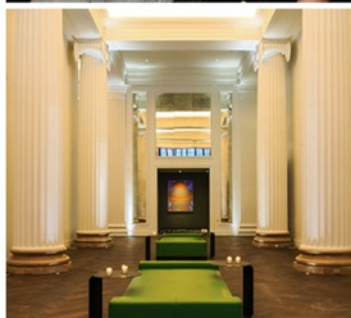
Let Them Eat Cake!

The Midwife Center for Birth & Women's Health 13th Annual Let Them Eat Cake Friday, October 19, 2018 Hotel Monaco

The Midwife Center's annual Let Them Eat Cake is the region's premier event that supports safe, satisfying care at the largest freestanding birth center in the nation. The event will bring together those who care deeply about the health of women and families, as well as talented cake bakers and decorators, for an evening of delicious food and stunning desserts at the beautifully unconventional Hotel Monaco in Downtown Pittsburgh.

Since Let Them Eat Cake was established in 2006 by a group of passionate advocates and board members, it has provided nearly \$400,000 to support services and programs that make quality reproductive care accessible to all. With the help of event sponsors, The Midwife Center has been able to ensure that more people have the opportunity to benefit from the excellent birth, infant, and other health outcomes found as a result of the Center's innovative and client-centered model of care.

From top right: Andrea and Jeff Fitting, 2017 sponsors; 2017 sponsor Betsy Teti with daughter Julia; Cake by Bella Christie & Lil' Z's Sweet Boutique; Sheffield Foyer at Hotel Monaco; Clinical Director Ann McCarthy, MSN, CNM and Valerie McDonald-Roberts, Office of the Mayor.



Your sponsorship will directly benefit women and families and ensure that Let Them Eat Cake meets its 2018 goal of raising \$90,000 to support programs and services like:

- With Woman Fridays & Con Mujeres, friendly and accessible walk-in programs
- Prenatal class scholarships for low-income families
- Sliding-scale care for those without insurance
- The Ruth Brexendorf Stifel Fellowship to support the next generation of midwives
- Enhanced support, including weekly nurse check-ins, to new mothers during the postpartum period
- Behavioral health and wellness care
- Information & Resource counseling

Tax ID 25-1864282 | United Way Contributor Choice #999078

The Midwife Center's 13th Annual Let Them Eat Cake

Friday, October 19, 2018 at Hotel Monaco

6:00 pm | VIP Champagne Reception & Dinner

8:00 pm | Cake Reception

Sponsorship deadline: August 1, 2018

Sponsor Benefits

All sponsors (excluding Cake Pop) will receive the following. All VIP Dinner seats also include the Champagne Reception prior to dinner and the Cake Reception following dinner.

- Logo or name listing on-site at event including on projection and table signs during Cake Reception
- Logo or name on event poster displayed throughout city
- Acknowledgement on The Midwife Center's website with 3,400+ visits per month
- Listing in Facebook event. Event will be linked to on social media posts with 12,500+ impressions
- Listing on VIP invitation (if confirmed by July 1)

Care for All | \$7,000

Your sponsorship will ensure individuals and families have access to classes and safe, personalized care led by midwives.

- Six VIP Dinner seats
- Option to complete your table of 10 at \$175 per seat (limited availability)
- Prominent logo or name with link on all event emails to list of 3,200+
- Prominent logo or name on event postcards, mailed to 4,000+ households
- Verbal recognition during Dinner and Cake Reception to 300+ total guests

With Woman Fridays | \$2,500

Show your support for The Midwife Center's popular, impactful walk-in GYN program.

- Two VIP Dinner seats and two Cake Reception tickets
- Logo or name with link on all event emails to list of 3,200+
- Verbal recognition during Dinner and Cake Reception to 300+ total guests

Wellness for All | \$5,000

Provide outreach, enhanced support, and behavioral health and wellness services to individuals and families.

- Four VIP Dinner seats
- Prominent logo or name with link on all event emails to list of 3,200+
- Logo or name on event postcards, mailed to 4,000+ households
- Verbal recognition during Dinner and Cake Reception to 300+ total guests

Educate & Inspire | \$1,000

Support our educational initiatives including reproductive health in schools and mentorship opportunities.

- Two VIP Dinner seats
- Name on all event emails to list of 3,200+

Cake Pop | \$250

- Logo on projection during event
- Listing on event web page and Facebook event

Please let us know if you are interested in customizing any of these sponsorship benefit packages to meet your interests and goals.

**the
midwife
center**

FOR BIRTH & WOMEN'S HEALTH

The official registration and financial information of The Midwife Center for Birth and Women's Health may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

Tax ID 25-1864282 | midwifecenter.org



2018 Let Them Eat Cake
A Benefit for The Midwife Center
Sponsor Commitment Form

Yes! I would like to sponsor Let Them Eat Cake

Care for All | \$7,000 | # of additional VIP tickets at \$175 _____ (optional, limited availability)

Wellness for All | \$5,000 With Woman Fridays | \$2,500 Educate & Inspire | \$1,000

Cake Pop | \$250

Sponsor Name: _____
(as you would like it to appear in materials)

Selected VIP Dinner Host Committee Representative: _____
(optional, available to sponsorships valued at \$1,000 and up)

Sponsorship payment

My check made out to "The Midwife Center" is enclosed

Please send me an invoice for my sponsorship on (date) _____

Charge my credit card: _____

Contact

Contact person: _____

Address: _____

Email: _____ Phone: _____

Please send this completed form and payment to:
Rachel Dingfelder - The Midwife Center, 2831 Penn Ave. Pittsburgh, PA 15222
r.dingfelder@midwifecenter.org | 412.321.6880 x208

Please note that other Let Them Eat Cake guests will be thoughtfully selected by the committee to be seated with you.

Host Committee tickets for \$350 are available at midwifecenter.org
Tickets on sale this summer: VIP Dinner \$175 | Cake Reception \$75

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