

you can change a child's future...
in a heartbeat



2020 SPONSORSHIP OPPORTUNITIES

 **HAIRRAISING** for Boston Children's Hospital's Heart Center

in a heartbeat... life changes.

A child is born with a heart defect, or a child is diagnosed with a heart condition. And life for that entire family is never the same.

In a heartbeat... an incomparable team responds.

In a heartbeat... Boston Children's Hospital rewrites the future for a child and their family.

At the #1 ranked children's hospital, medicine makes miracles. Everyday.

If you could change the odds for thousands of very sick children, and their families, around the world wouldn't you do it... in a heartbeat?



FAITH

a letter from the co-founder

I know, first-hand, how life can pivot in a heartbeat. More than 30 years ago, Alex, one of my identical twin daughters was born with congenital heart disease.

When she was eight years old she needed her first open-heart surgery. After an exhaustive search trying to find the best possible surgical team we found ourselves at Boston Children's Hospital. Boston Children's Hospital is now, (and was then), ranked as the #1 pediatric hospital in the United States.

Boston Children's is not a regional hospital. They treat the sickest patients, not just from Massachusetts, but from all over the world. Boston Children's care, research and cures impact adults, children and their families around the globe.

At Boston Children's an incomparable team of medical pros and a totally new experimental procedure changed the course and quality of Alex's life.

Not a day goes by that I am not grateful for Boston Children's. That's why my business partner, John Frieda and I started HAIRraising – a one day cut-a-thon that takes place in hundreds of salons to raise money so that the hospital can continue it's life-saving work. It's my way of giving back... AND paying it forward!

Please join me in supporting Boston Children's future... and the future of so many very sick children around the globe.



Gail Federici,

Founder and CEO of Color Wow (and Federici Brands)



about boston children's hospital

Consistently ranked the #1 children's hospital (US News & World Report), Boston Children's is renowned for achieving the best possible outcomes for every patient – as well as providing long-term support for every family.



Patients range from babies still in the womb to adults. They come to Boston Children's Hospital from all over the US, and all parts of the world, because of the Heart Center's unequalled staff, treatments, resources and results:

- Top ranked team of pediatric cardiologists and cardiac surgeons
- The most advanced medical and surgical treatments for the full spectrum of cardiac disease disorders including the rarest and most complex congenital heart defects
- Groundbreaking research and innovations
- Close, personal support and guidance for all members of the family

Despite treating the most serious conditions, Boston Children's Hospital Heart Center is known for having some of the best success rates in the world, with surgical survival rates approaching 99 percent.

Thanks to the generosity of BIG-HEARTED DONORS, Boston Children's Hospital Heart Center is a happy, hopeful place. Their doors, resources and hearts are always open to anyone, any age, from anywhere.

what is HAIRraising

HAIRraising is a one day cut-a-thon, with hundreds of salons participating, to raise money for Boston Children's Hospital and its new state-of-the art Heart Center.

This year, HAIRraising will take place on April 26th, 2020.

Now in its 11th year, HAIRraising has raised over \$1,400,000 thanks to the big-hearted salons who selflessly give their time to give hope to others.

Many of these salons promote the event all month long through raffles, contests, promotions and other forms of outreach.

This year is shaping up to be our biggest to date with salons from all over the country participating.

We hope you will join us by becoming one of our sponsors. From the bottom of our hearts, we thank you in advance.



THE HEART OF HAIRRAISING Gail Federici founded HAIRraising in 2009. HAIRraising brings together the vast network of beauty companies, salons and individual donors, to support the nation's #1 pediatric hospital.

Thanks to Boston Children's Hospital &
the generosity of big-hearted donors,

these lives changed in a heartbeat



shannon, 25
Massachusetts

At birth, Shannon began a journey that would make Boston Children's a second home. From her first life-saving heart surgery at 4 days old, to her last double valve and artery transplant at age 22, Shannon has been able to live a normal, active life—even cheering in college.



avery, 2
New Hampshire

After 5 surgeries, Avery's tiny heart struggled to beat. Boston Children's Hospital offered her family hope—a brand new process, mitochondrial transplantation, developed by a doctor there. The process restored energy to Avery's heart and saved her. Now, Avery's grandma says, "She is the light of my life."



faith, 1
Connecticut

Baby Faith is a heart pioneer. She was the first to undergo a novel procedure at Boston Children's to place a shunt made from her own umbilical vein in her heart. With 2 successful surgeries down and 1 to go, Faith spreads joy to all who meet her.



milana, 5
Ohio

Just after birth, Milana was unexpectedly diagnosed with a heart condition. She was flown from Ohio to Boston Children's Hospital to be the 17th infant to receive an experimental, expandable replacement valve. 5 years later, Milana's loves being a big sister almost as much as she loves animals.



evan, 2
Connecticut

Pregnancy scans revealed Evan's heart had a malformed right ventricle and he was diagnosed with a rare condition. When other hospitals said the future looked bleak, doctors at Boston Children's developed a surgical plan to save his life. Now, 2 year old Evan is sharing birthday cake with his twin, James.

You can make a difference... in a heartbeat!

sponsorship opportunities



HAIrraising Sponsorship Benefits and Media Opportunities

	big hearted Presenting Sponsor \$20,000	heart + soul Major Sponsor \$10,000	heart felt Associate Sponsor \$5,000
Your logo featured on all event collateral (distributed to participating salons) • Promotional flyers • Promotional posters			
Your logo featured on all print media			
Your logo and link on event website			
Your logo featured in all magazine advertising			
Feature post about your organization on HAIrraising for Boston Children’s Hospital Facebook + Instagram Page			
Prominent mention in all event press releases			
Prominent mention in all trade and consumer press			



HAIRRAISING

benefiting  Boston Children's Hospital

I'm pleased to sponsor HAIRraising as a

big hearted
Presenting Sponsor,
\$20,000

heart + soul
Major Sponsor,
\$10,000

heart felt
Associate Sponsor,
\$5,000

supporter
\$ _____
Donation Amount

Name: _____

Title: _____

Company: _____

Street: _____

City: _____ State: _____

Zip: _____

Telephone: _____

Fax: _____

Email: _____

Signature: _____ Date: _____

Please make checks payable to Boston Children's Hospital and mail with a completed copy of this form by April 1, 2020 to:
FEDERICI BRANDS C/O HAIRRAISING 195 DANBURY ROAD, SUITE 300, WILTON CT 06897

a history of our big-hearted sponsors



thank



you!