



Colette Louise  
Tisdahl Foundation



Night at  
the Races

# Sponsorship Packet

October 23, 2025

# About the Foundation

The Colette Louise Tisdahl Foundation is dedicated to improving the outcomes of pregnancy, childbirth, prematurity, and infancy, while also providing much-needed support for grieving families. We achieve this through compassionate financial assistance, education, and advocacy programs designed to make a meaningful difference during life's most challenging moments.

**What sets us apart is our personalized, hands-on approach.** We offer quick, upfront financial aid to families in crisis, eliminating reimbursement requirements to ensure they get the help they need when they need it most. Our response time is faster than most, and we assist families across the U.S. From high-risk pregnancies to NICU stays, to miscarriage, stillbirth, or infant death, we provide comprehensive support tailored to every situation.

Founded by parents who have navigated these emotional journeys themselves, our foundation doesn't just offer assistance—we offer understanding, hope, and a human touch. Whether helping a parent stay by their baby's bedside, allowing families to grieve without financial burden, or aiding expectant mothers in following vital medical guidance, our work centers on helping families heal and thrive.

# About the Event

## **Not Your Average Gala**

Ever been to a horse race? The trumpet sounding the start of the race, the sounds of horses running, the announcers giving a play by play, the shouts and screams of fans hoping their horse wins, and the thrill of victory. It's a great way to spend an evening.

Night at the Races captures those senses and feelings is a virtual horse racing event where companies and people can sponsor horses in various races. Participants will also be able to place bets on the horses and will win if their horse wins.

It is a night of lots of excitement that raises money for our financial assistance program that assists families dealing with high-risk and complicated pregnancies, NICU stays, and loss.



## **Honoring Heroes and Leaders**

In addition to celebrating and raising money, we also honor some of the leaders and heroes that help families make lemonade out of the worst lemons they could get. At this year's event, we will be honoring Illinois State Representative Tracy Katz Muhl.



# Why Sponsor?

The hardship of a mom who can no longer work since she spends every day with her premature baby in the NICU. The hardship of a dad waking up to the crushing weight of the death of his child and not knowing how he'll pay for the funeral.

The Colette Louise Tisdahl Foundation helps families when it is most needed to relieve them of these unexpected burdens.

To date, The Colette Foundation has given away **over \$1.7 million** and served **2,900 families** in 50 states.

And we have provided unmeasurable but important amounts of hope, relief, and kindness.

But we want to do more.

The Colette Foundation wants to extend our reach and **help more families** pay for transportation, phone bills, rent, groceries, gas, and other financial needs.

We want to give **hope and relief** to families faced with the worst crisis of their life by taking away the stress of bills and allowing them to focus on what matters – staying healthy through a high-risk pregnancy, dealing with a NICU stay, or grieving the loss of a child.

***And your sponsorship will be the difference.***

# Your Impact

The Colette Louise Tisdahl Foundation provides financial assistance to families in crisis due to one of three situations: (1) high-risk or complicated pregnancy; (2) NICU stay; or (3) loss

Your sponsorship goes 100% to our financial assistance program to help families in crisis.

You help families keep their homes, keep electricity, heat, and water on.

You help families who live miles away from their NICU baby be able to stay close to the hospital.

You help a family who has lost a baby be able to pay for burial and cremation to help the grieving process.

You help a high-risk pregnant woman be able to go to her prenatal appointments.

And you help a family have a working phone so they can communicate with the NICU where their child is, even when they are not there.

# Winner's Circle (\$10,000)

- Recognition as lead/presenting sponsor
- Table of 10
- Two full page ads in race guide
- Naming of two horses & \$100 in Daisy Dollars
- Featured on social media four times
- Inclusion in our partner holiday gift guide
- Opportunity to speak at event
- Opportunity to provide promotional materials and/or products to attendees
- Company listed on all event-related materials
- Take-home sign with sponsor and foundation logos

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# Backstretch (\$5,000)

- Table of 10
- Full page ad in race guide
- Sponsorship and naming of two horses
- \$50 in Daisy Dollars
- Featured on social media three times
- Inclusion in our partner holiday gift guide
- Sponsor name announced during the event
- Company information listed on all event-related materials
- Take-home signage with sponsor and foundation logos



Colette Louise  
Tisdahl Foundation  
PREGNANCY • NICU • LOSS

# Starting Gate (\$3,000)

- Table of 10
- Half page ad in race guide
- Sponsorship and naming of one horse
- \$50 in Daisy Dollars
- Featured on social media two times
- Inclusion in our partner holiday gift guide
- Sponsor name announced during the event
- Company information listed on all event-related materials
- Take-home signage with sponsor and foundation logos

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## Post (\$2,250)

- Table of 10
- Half-page ad in race guide
- Horse to name and sponsor
- \$50 in Daisy Dollars
- Featured on social media once
- Inclusion in our partner holiday gift guide
- Company information listed on all event-related materials
- Take-home signage with sponsor and foundation logos

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## Hero Table (\$1,250)

- Sponsor attendance for 8 to 10 frontline workers
- Horse to name and sponsor
- Featured on social media once
- Inclusion in our partner holiday gift guide
- Company information listed on all event-related materials
- Take-home signage with sponsor and foundation logos

# Medical Tent Sponsor (\$1,000)

*Only available to healthcare institutions*

- Logo and name in booklet and on event materials
- Sponsor name announced
- Take-home signage with sponsor and foundation logos

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# Championship Race Sponsor (\$750)

- Be included in sponsor list
- Your name listed and announced for your race
- Two event tickets
- Take-home signage with sponsor and foundation logos

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# Race Sponsor (\$500)

- Be included in sponsor list
- Your name listed and announced for your race
- Take-home signage featuring sponsor logo and foundation logo

***Please note: No event tickets at this level***

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# Nonprofit Partner (\$250)

**Limited to organizations with a budget under \$1 million**

- Logo and name on materials at event
- Recognition as a CLTF partner



## WINNER'S CIRCLE

- Help an additional 20 families
- Pay the average debt of a family
- Pay for a year of visits to the NICU
- Keep five families in their homes
- Help fifteen grieving families bury or cremate their baby

## BACKSTRETCH

- Help an additional 10 families
- Pay for 23 weeks or 5 months of daily visits to the NICU
- Keep two families in their homes

## STARTING GATE

- Help approximately 6 families
- Pay for the average client's outstanding medical bills
- Fund the average ask per family
- Pay for 14 weeks or 3.5 months of daily visits to visit baby in NICU

## POST

- Help approximately 4 families
- Pay for average client to become current on rent
- Pay for 10 weeks or 2.5 months of daily visits to visit baby in NICU

## HERO TABLE

- Help approximately 2.5 families
- Pay for average client to keep their car on the road
- Pay for 5 weeks of daily visits to visit baby in NICU

## MEDICAL TENT

- Help 1.5 families
- Pay for 3 weeks of daily visits to visit baby in NICU

# *Lemonade Award Past Winners*

2023

Janet Winslow, LCSW  
Endeavor Health



2023

Dr. Shweta Nayak  
Reproductive Medicine  
Institute (RMI)



2024

Nora Zuckerman, Esq.  
Zuckerman and Ross



  
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Night at  
the Races

## Join Our Past Sponsors List

empowering  
lactation



  
Galie Nichols  
MARKETING  
Content + Brand + Social Media



**/SONDER**  
WEB DEVELOPMENT

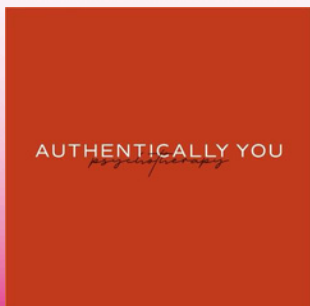
  
Lynn Miller  
Strategies  
RESEARCH + CREATION + FACILITATION



 RUSH



Worldly  
STRATEGIES



Your Logo Here



*Night at  
the Races*

There is a wide range of ways you can become involved with The Colette Louise Tisdahl Foundation. We have developed the following sponsorship packages to fit as many objectives and budget levels as possible. We also would love to work with you to create the perfect package.

The Colette Louise Tisdahl Foundation looks forward to partnering with you to help serve families in crisis.

To set up your sponsorship now, contact Michelle Valiukenas, Founder and Executive Director, at [michelle@colettelouise.com](mailto:michelle@colettelouise.com).

To learn more about The Colette Louise Tisdahl Foundation, visit us at [www.colettelouise.com](http://www.colettelouise.com)