

Back by Popular Demand

Be part of Chicago's exclusive black tie event of the year!

Act now to sponsor Turning Pointe Autism Foundation's return to First Look for Charity — the **renowned preview night to the 2024 Chicago Auto Show**. Enjoy live music, car raffles, food and drink with the who's who of Chicagoland. Your sponsorship brings tremendous brand exposure and provides an opportunity to treat your clients or employees to a night they'll never forget.

February 9, 2024 • McCormick Place, 2301 S. King Drive, Chicago

Reception 6-7:30pm • Showroom Floor open 7-11:00pm

What to Expect

More than 9,000 attendees

\$2.5 million for 18 local charities,
\$60 million raised since the
event's inception

Sponsors like Walgreens,
Toyota, and Wintrust

Car raffle

An affluent crowd: nearly 50%
have HHI of \$200k and above

Media: 2023 First Look specifically
featured 1,850 news placements,
5.5 million organic reach

20+ Chicagoland social media
influencers on-site and posting

Food & beverages
from 20+ local Chicago
restaurants featuring
80 different menu items

Tickets sell for \$325 each –
black tie attire required
(tickets included in
sponsorship packages!!!)

Reserve your sponsorship today to gain access to this unique event.

All Turning Pointe exclusive benefits are in addition to tickets and benefits for First Look for Charity found [here](#)

What Your Gift Supports

www.turningpointeautismfoundation.org

About First Look for Charity

www.chicagoautoshow.com/first-look-for-charity



TURNING POINTE
AUTISM FOUNDATION

CHICAGO AUTO SHOW
First Look
for Charity



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First Look for Charity Sponsorship Packages

Cost	\$32,500	\$16,250	\$6,500
Level	Benefactor	Patron	Donor
First Look for Charity (FLFC) Benefits			
Tickets to FLFC	✓ (100)	✓ (50)	✓ (20)
Auto Show Passes	✓ (100)	✓ (50)	✓ (20)
<u>View All FLFC Benefits</u>			
Turning Pointe Exclusive Benefits			
Name Call Out at Reception	✓		
Assets for Partner to Promote	✓		
Recognition Award	✓	✓	
Press Release	✓	✓	
Thank You Video (Reel) by TPAF	✓	✓	
Signage at Reception	✓	✓	✓
Opportunity to Add Gift to Swag Bag at Reception	✓	✓	✓
Video/Screen Logo at Reception	Logo	Listing	Listing
Social Media Posts January & February	✓ (10)	✓ (5)	✓ (3)
Social Media Assets for Partner Use	✓	✓	✓
TP Website Home Page	✓	✓	✓
Check Presentation by TPAF	✓	✓	✓

For more information, please contact Barb Brauer at bbrauer@turningpointeaf.org