



CHOC GALA

MEDIA RELATIONS CAMPAIGN

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CHOC GALA

Media Relations Campaign

Research



On Saturday, February 9, 2020, the Children's Hospital of Orange County (CHOC) will be raising awareness and funds for the care and healing of the children of Orange County via the annual CHOC Gala with a goal to raise \$3,000,000 from the event. The annual CHOC Gala will be important in gaining relationships with philanthropists, donors, physicians, families as well as journalists. The night will include an awards presentation, VIP reception, a cocktail reception, dinner, and a live auction. Every year, a special guest performs which brings a wide variety of attention from the media to raise awareness for the event. The 2020 CHOC Gala entertainer is Lady Antebellum and will be performing songs from their latest album "Ocean" that was just released November 15, 2019. The following research will be conducted to accomplish our SMART objectives:

Primary & Secondary Qualitative Research

- Demographics of those that respond to the donor letter
- Informal environmental scanning of Orange County residents
- Quality of awareness of CHOC via newsletters and surveys
- Discussions with possible donors and Orange County residents

Primary & Secondary Quantitative Research

- Amount of people that donate depending on the tactic (donor letter, social media, etc.)
- Amount of people reached and impressions made via social media tactics (Facebook Celebrity Video, Tweets, etc.)

Type of Public Relations

Our campaign uses an immense amount of *media relations* because the campaign for the CHOC Gala requires an awareness among the upper class (ex. Physicians, donors, stakeholders, etc.) within the county of Orange.

Client Mentions & Sentiment

The CHOC Gala 2020 has had 1.29 thousand impressions with mentions from news sources, such as prnewswire.com, with a mostly neutral sentiment. While there are a few articles that have a negative sentiment, the other articles that don't have a neutral sentiment are all positive. The actual survey and data is shown in the implementation section.

Competition

- Nexus Children's Hospital (Orange, California)
 - Specializes in brain injuries



- Miller's Children & Women's Hospital of Long Beach (Long Beach, California)
 - Exclusively for children and expecting pregnant women
 - Regional pediatric destination for 84,000 children with specialized care

National Trends

- February 4 - World Cancer Day
- April 23-27 - Every Kid Healthy Week
- September - Childhood Cancer Awareness Month

Conclusion

The research that needs to be done will allow CHOC Gala the best understanding of whom their audiences are and their connection to CHOC whether they are a donor, family, or a passerby that happened to see CHOC's content. The environmental scanning and demographics of responses to the donor letters will let CHOC Gala understand how we can best cater to them and gain a better relationship with them in future years. The understanding of awareness of CHOC will let us evaluate the output of our tactics and efforts with the media relations campaign.

The responses that we receive from the donor letters and social media tactics will let us know which tactics are working as well as which audience it is effectively targeting. Therefore, the outcome should let us know which tactics we should be focusing more on. For example, if we receive more money through the donor letters than social media or newsletters, we can make sure to send letters in the following years.

Looking at our mentions in the media, the sentiment is negative due to the exclusiveness of the gala and how expensive it is. Looking back at the purpose and goal of the fundraiser, CHOC aims to raise \$3,000,000 for the sole purpose of giving the best quality care and treatment for their patients. Though the fundraiser is directed towards the upper class, the CHOC website does encourage anyone and everyone to donate to the hospital. CHOC also offers other events that are targeted towards different audiences and classes.



CHOC GALA

Media Relations Campaign

Programming



Overall Goal

To raise awareness and involvement locally in preparation for the CHOC Gala at record breaking levels.

Objective One

Have a 30% increase of media coverage in preparation for the event between December 10, 2019 and February 8, 2020.

- **Strategy 1:** Post on social media about the event to raise awareness in the media and public interest.
 - Tactic 1a: Post patient features, doctor highlights and CHOC history on Facebook, Instagram and Twitter.
 - Tag a medical blogger to gain online attention and to start forming potential partnerships.
 - Tactic 1b: Create videos and photos showcasing CHOC doctor's bedside manner and post on CHOC's Youtube and blog.
 - Tag a medical writer to raise awareness and continue to form partnerships.
 - Tactic 1c: Post videos and photos with captions showcasing the upcoming CHOC Gala, including images of the location and Lady Antebellum.
- **Strategy 2:** Network with the media.
 - Tactic 2a: Write and send media pitches to familiar contacts that have previously been in a working relationship with CHOC media relations team.
 - Tactic 2b: Identify new potential media contacts and reach out to them, asking to buy them coffee.
 - When at coffee, work hard to form a friendly relationship, get an idea of the individual's interests and establish a mutually beneficial relationship with the individuals.
 - Tactic 2c: Offer to bring in media contacts to speak with CHOC staff and willing patients before the event in order to create a newsworthy feature story for the media.
- **Strategy 3:** Gain coverage of the event by a local news station early in order to establish increasing popularity among other news channels.



- Tactic 3a: Create and post a press release mid-December so that the media can get easy access to information about the event.
- Tactic 3b: Contact the journalists who have already established a working relationship with the event annually and see if they would be interested in covering it again.
 - Send emails, meet up for coffee, offer feature stories to all of these journalists.
- Tactic 3c: Create and send an Audio News Release and a Video News Release

Objective Two

Have 80% of media personnel in attendance be able to identify the mission and vision of the hospital by February 29th, 2020.

- **Strategy 1:** Foster brand and vision recognition through constant saturation.
 - Tactic 1a: Create shirts that promote the CHOC Gala with the mission statement featured attractively.
 - Tactic 1b: Shirts can be purchased on the CHOC GALA website, as a way to start giving to the event, and become a member of the CHOC family. The people who purchase the shirts can wear them on one designated day the week before the event.
 - Tactic 1c: The shirts can be given to the media personnel in attendance at the CHOC Gala as a reminder of the mission of CHOC and as a thank you.
- **Strategy 2:** Build buy-in of mission and vision with donors who will be in attendance in order that anyone who would potentially be interviewed by the media would be able to adequately express the CHOC mission.
 - Tactic 2a: Create a Donor Letter to be sent to all top donors.
 - Tactic 2b: Have children currently at CHOC create a small mission and value video for donors.
 - Tactic 2c: Create a CHOC-Blog-Connect where donors will have exclusive access to stories and projects CHOC is conducting.
- **Strategy 3:** Coordinate a news conference with media outlets that have positive, neutral and negative sentiment on CHOC and the CHOC Gala.



- Tactic 3a: Find a well-suited spokesperson to discuss the importance of the event and why it is necessary to continue in this tradition.
- Tactic 3b: Create FAQ and general talking point sheet for spokesperson.
 - Conduct a role-playing exercise in which the media relations specialist pretends to be a journalist and ask questions of the spokesperson.
- Tactic 3c: Send personalized invitations out to major networks and journalists.

Objective Three

Receive 80% positive media coverage by February 29th, 2020.

- **Strategy 1:** Offer media access to capture the event digitally.
 - Tactic 1a: Offer high quality photography of VIP room, Red Carpet, Lounges, Dance Floor, Dream Wall, etc. as well as access for photographers from different media outlets to take pictures on their own.
 - Tactic 1b: Offer interviews for print on doctors and significant parties who are attending the event to inform the media about the latest breakthroughs in science, and how donations are helping the research, tools, and overall quality of conduct at CHOC.
 - Tactic 1c: Offer video footage of some areas and some of the showcase with the awards as well as the performance by Lady Antebellum as well as exclusive access for the video teams of trusted media outlets.
- **Strategy 2:** Make copious amounts of information available to journalists.
 - Tactic 2a: Update the CHOC Press Room section of the website to include information for journalists in an organized fashion.
 - Tactic 2b: Be available for phone calls, meetings and emails from journalists and respond promptly.
 - Tactic 2c: Be aware of the beats of key journalists and email information targeted to their specific interests and beats.
- **Strategy 3:** Maintain the Relationships with Media Contacts after the event
 - Tactic 3a: Send out 'thank you' letters.
 - Ask if they have any follow up questions.
 - Tactic 3b: Email a short recap video created by CHOC videographer, reminding them of the impact of the event.



- Tactic 3c: Post on social media with a recap of the evening, tagging reporters that have given permission

Key Audiences:

- Primary: Key Media Contacts including Orange County Registrar, KTLA OC, ABC7 OC, Whittier Daily News; Local Families and Businesses that might see the news
- Secondary: Individuals who still want to donate/participate in the event but are not local

Timeline

- January 1, 2020 - February 8, 2020

Budget Plan:

- Projected Expenses
 - Coffee for key journalists and media relations professionals: \$100
 - Free t-shirts as a thank you to journalists: \$200
 - Thank you letters and stamps: \$100



CHOC GALA

Media Relations Campaign

Implementation



Implementation

The overall goal for the CHOC Gala was to raise awareness and involvement locally for the preparation of the event. Below are the tactics in action that would raise awareness in the realm of media. A content calendar was developed to identify and align concepts, publics, goals and action steps. Through the content calendar the CHOC the media campaign provides strategic outputs that would range on various social platforms. Thus creating media traction in the medical field. In order to gage media coverage, a media report was developed. The media report aided in tracking media exposure, sentiment, media coverage, exposure, social and volume reach. This allows for a deeper understanding of what tactics are successful and the opportunity for growth within the campaign. A donor letter was given all donors that aided in the mission of providing quality bed-side manner. Email-media pitches were created to bring awareness and building coverage of the upcoming event. The Media pitch email will be sent to Susan Christian Goulding who is an avid writer for the Orange County Register and has done coverage within the medical field. A blog post was created to showcase bloggers that would write positive sentiment based on pitch email. T-shirts were created to hand to press as method developing and/or building relationships and investment. Tweets were created to build continuous two-way communication on CHOC Gala between media personnel and CHOC. Lastly, in order to create ease and fluidity for the event, a photography opportunity list will be given out prior to via email. Over the goal through tactics is to build stronger relations with the media for greater coverage for a successful event.



Orange County Children's Hospital
Audio News Release

Annual CHOC Gala 2020- Promo

Dec. 20.19
Lady Antebellum
(:30)

102.7 KISS FM-Lady Antebellum here-Coming at you from the sweetest place on earth. The Orange County Children's Hospital, in sun-kissed Anaheim(an-uh-hahym), California(kal-uh-fawrn-yu). Calling all champions of children! We are partnering with CHOC headlining next year's annuals CHOC Gala. CHOC's mission is to provide exceptional medical care supporting patients and their families. They provides 313 beds and serves over 100,000 children a year! CHOC is aiming to raise 3 million dollars for children in need- y'all. The Gala will be held on February 8, 2020.

Together we can make a difference; if you would like to become a champion, donate today at www.CHOC.org and if you would attend the 2020 CHOC Gala visit www.CHOCGala.org or call us at 714-997-3000.

We are Lady Antebellum - Long Live Childhood!

###



Orange County Children's Hospital
Video News Release

Annual CHOC Gala 2020- Promo Video

Dec. 20.19

Lady Antebellum

(1:00)

Footage is of Lady Antebellum with a prominent head doctor at CHOC talking.

Lady Antebellum: Lady Antebellum here-Coming at you from the sweetest place on earth. The Orange County Children's Hospital, in sun-kissed Anaheim(an-uh-hahym), California(kal-uh-fawrn-yu). I'm here with head CHOC Doc, Michael Wang and we are calling all champions of children!

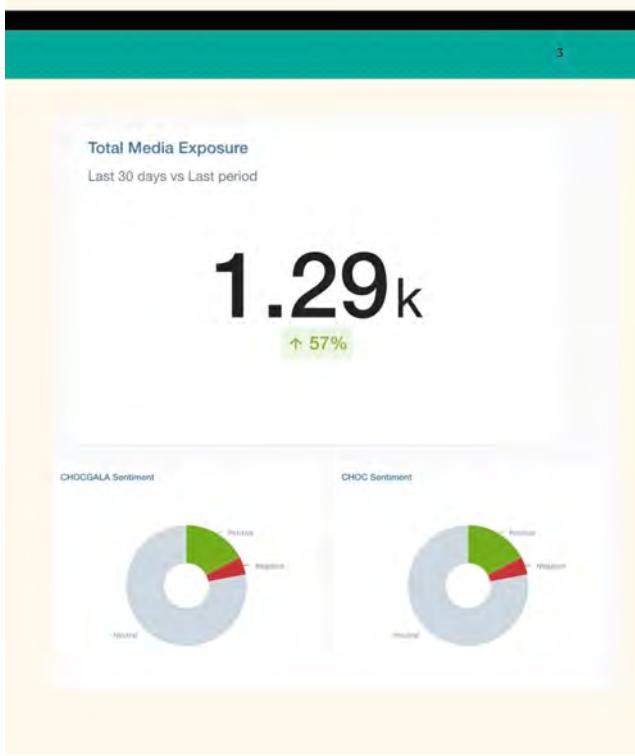
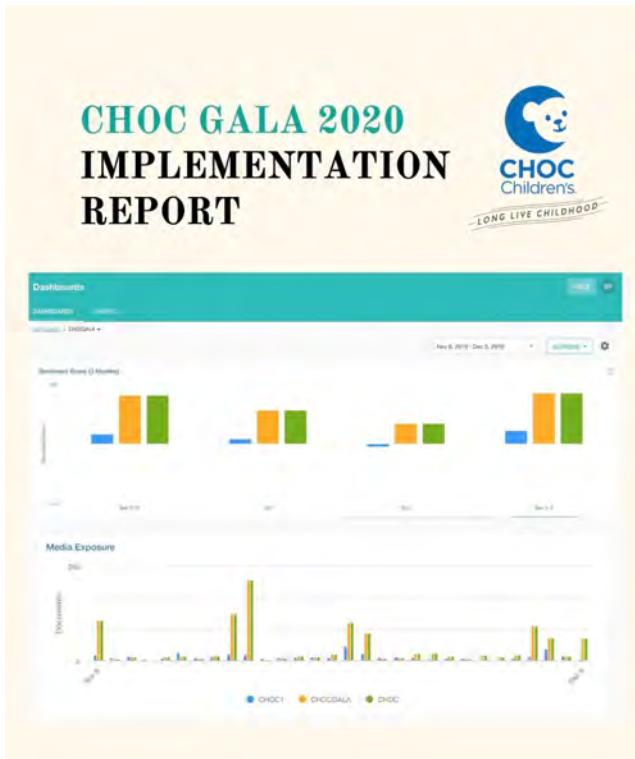
For over 50 years, CHOC has been dedicated to providing the highest quality medical care to the children of the Orange County area. In order to continue in their life saving work, they need your help.

Michael Wang: This Feb. 8, CHOC is aiming to raise 3 million dollars at our annual CHOC Gala and this year, we are fortunate enough to have Lady Antebellum in attendance to perform their new album, 'Ocean'.

Lady Antebellum: Together we can make a difference; if you would like to become a champion, donate today at www.CHOC.org and if you would attend the 2020 CHOC Gala visit www.CHOCGala.org or call us at 714-997-3000.

We are Lady Antebellum and I am Michael Wang -(Together) Long Live Childhood!

###



Figures 1-3: CHOC Gala 2020
Implementation Report



CHOC GALA

Media Relations Campaign



Figure 4: CHOC Gala 2020 Press T-Shirt



Media Content Calendar							
DATES	Platform S	Campaign Goal	Objective	Audiences	Strategies	Keyword/Topic	Content Post Examples
1/1-3/2020	Facebook, Instagram & Twitter	Goal #1	Objective #1 & #2	Facebook, Medical Bloggers & Twitter Audience	Reply and share posts	#chocgala, giveback, #longlivechildhood #lady antebellum	EX: Photo with caption showcasing new the upcoming choc galga, child and history and lady antebellum @medical blogger
1/6-10/2020	Facebook, Instagram & Twitter	Goal #1 & Goal #3	Objective #1 & #2	Facebook, Instagram & Twitter Audience	Reply and share posts ; repost users post	#chocgala, Disney Hotel , #lady antebellum #donatechoc	EX: Video with caption showcasing new partnership with lady antebellum and choc@medical blogger
1/13-17/2020	Youtube/Blogs	Goal #2 & Goal #3	Objective #1 & #2	Youtube user/ Media Reporters	Create challenge to donate	#chocgala, giveback, #longlivechildhood	EX: photos with caption showcasing benefits of donor money @medical blogger
1/20-24/2020	Facebook, Instagram & Twitter	Goal #1 & Goal #3	Objective #1 & #2	Facebook, Medical Bloggers & Twitter Audience	Reply and share posts ; repost users post	#chocgala, Disney Hotel , #lady antebellum #donatechoc	EX: Video with caption showcasing new plans for monies and collaboration @medical blogger
1/27-30/2020	Youtube/Blogs	Goal #2 & Goal #3	Objective #1 & #2	Youtube user/ Media Reporters	Showcase commercials and benefits	#chocgala, giveback, #longlivechildhood	EX: Video and photo with caption showcasing reposted images and bedside manner @medicalwirter
2/1-7/2020	Facebook, Instagram & Twitter	Goal #1 & Goal #3	Objective #1 & #2	Facebook, Medical Bloggers & Twitter Audience	Showcase commercials and music performances;Reply and share posts ; repost users post	#chocgala, Disney Hotel , #lady antebellum #donatechoc	EX: Photo with caption showcasing new a video from lady antebellum and plans for the night. @medicalwirter
2/8/20	Facebook, Instagram & Twitter & YouTube	Goal #2 & Goal #3	Objective #1 & #2	Facebook, Instagram & Twitter and Medical Media	Showcase commercials and music performances;Reply and share posts ; repost users post	#chocgala, giveback, #longlivechildhood	EX: Video and photo with caption showcasing images of the gala, hotel and the musical acts ; TODAY is the day @medical blogger @medicalwirter

Figure 5: CHOC Gala 2020 Media Content Calendar

**DONOR LETTER**

Dear Jenna and Kylie,

First and foremost, we at Children Hospital of Orange County would like to express our sincerest gratitude for being apart of our CHOC family. Thank you for your continuous support and partnership with CHOC endeavors. We can not do all the amazing impactful projects without amazing people like you. **THANK YOU, Jenna and Kylie!** Please accept this exclusive CHOC pendant enclosed this letter as a token of our appreciation. We want to offer an opportunity to further partner with you. CHOC has collaborated with the Lady Antebellum to make dreams come true. They will be performing at the annual 2020 CHOC Gala! Together with your support, we can put a smile on a child's face. Since 19064, CHOC has provided hope and equate care for children with critical illnesses and their families. CHOC serves nearly 100,000 children a year . Helping kids and families replace fear with confidence, sadness with joy and anxiety with hope. The CHOC Foundation has become a treasured cultural institution that attempts to soften the shocking, inexplicable tragedy of childhood illness. The foundation's mission is a caring attempt to create meaningful experiences for a child with a grave illness. CHOC continues to better the lives of wish kids around the world by bringing them hope. Our goal is to bring joy and strength to children who are suffering from illness. Our wish is you partner within financial support to create opportunities for millions of smiles. We need you, partner with us in the magic of making dreams come true. LONG LIVE CHILDHOOD!

Champion Children,
CHOC Public Relations Team





CHOC GALA

Media Relations Campaign

12/4/2019 Lady Antebellum and CHOC Team Up! - Nicole Communications | Public Relations

[About Me](#)
[Contact Me](#)
[MEDIA](#)
[Resume/Professional About Me](#)

NICOLE COMMUNICATIONS | PUBLIC RELATIONS

CONNECTIVITY THROUGH COMMUNICATION

DECEMBER 4, 2019

Lady Antebellum and CHOC Team Up!

This year the headliner for CHOC Gala 2020 will be none other than Lady Antebellum. The trio was formed in 2006 by Charles and Josh Kelley, Hillary Scott and Dave Haywood. The band has a unique style blending contemporary country with soulful 60s R&B into an infectious brew that relies on the trio's beautiful harmonies and impeccable instrumental skills. Their most popular song "Need You Now" topped the country charts and peaked at number two on the Billboard Hot 100. The album sold over three million copies and reached platinum status. This Grammy award-winning group will be the headliner for the event. The Gala will be filled with dancing, a five-course dinner and several other children's performances. The evening will feature an awards presentation, VIP reception, a cocktail reception, dinner, live auction, live entertainment featuring a special guest. 2020 CHOC Children's Gala will usher in a new era in pediatric care for CHOC Children's and the area's two million children, by creating awareness and raising vital funds for the care, healing and recovering of children. The Gala's goal is to raise \$3,000,000 to benefit and advance patient care, education, and research at CHOC Children's.

If you would like to donate or attend please reach out for more information Barbra Lopez at 714-509-3062, gala@choc.org



12/4/2019 Lady Antebellum and CHOC Team Up! - Nicole Communications | Public Relations

For more information please contact Barbra Lopez at 714-509-3062.
gala@choc.org

14 <https://mpe.biola.edu/~saralp36/wordpress/?p=165> 24

HOW TO CREATE A HYPERLINK

LEAVE A REPLY

Logged in as [saralp36](#). Log out?

Comment

POST COMMENT

Search ...

GET TO KNOW NICOLE COMMUNICATIONS:

Figures 6-8: CHOC Gala 2020 Blog Post



MEDIA PITCH

Subject Line: LADY ANTEBELLUM PLAYS NEW ALBUM FOR A CAUSE AT CHOC GALA

Hello Susan,

At this year's Choc Gala, seven-time Grammy winner Lady Antebellum will be performing songs from their new album 'Ocean'.

I thought you would be interested in a story featuring Lady Antebellum, their album and their commitment to children's health and medical research. Attached are links to the full press release and photo opportunity list.

Please let me know if this would be something that you are interested in, and I can provide you and your team with press passes for the evening.

Thank you so much for your consideration.

Sincerely,



CHOC GALA

Media Relations Campaign



Figure 9: CHOC Gala 2020 Photo Opportunity List



CHOC GALA Tweets



zarahnp @zarahnp 24 mins ago

CHOC and Lady Antebellum have teamed up together to create a powerful event that champions childhood. Grammy and award winning Lady Antebellum will be the headliner for the 2020 Annual CHOC Gala!



zarahnp @zarahnp 35 mins ago

Children Hospital of Orange County is to mission is to nurture, advance and protect the health and well-being of children. With University of Irvine we serve thousands of children and have pediatric healthcare network includes a state-of-the-art 334-bed main hospital facility!



zarahnp @zarahnp 6 mins ago

CHOC Gala is looking to raise 3 million dollars to usher in a new fiscal year. This means serving more than a million children around the world. Join arms with this amazing cause. Click here to donate! chocgala.org/Static/Attend...



zarahnp @zarahnp Just now

CHOC is celebrating their 55th birthday, expanding Primary Care network, preparing for the opening of the Thompson Autism Center, an incredible gift to their Mental Health Inpatient Center. Help with the expansion by donating to the CHOC Gala! Donate here chocgala.org



Figure 10: CHOC Gala 2020 Example Tweets



CHOC GALA

Media Relations Campaign



Figure 11: CHOC Media List



CHOC GALA

Media Relations Campaign

Evaluation



The overarching goal of this campaign was to raise awareness and involvement locally in preparation for the CHOC Gala at record breaking levels. In order to accomplish this goal, three objectives were formed, implemented, and will be evaluated in the following manner.

Objective One: Have a 30% increase of media coverage in preparation for the event between December 10, 2019 and February 8, 2020.

Objective one will be evaluated based upon the percentage in which the media coverage increased in preparation for the CHOC Gala. In order to do this, the media coverage will be kept track of using Cision and Hootsuite. All coverage will be downloaded for future reference and all journalists who write will be added to the Media Contact List. In addition, the effectiveness of the implementation of this objective will be measured by an increase in media contacts and an increase in the number of 'get to know you' coffee meetings that took place.

Objective Two: Have 80% of media personnel in attendance be able to identify the mission and vision of the hospital by February 29th, 2020.

Objective two will be evaluated based upon the percentage of media personnel in attendance of the CHOC Gala that can state or paraphrase the mission and vision of CHOC. In order to evaluate this, a survey will be sent out in the same email as the recap video. In this extremely short survey, the media professional would be asked about their experience at the CHOC Gala, working with the CHOC media relations team and, lastly, a question about the mission and vision of CHOC. By measuring this, one can be more sure of the accuracy of the content being written. In addition to this, the success will also be measured by an increase in journalists attending the press conference before the Gala and the increase in the number of journalists reaching out for additional information.

Objective Three: Receive 80% positive media coverage by February 29th, 2020.

Objective three will be evaluated based upon the percentage of positive sentiment received from the media. In order to track this, the CHOC media relations team will be utilizing a Media Relations Tracking Document and a Social Media Tracking Document.



Figure 11: Media Relations Tracking Document

Figure 12: Social Media Tracking Document



CHOC GALA

Media Relations Campaign

Appendices



CHOC CHILDREN'S HOSPITAL IN ORANGE

CHOC GALA BACKGROUNDER

Website: <https://www.choc.org/>

Belief: At CHOC Children's, Long Live Childhood is our mantra. It is our rallying cry. We live it. We breathe it. We practice it. Every day. In every way. That's why we've assembled a mighty brigade of pediatric experts, premier facilities and generous donors dedicated to giving kids the best chance of growing into healthy and happy adults.

Mission, Vision and Values

Mission: To nurture, advance, and protect the health and well-being of children.

Vision: To be the leading destination for children's health by providing exceptional and innovative care.

Values: Excellence: Setting and achieving the highest standards in all we do.

Innovation: Advancing children's health care by leading with new ideas and technology.

Service: Delivering an unmatched personal experience.

Collaboration: Working together with our colleagues and partners to achieve our Mission.

Compassion: Caring with sensitivity and respect.

Accountability: Serving as dedicated stewards of the lives and resources entrusted to us.

CHOC Organizational Structure

CHOC Orange is a California nonprofit public benefit corporation founded in 1964 acute-care hospital located in Orange, Calif. CHOC serves the residents of Orange County as well as surrounding counties. Focusing on care for children, the organization is an active member of the community, providing compassionate, quality health care services in a patient and family-centered care environment. The Hospitals are the principal tertiary and quaternary pediatric hospitals serving Orange County and are the only hospitals exclusively serving infants, children and adolescents. CHOC is a medical foundation, multiple primary and specialty clinics, programs, and services, affiliated locations, a health plan, CHOC Health Alliance. CHOC four centers of excellence, the CHOC Heart, Neuroscience, Orthopaedic, and Hyundai Cancer Institutes. The organization also has a Research Institute performing basic science and clinical research. Through its pediatric residency programs, including a combined physician residency program with UC Irvine, CHOC trains tomorrow's pediatric physicians, RNs, pharmacists, and therapists.

CHOC makes a difference

CHOC Orange operates outreach programs to serve the community outside the hospital. Programs are CHOC Orange Clinic, Clínica CHOC Para Niños, CHOC Clinic at the Boys & Girls Club of Santa Ana and CHOC Garden Grove. The CHOC Breathmobile program brings asthma education, prevention, and diagnosis to community centers and schools throughout Orange County. The hospital's commitment to the highest standards of patient care and safety, as well as performance excellence, earned the organization several accolades. We were ranked as one of the nation's best children's hospitals by U.S. News & World Report; 2016 Top Hospital designation by the Leapfrog Group; Magnet designation, the highest honor bestowed to hospitals for nursing excellence; Gold Level CAPE Award from the California Council for Excellence; and CHOC Orange's Pediatric Intensive Care Unit (PICU) has earned the Pediatric Beacon Award for Critical Excellence. We care, we support and our actions are always for the betterment of the patients.

Appendix A: CHOC Backgrounder



CHOC CHILDREN'S HOSPITAL IN ORANGE

CHOC GALA BACKGROUNDER

The Gala of All Galas

Last Year's Gala raised \$5.2 million, the largest ever in Orange County, and the CHOC Follies celebrated its 20th season by raising more than \$1.2 million secured to support CHOC's mission. This year's Performance will be hosted by seven GRAMMY awards, Billboard Music Awards, People's Choice Awards, Teen Choice Awards winner's Lady Antebellum. The gala is a night of fine dining, dancing and support of a powerful cause, advocating for premier health services for children.

Purchase Tickets:

Please contact Barbie Lopez at 714.509.3062 or gala@choc.org to reserve your sponsorship.

Ticket Packages:

Gift of Life - \$100,000
Gift of Love - \$25,000
Gift of Friendship - \$15,000
Gift of Strength - \$4,000
Single Ticket - \$2,000

Appendix A: CHOC Backgrounder Cont.



CHOC CHILDREN'S HOSPITAL IN ORANGE

CHOC GALA PRESS RELEASE

Children's Hospital Gala announces Lady Antebellum as entertainer

ORANGE, Calif. (October 30, 2019)-Children's Hospital of Orange County (CHOC) announces country, musical group, Lady Antebellum, as the entertainer for their annual gala. Lady Antebellum will perform at CHOC's annual gala on Saturday, Feb. 8, 2020 at the Disneyland Hotel in Anaheim.

The music group's vulnerability of hardships is displayed in their upcoming album OCEAN set to release on Nov. 15, 2019 and will be performed at the CHOC Gala. Lady Antebellum will be performing throughout the duration of the Gala starting at 5 p.m. and ending at 10 p.m.

"We are so excited to be a part of this momentous event," lead singer Hillary Scott said. "It is truly an honor to join CHOC in the mission to advance the well-being of children everywhere."

More information about the CHOC Gala can be found on the CHOC website. Information about Lady Antebellum can be found at ladyantebellum.com.

CHOC's annual gala is the most important fundraise for the hospital. The gala is used to raise awareness and funds for the care and healing of the hospital's two million children. Every year, CHOC supposedly raises about \$3,000,000 to towards advanced patient care, education, and research at the hospital.

The gala will include an awards presentation, VIP reception, a cocktail reception, dinner, a live auction, and Lady Antebellum as the live, special guest.

###

About Children's Hospital of Orange County

Since 1964, CHOC Children's has been steadfastly committed to providing the highest quality medical care to children. Affiliated with the University of California, Irvine, our regional pediatric healthcare network includes a state-of-the-art 334-bed main hospital facility in the City of Orange, and a hospital-within-a-hospital in Mission Viejo.

Contact Information:

Jessica Cornel
PR Specialist
Contact : 1 (818) 298 - 7558
Email: gala@choc.org
Website: chocgala.org

Appendix B: CHOC Gala Press Release



FREQUENTLY ASKED QUESTIONS

Who will be hosting the event and where are the funds going?

This year, the Children's Hospital of Orange County will host a Gala in partnership with Lady Antebellum to raise funds for the patients it is serving. This hospital location is affiliated with the University of California, Irvine, and has a "state of the art 334 bed main hospital facility." This location also offers "primary and specialty care clinics, more than 100 additional programs and services, pediatric residency program, and four centers of excellence: The CHOC Children's Heart, Neuroscience, Orthopedic, and Hyundai Cancer Institutes"

What will the flow of the evening look like?

The night will follow the flow of events as seen in previous years including awards, a session for VIP donors, cocktails and dinner, a live auction, and a performance by Lady Antebellum.

Gift packages to attend the Gala:

Gift Of Life (\$100,000)
Gift of Caring (\$50,000)
Gift of Love (\$25,000)
Gift of Friendship (\$15,000)
Gift of Strength (\$4,000)
Single Ticket (\$2,000)

Monetary Donation Pathways:

Life saving research
Technology, innovation and equipment
Toys and Game
Programs and services tailored to the unique needs of children

Event Logistics:

Location: Disneyland Hotel (1150 W Magic Way, Anaheim, CA 92802)

Time: 5 pm-10 pm

Date: Feb. 8, 2020

References

Children's Hospital of Orange County. (n.d.). Retrieved From <https://www.choc.org/.CHOC Gala>.
(n.d.). Retrieved from [Http://www.chocgala.org/](http://www.chocgala.org/).

Appendix C: CHOC Gala FAQs



CHOC GALA

Media Relations Campaign



[contact us](#)

1201 W. La Veta Avenue
Orange, CA 92869



714.997.3000

www.choc.org



ILLNESS OR INJURY SHOULDN'T PUT CHILDHOOD ON PAUSE.

At CHOC Children's, Long Live Childhood is our mantra. It is our rallying cry. We live it. We breathe it. We practice it. Every day. In every way. That's why we've assembled a mighty brigade of pediatric experts, premier facilities and generous donors dedicated to giving kids the best chance of growing into healthy and happy adults.

OUR SERVICES AND INSTITUTES

OUR PRIMARY SERVICES

Wellness and Primary Care
Specialty Services
Mental Health

OUR INSTITUTES

Cancer
Heart
Neuroscience
Orthopedics
Research
Innovation

HONORS AND AWARDS

U.S. News and World Report Best
Children's Hospital

Press Ganey Award

Gold Level CAPE Award

Magnet Recognized

Pediatric Beacon Award for Critical
Care Excellence

OC Metro: Most Trustworthy Brand



Appendix D: CHOC Informational Brochure



References

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