

The image shows a stage backdrop for a gala event. The backdrop is black with a large, circular, multi-colored pattern on the left side. The pattern consists of a central circle surrounded by a ring of smaller circles, each containing a different symbol (heart, spade, club, diamond). Below this is a yellow rectangular sign with the text "Peggy Lillis Foundation" and "For C. diff Education & Advocacy". To the right of the sign, the text "CHANGING THE ODDS 2024" is written in large, white, sans-serif capital letters, followed by "OUR 15TH ANNUAL GALA" in a smaller, white, sans-serif font. Below this, the text "SPONSORSHIP PACKAGE" is written in a smaller, white, sans-serif font. In the foreground, a table is set with a black and white polka-dot tablecloth, white plates, glasses, and silverware. The table is surrounded by white folding chairs. The overall lighting is warm and orange-toned.

CHANGING THE ODDS 2024

OUR 15TH ANNUAL GALA

SPONSORSHIP PACKAGE



PEGGY LILLIS FOUNDATION
FOR C. DIFF EDUCATION & ADVOCACY

415 AVENUE C, #4D, BROOKLYN, NY 11218
www.cdifff.org

On Friday, November 8th, Peggy Lillis Foundation will host our **2024 Changing the Odds Gala**. This year's Gala will be held at 26 Bridge, a beautiful venue in the DUMBO neighborhood of Brooklyn. This annual event celebrates clinicians, researchers, and patient advocates who work to combat the *Clostridioides difficile* infections (CDI) epidemic.

We have announced two of this year's incredible honorees. **Dr. Denise Cardo** will receive our Leadership Award for her three-decade career at the Centers for Disease Control and her commitment to making our healthcare system safer, particularly around healthcare-associated and antimicrobial-resistant infections like C. diff. C. diff survivor and advocate **Maryann Webb** will receive our Advocate Award for her contributions to our Advocates Council and Board of Directors, including participating in the first-ever FDA Patient Listening Session on recurrent CDI, testifying at the Rebyota Advisory Committee, sharing her story on CBS Evening News, among many other accomplishments.

PLF was founded after the tragic death of our mother, Peggy, from a CDI in April 2010. Over the past fourteen years, PLF has been the leading organization confronting this urgent public health threat. We have made significant progress in educating the public, empowering advocates, and shaping public policy, including:

- Our **2023 "See C. diff"** public awareness campaign reached **23 million people!**
- Hosting **nine National C. diff Advocacy Summits**, bringing survivors and caregivers together with cutting-edge doctors, public health experts and industry leaders for learning and networking.
- Coordinating **six C. diff Lobby Days** where advocates spoke with their legislators to educate them and urge increasing funding and action to combat the epidemic.
- **Raising awareness in the media**, including stories and op-eds in Pharmacy Times, Outbreak News, the Washington Post, and other outlets.
- Providing emotional support and information to C. diff sufferers and caregivers through our **Peer Support Network** and new Nutrition & Lifestyle Guide for C. diff Recovery.

Funding for **Changing The Odds** comes primarily from companies, trade associations, and foundations like yours. We ask that you sponsor this year's Gala. It is an excellent opportunity to support Peggy Lillis Foundation and demonstrate your leadership in fighting C. diff infections.

We have included sponsorship details with this letter. We appreciate your consideration and look forward to hearing from you and seeing you at the Gala! If you have any questions or require additional information, please contact me at 917.364.4658 or christian@peggyfoundation.org.

Sincerely,

Christian John Lillis
Co-Founder & Chief Executive Officer

Liam Lillis
Co-founder & President Emeritus



BECOME A SPONSOR

Changing the Odds is the largest fundraiser for C. diff, averaging 250 in-person guests. Each year we honor leaders, innovators and advocates in the fight against C. diff while raising critical funds for PLF's programs.

Become a sponsor of our 2024 Gala and help us Change the Odds for all C. diff sufferers.

\$50,000
PRESENTING
SPONSOR

All Lead Sponsor benefits
PLUS

CLAIMED

Exclusive "Presented by" credit
10 additional event tickets (20 total)

\$25,000
LEAD
SPONSOR

All Supporting Sponsor benefits
PLUS

1 REMAINING

5-minute welcome address
Organization executive presentation of award (supply limited)

\$10,000
SUPPORTING
SPONSOR

All Games Sponsor benefits
PLUS

Full-page color ad in program
2 additional event tickets (10 total)

\$5,000
GAMES
SPONSOR

All Angel Sponsor benefits
PLUS

Company featured in all press releases and emails
Game table recognition*

\$2,500
ANGEL
SPONSOR

All Caregiver Sponsor benefits
PLUS

Half-page ad in program
4 additional event tickets (8 total)

\$1,000
CAREGIVER
SPONSOR

Digital ad presented during Gala
Linked logo and promotion on website
Sponsorship listed in event program
Quarter-page ad in program
4 tickets to Gala

**Availability limited to 4; benefits granted to first committed sponsors*

THANK YOU TO OUR 2023 SPONSORS

PRESENTING SPONSOR



Microbiome
Therapeutics
Development

LEAD SPONSORS



SUPPORTING SPONSOR



GAMES SPONSORS



ANGEL SPONSORS



CAREGIVER SPONSORS

