



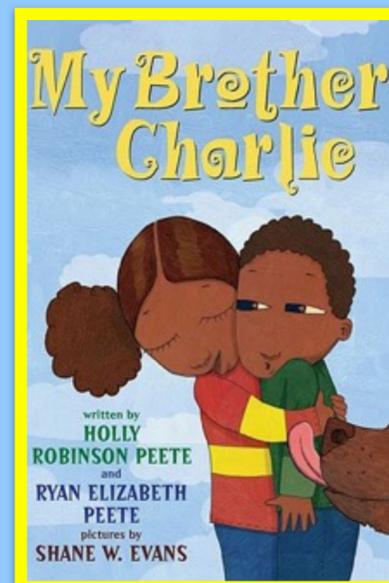
My Brother Charlie
GOES TO THE 
AQUARIUM
EVENTS



My Brother Charlie

Goes To The Aquarium!

My Brother Charlie is an award winning children's book written by Holly Robinson Peete & her daughter Ryan and is the inspiration behind our "*My Brother Charlie Goes To The Aquarium*" event. We reserve the most spectacular aquariums in the country exclusively for families affected by *autism* and provide unlimited access to the attractions as well as an evening of food, fun and entertainment.



My Brother Charlie

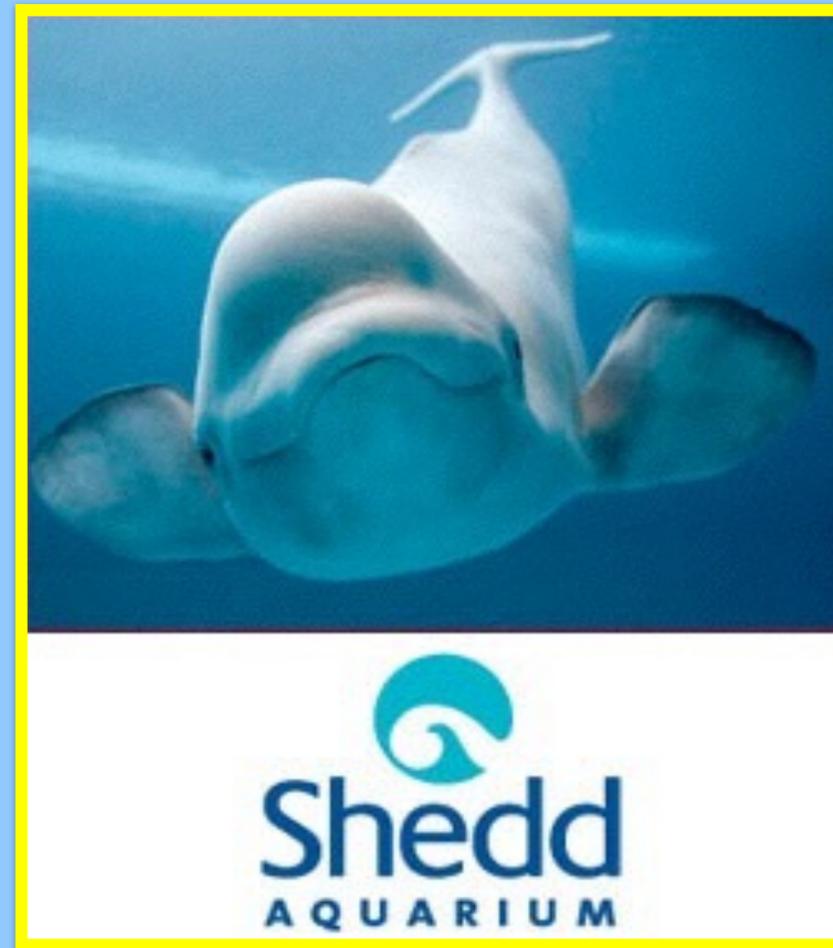
Goes To The Aquarium!

is coming to
Chicago's Shedd Aquarium
on
April 30th, 2017

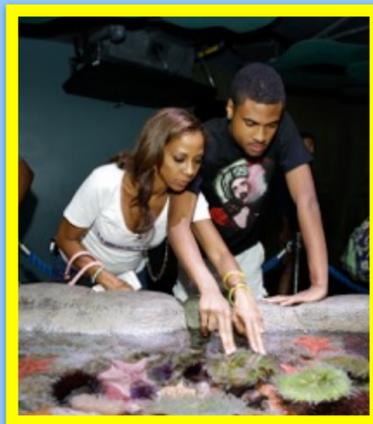
With the generous support of great corporate sponsors and friends the HollyRod Foundation is bringing the highly anticipated My Brother Charlie Goes To the Aquarium to Chicago, IL!

Events have previously been hosted at:

- Aquarium of the Pacific- Long Beach, CA
- Adventure Aquarium-Camden, NJ
- Downtown Aquarium Houston, TX



My Brother Charlie Goes To The Aquarium!



WHY AN AQUARIUM?

For a child with autism, a family outing can be a cumbersome and unpleasant experience due to sensory overload, crowds and stigma . Aquariums provide an environment that allows a child with autism spectrum disorder the opportunity to see, hear and touch in an environment that is soothing and judgement-free. Children on the spectrum often have an affinity to aquatic attractions making an aquarium the perfect environment.

What guests are saying about

My Brother Charlie Goes To The Aquarium!

"This was our first time going to this event and it was the best time ever. Our son was able to take his time looking at the exhibit and actually find room to touch the animals. We would love it if it was done again." Lee & Suzy



"We had an awesome time...it gave many parents the opportunity to socialize as well as giving our kids the opportunity to have fun in a safe and comfortable environment. thank you, thank you, thank you to HollyRod and the sponsors" Danita B

"This was a wonderful time. Thank you very much for this event! We are grateful for the fun that we had. Please have this again and again. We will be there. HUGS!" Cheryl & Irene



ABOUT HOLLYROD :

MISSION: HollyRod advocates for compassionate care for people living with Parkinson's and raises awareness and provides families who have children with autism access to products and services. Signature programs include "My Brother Charlie Visits the Aquarium" and RJ's Places.

Established in 1997, the HollyRod Foundation was formed by Holly Robinson Peete and husband Rodney Peete at the inspiration of her father Matthew who had Parkinson's disease. In 2005, their son RJ was diagnosed with autism at age three. The HollyRod Foundation supports and advocates for families who lack the financial resources to access services and support for a child on the spectrum.

The entire Peete Family utilizes their voice to support families who have loved ones who are on the spectrum. They have published books that provide invaluable insight and support to others. Autism is often difficult to explain to siblings and classmates so Holly and her daughter Ryan Elizabeth Peete, co-authored the award winning book *My Brother Charlie* (Scholastic). They followed up with *Same But Different: Teen Life on the Autism Express* (Scholastic). Realizing fathers raising a child with autism had few templates to guide them, Rodney wrote *Not My Boy! A Father, a Son, and One Family's Journey with Autism* (Hyperion).

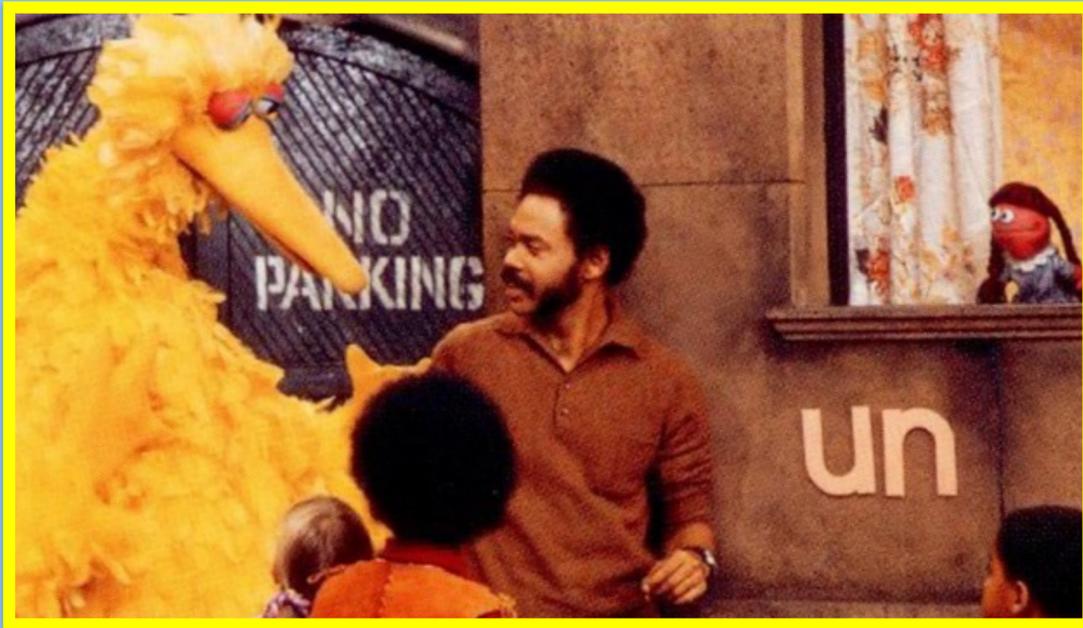
To learn more visit www.hollyrod.org.

OUR FOUNDERS:

Inspired by a father and a son, actress, author, talk show host, activist and philanthropist, **Holly Robinson Peete** believes a life of service is a life well-lived. Holly had her first experience in front of the camera at the age of four when she appeared on television opposite her father, Matthew Robinson who served as a producer and portrayed the original beloved character of “Gordon” on the iconic children’s program Sesame Street. She went on to star in several hit shows like *21 Jump Street* & *Hangin’ With Mr. Cooper*.

16 year NFL veteran quarterback **Rodney Peete** is best known for his leadership and a winning attitude. His admired position in the public eye has led him to a successful career as sports star, television/radio personality, author and philanthropist. Rodney currently hosts the Los Angeles based radio program “*Lunchtime With Roggin & Rodney*”.

The Peetes are currently starring on their self-titled docuseries “*For Peete’s Sake*” on OWN TV. They have four children and reside in Los Angeles, CA.

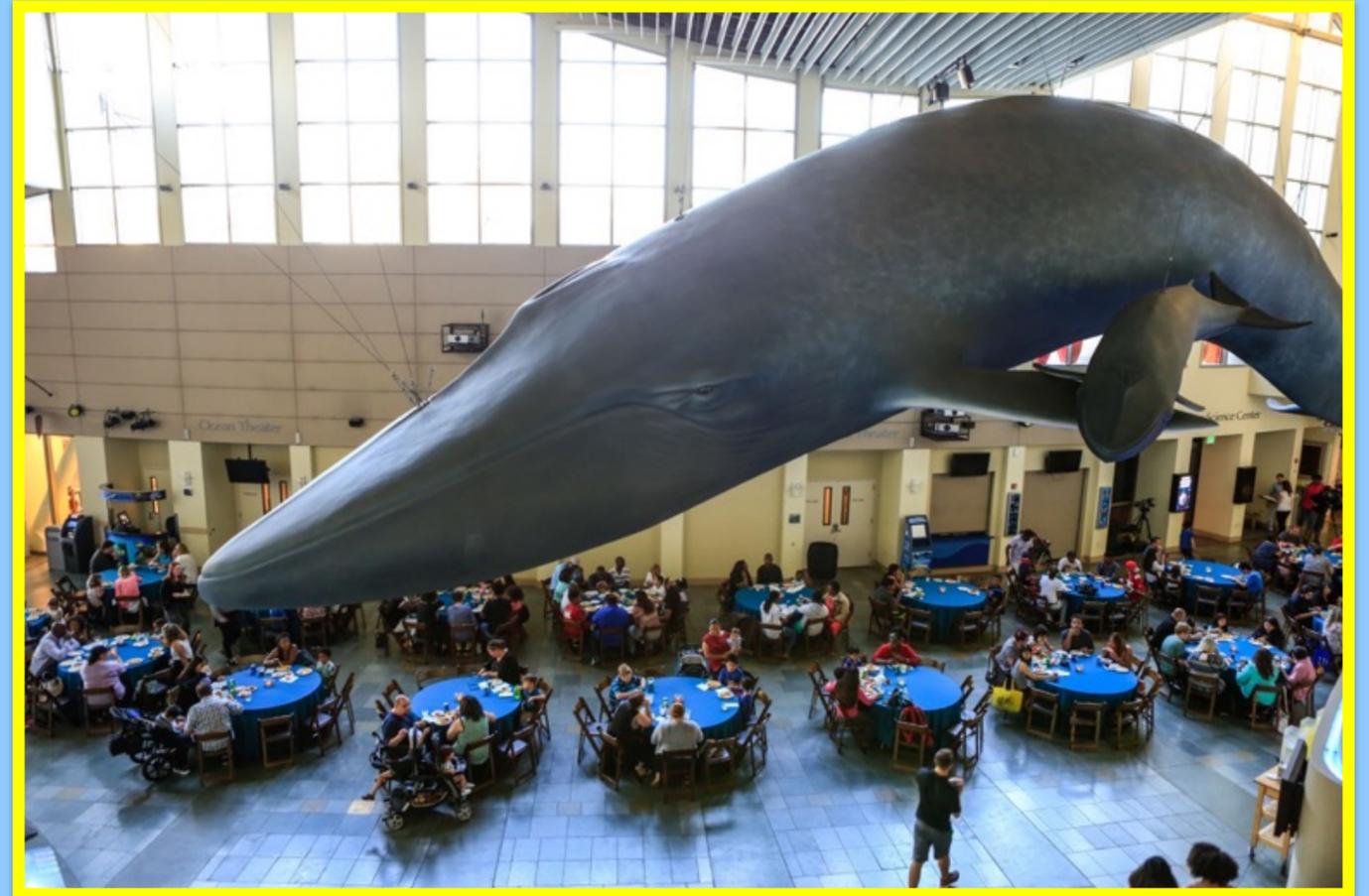


My Brother Charlie Goes To The Aquarium!

AUTISM FACTS

Our families are your families. 1 in 68 children is diagnosed with autism each year and those families are potential new customers or already do business with your company.

- More children will be diagnosed with autism this year than with AIDS, diabetes & cancer combined
- An estimated 1 out of 42 boys and 1 in 189 girls are diagnosed with autism in the United States.
- Approximately 100 individuals are diagnosed every day with autism in the U.S.
- Autism is the fastest-growing serious developmental disability in the U.S.
- Autism costs the nation over \$238 billion per year, a figure expected to significantly increase in the next decade
- Boys are four times more likely than girls to have autism
- While there is no medical detection or known cure for autism, thousands of children have shown significant improvement resulting from early diagnosis and use of effective interventions



Autism is a neurodevelopmental disorder characterized by impaired social interaction, verbal and non-verbal communication, and restricted and repetitive behavior.



PRESENTING

\$50,000

- Category exclusivity
- Inclusion in press release
- Premier placement of logo on all event signage including Step & Repeat
- Photo opportunity with Holly Robinson Peete and special guests
- Verbal recognition on stage during presentation
- 5 mentions in social media by Holly Robinson Peete and HollyRod Foundation
- Premier placement of logo and website link on www.hollyrod.org (over 7,000 visitors monthly).
- Logo placement on gift bag
- Product inclusion in gift bag
- 15 tickets to My Brother Charlie

PLATINUM

\$15,000

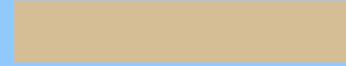
- Inclusion in press release
- Logo placement on all event signage including Step & Repeat
- Photo opportunity with Holly Robinson Peete and special guests
- Verbal recognition on during stage presentation
- 2 mentions in social media by Holly Robinson Peete and HollyRod Foundation
- Placement of logo and website link on www.hollyrod.org
- Product inclusion in gift bag
- 10 tickets to My Brother Charlie





GOLD

\$10,000



- Inclusion in press release
- Photo opportunity with Holly Robinson Peete
- Logo placement on event signage
- Verbal recognition on stage
- 1 mention in social media by Holly Robinson Peete and HollyRod Foundation
- Placement of logo and website link on www.hollyrod.org
- Product inclusion in gift bag
- 8 tickets to My Brother Charlie



SILVER

\$5,000



- Reception and photo opportunity with Holly Robinson Peete
- Logo placement on event signage
- 1 mention in social media by Holly Robinson Peete and HollyRod Foundation
- Product inclusion in gift bag





BRONZE

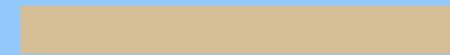
\$2,500



- Photo opportunity with Holly Robinson Peete
- Logo placement on event signage
- 1 mention in social media by Holly Robinson Peete and HollyRod Foundation
- Product inclusion in gift bag
- 4 tickets to My Brother Charlie

GIFT BAG

\$5,000



- 500 gift bags and/or products for event gift bags
- 1 mention in social media by Holly Robinson Peete and HollyRod Foundation
- 2 tickets to My Brother Charlie



For more information on how to
support

***My Brother Charlie
Goes To The Aquarium!***



Please contact :
HollyRod Foundation

Donna Harrell
donna919@gmail.com
310-795-7232

To learn more visit www.hollyrod.org.

