SPONSORSHIP & UNDERWRITING OPPORTUNITIES

DELL Technologies

Star Ball

Celebrating 20 years of Dell Children's

January 30, 2027

Four Seasons Hotel Austin

PRESENTED BY NYLE MAXWELL FAMILY OF DEALERSHIPS

www.dellchildrensball.org

Brand & Mission Alignment Opportunity:

★ Exclusive acknowledgement on all materials related to Dell Children's signature event: all print and digital media, including program, digital mailings, social media, and website
★ Logo or name placement throughout presentation of event

Underwriters

TITLE
SOLD! Thank you, Dell Technologies!

PRESENTER
SOLD! Thank you, Nyle Maxwell Family of Dealerships!

Dell Children's 20th Celebration Underwriting Opportunities:

Celebrate this special milestone with Dell Children's and make an impact as an underwriter of the 2027 Star Ball

ENTERTAINMENT | $50,000

Brand & Mission Alignment Opportunity

★ Exclusive recognition as Entertainment Underwriter
★ Recognition during entertainment portion(s) of the evening

Dell Children's Ball for twenty-four (24) guests

★ Twenty-four (24) premier seats
★ Invitation for all guests to attend the After Party
★ Two (2) guest rooms at Four Seasons Hotel Austin
★ Complimentary valet parking for all guests

HOSPITALITY | $50,000

Brand & Mission Alignment Opportunity

★ Exclusive recognition as Hospitality Underwriter
★ Underwriter of hotel guest room stays for Dell Children's Ball supporters and patient families the evening of the event
★ Opportunity to provide promotional item in hotel guest room welcome package

Dell Children's Ball for twenty-four (24) guests

★ Twenty-four (24) premier seats
★ Invitation for all guests to attend the After Party
★ Two (2) guest rooms at Four Seasons Hotel Austin
★ Complimentary valet parking for all guests

COCKTAIL RECEPTION & STAR LOUNGE | $50,000

SOLD! DLA Piper | Debra and John Gilluly III

DIRECTOR: IMPACT VIDEO | $50,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as Director Underwriter
- ★ Exclusive named recognition on Impact Video for evening of the event

Dell Children's Ball for twenty-four (24) guests

- ★ Twenty-four (24) seats with premier seating
- ★ Invitation for all guests to attend the After Party
- ★ Two (2) guest rooms at Four Seasons Hotel Austin
- ★ Complimentary valet parking for all guests

STAR MISSION VIDEOS | $50,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as the Star Mission Underwriter
- ★ Underwrite Star Mission video vignettes featured throughout the night highlighting Dell Children's patient(s) and/or Dell Children's caregiver(s)
- ★ Underwrite one (1) table for Dell Children's patient families or caregivers from the video(s)

Dell Children's Ball for twelve (12) guests

- ★ Twelve (12) seats with premier seating
- ★ One (1) guest room at the Four Seasons Hotel Austin
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

DESSERT RECEPTION | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as Dessert Reception Underwriter
- ★ Exclusive recognition throughout the Dessert Reception with branded cocktail napkins and bar signage

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

Underwriters

CICLO MUSIC ROOM (After Party) | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as After Party Underwriter
- ★ Exclusive named recognition throughout After Party with branded cocktail napkins and bar signage

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

VALET | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as Valet Underwriter
- ★ Opportunity to provide a takeaway for every guest at valet

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

PHOTO BOOTH | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as Photo Booth Underwriter
- ★ Opportunity to provide a takeaway or branded experience for every guest at the photo booth

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

DINNER | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as the Dinner Underwriter
- ★ Named recognition on printed menus at Dell Children's Star Ball

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

DÉCOR | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as the Décor Underwriter

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

Underwriters

REGISTRATION | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as the Registration Underwriter

Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

STEP AND REPEAT | $25,000

Brand & Mission Alignment Opportunity

- ★ Exclusive recognition as the Step & Repeat Underwriter

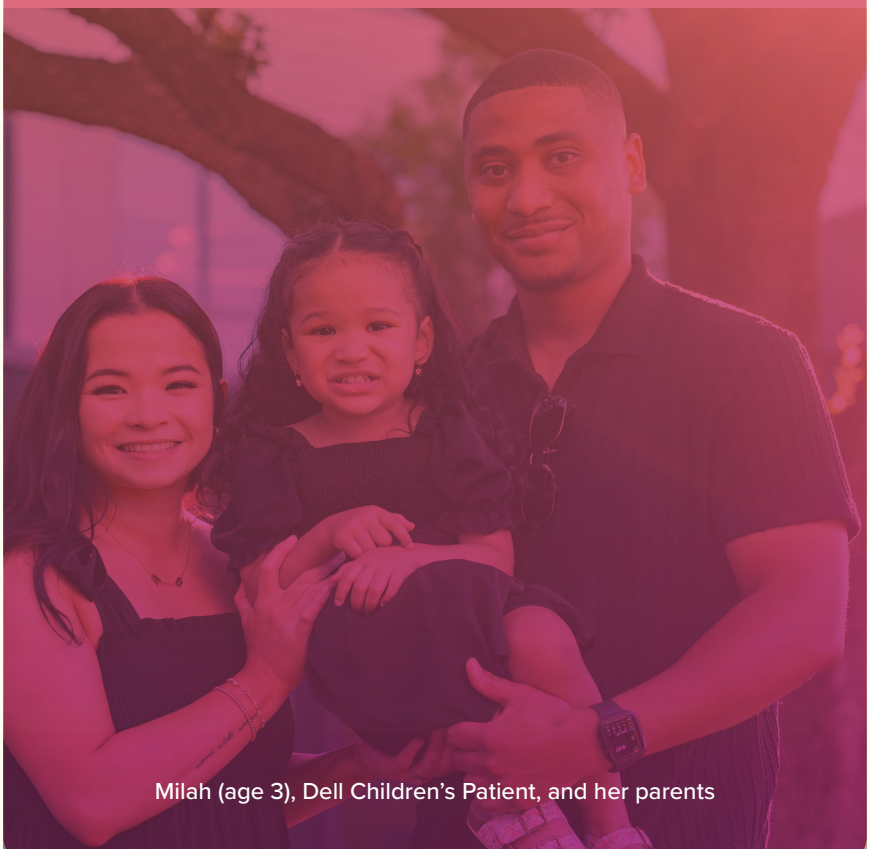
Dell Children's Ball for ten (10) guests

- ★ One (1) table with premium seating
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for all guests

CAREGIVER IMPACT UNDERWRITER | $25,000

Brand & Mission Alignment Opportunity

- ★ Recognition as a Caregiver Impact Underwriter
- ★ Underwrite one (1) table for a patient family or one (1) table for caregivers at Dell Children's



Milah (age 3), Dell Children's Patient, and her parents

STAR SPONSORS | $25,000

Be a Star Sponsor at Star Ball 2027!

- ★ One (1) table with premier seating for twelve (12) guests
- ★ Invitation for all guests to attend the After Party
- ★ Complimentary valet parking for guests
- ★ Exclusive Star Sponsor acknowledgement on all materials related to Dell Children's signature event: all print and digital media, including program, digital mailings, social media, and website
- ★ Logo or name placement on live presentation of event

$20,000 | 20TH ANNIVERSARY STAR SPONSOR PACKAGE FOR TWO

Brand & Mission Alignment Opportunity

- ★ Two (2) tickets with Star seating and concierge service
- ★ One (1) guest room at the Four Seasons Hotel Austin including welcome amenities and breakfast for two the following morning in Ciclo
- ★ Invitation to attend the After Party
- ★ Complimentary valet parking
- ★ Exclusive Star Sponsor acknowledgement on all materials related to Dell Children's signature event: all print and digital media, including program, digital mailings, social media, and website Logo or name placement on live presentation of event

Jett (age 2), Dell Children's Patient

For more Information

Visit dellchildrensball.org or contact Audrey Pendergrass at audrey.pendergrass3@ascension.org

- ★ Proceeds from this event will benefit the area of greatest need at Dell Children's Medical Center, allowing Dell Children's the ability to impact our patients and their families in the most meaningful way.
- ★ All underwriting and sponsorship payments must be made in full prior to attending the Ball on January 30, 2027
- ★ Sponsorship commitments must be confirmed by December 1, 2026 to be included in Dell Children's sponsorship recognition.

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www.dellchildrensball.org