



the honeycomb project

— 2021 —

# Holiday Cheer Challenge

CELEBRATING TEN YEARS

Saturday, December 11

Rejoice in real life! After a year stuck inside, we're all yearning to get out and reconnect with the people and places we love. What better way to do so than with a holiday scavenger hunt? The Honeycomb Project invites Chicagoans of all ages to take part in the Inaugural *Holiday Cheer Challenge* on **Saturday, December 11th, 2021**. Participants will race around downtown performing simple tasks that spread laughter and cheer while raising vital funds to fuel Honeycomb's family volunteer programs.

## ABOUT US

We put kids at the forefront of social change. Since 2011, The Honeycomb Project has become Chicago's go-to organization for family volunteering. We're on a mission to engage, mobilize, and inspire kids and their families to build strong and connected communities across Chicago.

To date, Honeycomb has empowered **over 30,000 volunteers** from **95% of Chicago's neighborhoods** to take part in hands-on service opportunities. Our family-centered programs address the urgent needs for our **+50 nonprofit partners** working in areas such as food insecurity, housing, environmental conservation, social justice, and public health.

## WHY NOW?

Your support of the *Holiday Cheer Challenge* comes at a critical moment for our organization. As our city continues to heal from the devastation of the pandemic, Honeycomb is ramping up our efforts to provide vital resources and people-power to organizations in need. Your support ensures Honeycomb can come back in full force to mobilize 5,000 volunteers into action next year.

With your help, we will launch a range of new in-person and virtual programs. From preparing home-cooked meals at shelters, to growing fresh vegetables at city farms, to building nature trails along the Chicago River, your generosity will go a long way. Together, we will instill empathy, civic action, and social awareness in the youngest of volunteers – building a stronger Chicago for generations to come.

## EVENT FORMAT

The adventure begins with a fun-filled kick-off near the skating ribbon at Maggie Daley Park. Guests will sip warm holiday drinks and sample tasty treats while taking in the city's gorgeous winter skyline. Teams of 4-6 will then descend upon downtown Chicago to see who can complete the most tasks that make others smile: caroling at Cloud Gate, giving "thank you" notes to city workers, staging scenes from the Nutcracker...the list goes on! Our reach will be greater than ever with remote spectators tuning in from home – completing their own challenges and following our live updates on social media. Finally, we will regroup indoors for an awards ceremony and spirited send-off. We expect a sold-out event of 150-200 participants, so secure your tickets today!

***"My family is so happy to have this opportunity to volunteer in a safe and meaningful way during the pandemic."***

– Honeycomb Teen Leader

***"Honeycomb is a godsend...It would be difficult to find volunteer opportunities that my children could participate in otherwise."***

– Honeycomb Parent

# BOARD OF DIRECTORS

**Meagan Newman** – Chief Operating Officer, Bartlit Beck LLP (Board President)  
**Jennifer Paik Chung** – Senior Director of TBM, Chicago Trading Company (Vice President)  
**Catherine Tannen** – Co-Founder, The Honeycomb Project; Attorney (Treasurer)  
**Sabera Choudhury** – Principal, Charles River Associates (Secretary)



**Paris Byrd** – Chicago Engagement Associate, Obama Foundation  
**Kathryn Konrad** – Executive Director and Banker, J.P. Morgan Private Bank  
**Carlos Garcia** – Executive Director, Product Solutions, Blue Cross Blue Shield of Illinois  
**Kristina Lowenstein** – Co-Founder and Executive Director, The Honeycomb Project  
**Gabrielle Martinez** – Co-Founder and Managing Partner, EA Collective  
**Jeffrey Sorensen** – Director, PwC  
**Jessica Droste Yagan** – Managing Partner, Impact Engine



## HOST COMMITTEE

**Veronica Andrews & Courtney White, Co-Chairs**

**Eric Fox**  
**Linda Baumann**  
**Teresa Buescher**  
**Danielle Deutsch**

**Bhavana Devulapally & Bhavan Suri**  
**Colleen Sanchez**  
**Sharon Garcia**  
**Allie & Hart Passman**

**Christine Pundavela**  
**Andrea Sill**  
**Laura A. Williams**

## PAST SPONSORS

EA COLLECTIVE  
ALLSTATE  
ANDREWS FAMILY  
BENNETT FAMILY  
BLUE CROSS BLUE SHIELD OF ILLINOIS  
CAHILL FAMILY  
CHUNG FAMILY  
CHICAGO TRADING COMPANY  
DEUTSCH FAMILY  
GROWING SMILES  
HOLLAND & KNIGHT LLP

HUMBLE CODE  
JOHNSON CARR FAMILY  
JOHNSON | MOORE LLC  
KPMG  
LATHAM & WATKINS LLP  
MANELLI FAMILY  
MARTINEZ-ROONEY FAMILY  
LEAH MISSBACH DAY  
NEWMAN-SMITH FAMILY  
DAVID & CHARMAINE NICHOLS  
KELLY PARKER

PASTA PALAZZO  
POLSKY FAMILY  
SALMONS CONSULTING  
SEYFARTH SHAW LLP  
SHIN FAMILY  
SILL FAMILY  
SOUTH LOOP ANIMAL HOSPITAL  
SURI FAMILY  
LAURA AND MELVIN WILLIAMS  
YAGAN FAMILY FOUNDATION





## SPONSORSHIP BENEFITS

Honeycomb's Holiday Cheer Challenge sponsorship opportunities are as curated as our volunteer opportunities, designed to provide you and your guests with an unforgettable night of entertainment. Honeycomb sponsors also enjoy year-round benefits – helping you make a lasting impact in Chicago's communities.



## HONEYCOMB HOLIDAY CHEER CHALLENGE SPONSORSHIP OPPORTUNITIES

### HONEY BEE **\$1,000**

- One (1) team registration for up to 6 participants
- Company/family logo recognition on digital event invitation
- Print recognition on event display
- Early program registration for up to 10 volunteers in 2022

### QUEEN BEE **\$2,500**

#### ALL HONEY BEE SPONSOR BENEFITS PLUS:

- Two (2) team registrations for up to 12 participants
- Reserved seating in the VIP lounge
- Company/family logo recognition on Honeycomb's website
- Holiday swag bag
- Early program registration for up to 25 volunteers in 2022

### BEEKEEPER **\$5,000**

#### ALL QUEEN BEE SPONSOR BENEFITS PLUS:

- Two (2) team registrations for up to 12 participants
- Company/family logo recognition in monthly newsletter (7,000+ Chicago-area subscribers)
- Social posts and live updates acknowledging your sponsorship
- Recognition from the podium during the event program
- Branded bar cart. Create your very own holiday refreshment station serving your choice of hot beverage (alcoholic or not) or tasty treat (cookies, popcorn, and more!)
- Early program registration for up to 50 volunteers in 2022 (or 1 private group project for 50 volunteers)

### HIVE BUILDER **\$10,000**

#### ALL BEEKEEPER SPONSOR BENEFITS PLUS:

- Four (4) team registrations for up to 24 participants
- Presenting sponsor status on all event material, website, and promotions
- Early program registration for up to 100 volunteers in 2022 (or 2 private group projects for 50 volunteers)

# SPONSORSHIP FORM

## SELECT A SPONSORSHIP LEVEL

HONEY BEE

\$1,000

QUEEN BEE

\$2,500

BEEKEEPER

\$5,000

HIVE BUILDER

\$10,000

COMPANY/FAMILY NAME

ADDRESS

CITY

STATE

ZIP

CONTACT NAME

PHONE

EMAIL

How would you like to be recognized on event materials?

**PLEASE MAKE CHECKS PAYABLE TO  
THE HONEYCOMB PROJECT**

Mail all checks to:

**THE HONEYCOMB PROJECT**

**1658 NORTH MILWAUKEE AVENUE, #190**

**CHICAGO, ILLINOIS 60647**



*"We were falling short on  
donations and Honeycomb  
volunteers came to the  
rescue. We were so grateful."*

– Andrea Lee, UCAN