

**BUILD-A-BEAR**

*Gala*

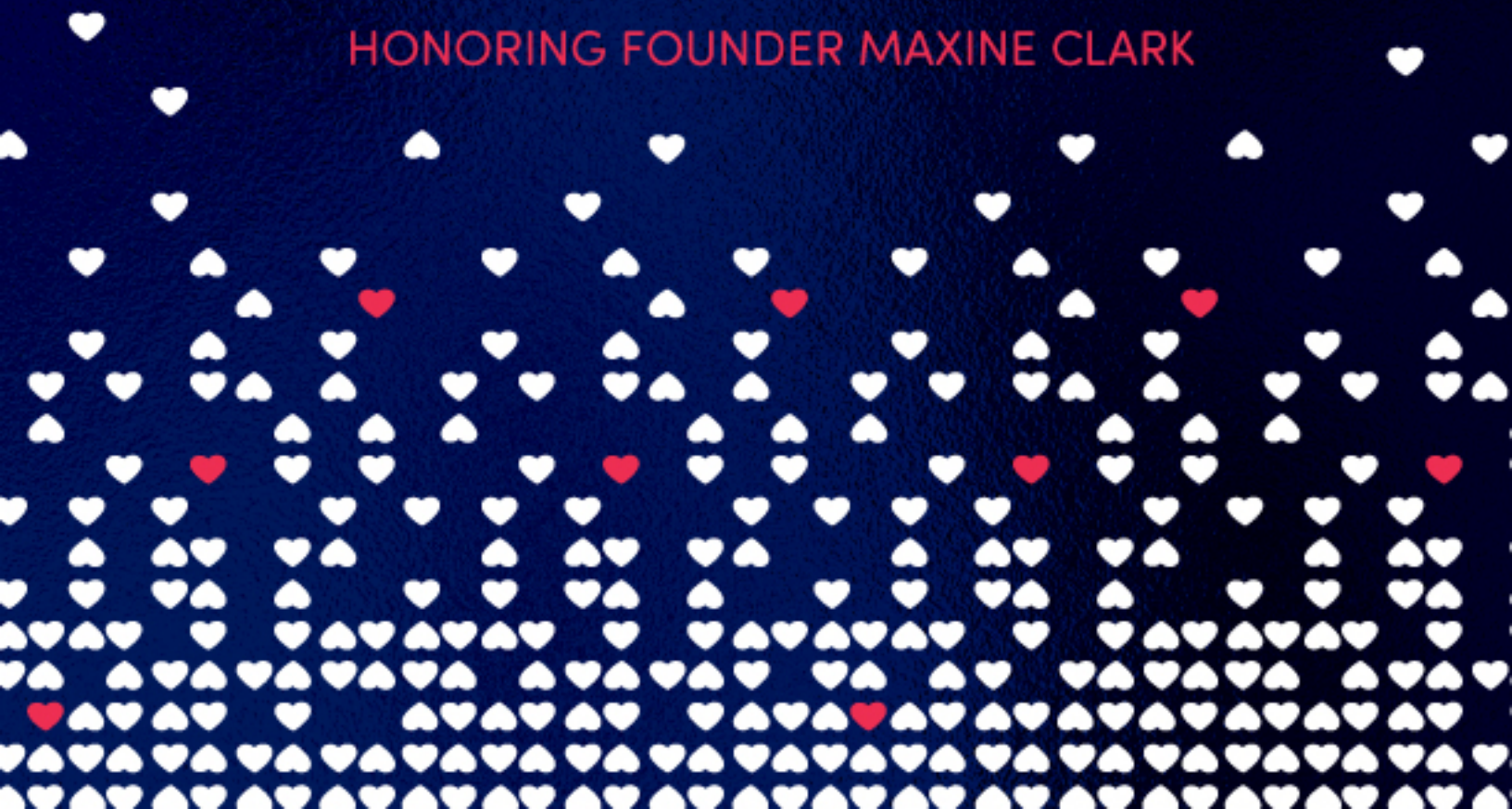
**SILVER CELEBRATION**

**OCTOBER 22, 2022**

St. Louis Union Station

Proceeds Benefit  
**BUILD-A-BEAR**  
FOUNDATION

**HONORING FOUNDER MAXINE CLARK**







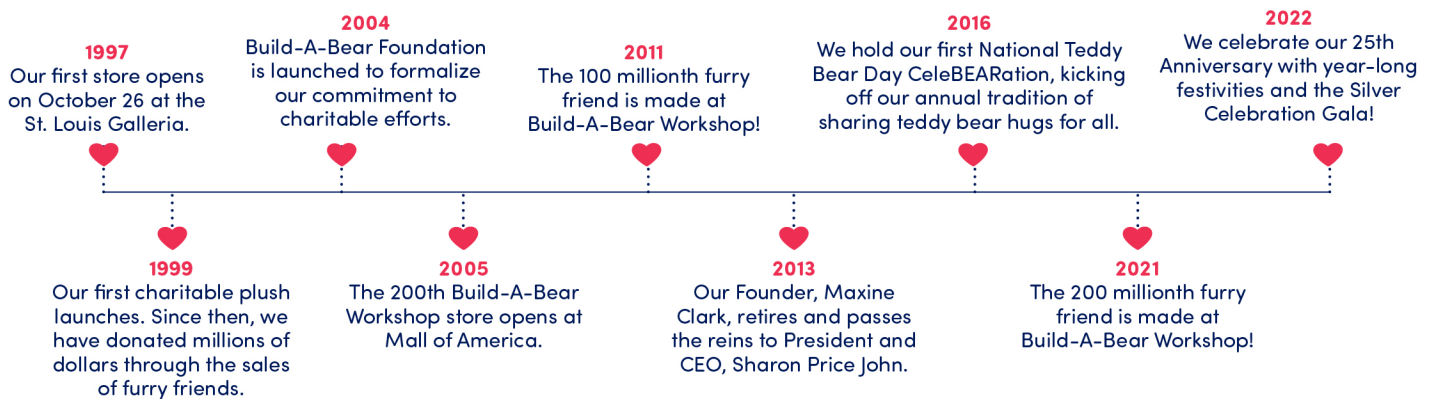
## A NIGHT 25 YEARS IN THE MAKING!

For 25 years, Build-A-Bear has been adding a little more ❤️ to life for Guests of all ages across the globe. Through the making of over **200 MILLION FURRY FRIENDS** and countless more memories, our beloved brand has impacted generations by providing shared experiences of creativity, laughter, fun and friendship.

To commemorate 25 years of heart and hugs, our Silver Celebration Gala will take the Build-A-Bear experience you know and love to new heights! This milestone event will take place in the newly renovated St. Louis Union Station, located in the heart of the city where it all began in 1997.

Join us for a night of luxury, elegance, and Build-A-Bear fun! Our Bear Builders will fill the room with love and fluff, helping Guests bring new furry friends to life throughout the evening. Celebrate with cocktails, auctions, and a seated dinner as we recognize the work of Build-A-Bear Foundation and celebrate Build-A-Bear Founder, Maxine Clark. If you're not ready to head home just yet, grab one last drink, hop on the dance floor, and show us your stuff at the afterparty! The best part? Every dollar raised benefits **BUILD-A-BEAR FOUNDATION** and our mission to share hugs, inspire creativity, and support those in need.


## BUILD-A-BEAR THROUGH THE YEARS





# BUILD-A-BEAR FOUNDATION

## GIVES COMFORT TO CHILDREN AROUND THE WORLD

The mission of Build-A-Bear Foundation is to add a little more  to life by sharing hugs, inspiring creativity, and supporting those in need. Since 2004, Build-A-Bear Foundation has touched the lives of millions of children in need — your support gives comfort to kids around the world.



- ♥ 1.5 million furry friends (and growing!) donated to children in need around the world
- ♥ More than \$22 million given to charitable partners including Make-A-Wish®, Toys for Tots, and the American Red Cross
- ♥ Annual St. Louis initiatives with Make-A-Wish Missouri & Kansas and United Way of Greater St. Louis

**“A HUG IS  
UNDERSTOOD IN  
ANY LANGUAGE.”**

— MAXINE CLARK,  
BUILD-A-BEAR FOUNDER



## BEAR HUGS CHANGE LIVES

**WE'RE DONATING 125,000 FURRY FRIENDS IN 2022**

There are few things as meaningful to a child as a furry friend of their very own. Our Hearts 'n' Hugs Fund is a furry friend donation program that annually gives tens of thousands of kids the comfort of having a furry friend by their side. Whether it be serious illnesses, obstacles in underserved communities, or separation from their homes and families, Build-A-Bear Foundation knows from years of experience that a furry friend is a priceless way to help a child feel safe and loved when they need it most. Build-A-Bear Foundation knows from years of experience that a furry friend is a priceless way to help a child feel safe and loved when they need it most.

## ALL KIDS DESERVE THE SAME OPPORTUNITIES

**WE'RE PARTNERING WITH FIRST BOOK TO DONATE A MINIMUM OF 125,000 BOOKS TO LOW-INCOME SCHOOLS IN 2022.**

As part of our 25th Celebration, we have renewed our commitment to inspire creativity by partnering with children's literacy programs. Kids who don't have access to books and stories at a young age are likely to struggle throughout their education, which perpetuates a long history of inequity that has deep ties with race and poverty.



**JOIN US IN OUR MISSION TO ADD A LITTLE MORE  TO LIFE!**

BUILD-A-BEAR  
FOUNDATION 





## MAXINE CLARK

**BUILD-A-BEAR FOUNDER. RETAIL INNOVATOR. CREATIVE ENTREPRENEUR.  
DEDICATED PHILANTHROPIST. PASSIONATE ST. LOUISAN.**

Maxine Clark is one of the true innovators in the retail industry. Her ability to spot emerging retail and merchandising trends, and her insight into the desires of the American consumer, have generated growth for retail leaders, including department, discount, and specialty stores. Throughout her career, Maxine has been a **LEADER IN LOCAL AND NATIONAL PHILANTHROPY**, dedicating her time, passion, and imagination to the **EMPOWERMENT OF PEOPLE** in marginalized communities.

### AWARDS & RECOGNITION

- ♥ The Missourian Award for outstanding public service to Missouri (2019)
- ♥ The Missouri Public Affairs Hall of Fame (2017)
- ♥ Woman of the Year by the Greater Missouri Leadership Foundation (2015)
- ♥ One of The 25 Most Influential People in Retailing by Chain Store Age (2008)
- ♥ The Junior Achievement National Business Hall of Fame (2006)
- ♥ One of the Wonder Women of Toys by both Playthings magazine and Women in Toys (2006)
- ♥ National Finalist in Retail for the Ernst & Young Entrepreneur of the Year (2004)



### A LEGACY OF HEART

In 1997, after more than 20 successful years at the May Department Stores, Maxine founded Build-A-Bear Workshop, a teddy-bear themed retail-entertainment experience which has grown to be a multi-generational global brand. With nearly 500 interactive brick-and-mortar retail locations operated through a variety of formats and engaging e-commerce experiences, the brand provides guests of all ages a hands-on experience, which often fosters a lasting and emotional brand connection to fulfill its mission “to add a little more heart to life.”

In June 2013, Maxine stepped down from her role as Chief Executive Bear to start her next act — to help **UNLEASH THE POTENTIAL OF WOMEN AND MINORITY ENTREPRENEURS** by creating platforms and places that give access to more St. Louis families. Her first product, Blueprint4.com, launched in 2015 as a free mobile app designed to help ALL families navigate the best summer activities, pre-college programs and career options.

Maxine is a graduate of the University of Georgia. She holds an Honorary Doctor of Laws degree from St. Louis University, an Honorary Doctor in Human Letters from the University of Missouri St. Louis, and an Honorary Associates degree from St. Louis Community College.

**Maxine's latest venture is the Delmar DiviNe™, which transformed the historic St. Luke's Hospital into a multi-use real estate development in late 2021.**



**BUILD-A-BEAR  
FOUNDATION** ♥



# BUILD-A-BEAR

# Gala

## SILVER CELEBRATION

Sponsors of the Silver Celebration Gala will enjoy a wide range of benefits that only Build-A-Bear can offer. From special perks on the night itself to exclusive team-building and morale-boosting experiences for your business, our Sponsorship Packages offer unique opportunities for personalization — just as you would personalize a Build-A-Bear furry friend!

NAME	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
COST	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000	\$5,000
Category Exclusivity	♥					
Number of Event Tickets	20	20	10	10	10	8
Recognition on Event Website	Logo	Logo	Logo	Name	Name	Name
Recognition on Digital Screens at Event	Logo	Logo	Logo	Name	Name	Name
Printed Sign at Event Entrance	Logo	Logo	Logo			
Recognition in Printed Event Program	Full Page Ad	1/2 Page Ad	1/4 Page Ad	Name	Name	Name
Verbal Recognition by Hosts in Event Program	♥	♥	♥			
Bear-Making Experience at Event	♥	♥	♥	♥		
Recognition on BABW Social	Logo	Logo	Logo	Name	Name	
Thank You on BABW Social	♥	♥	♥			
Recognition in BABW Email	♥	♥	♥	♥		
Thank You in BABW Email	♥	♥				
Recognition on Build-A-Bear Radio	25 Spots	15 Spots	10 Spots	5 Spots	3 Spots	
Recognition on BABF Social	Logo	Logo	Logo	Name	Name	
Brick in BAB Foundation Plaza	♥	♥	♥	♥	♥	♥
Complimentary Valet Parking	♥	♥	♥	♥	♥	♥
1-hour in-store experience valued at \$100/person	15 People	10 People	8 People	4 People	2 People	
Personal Off-Site BAB Stuffing Experience	♥					





## THANK YOU FOR SUPPORTING BUILD-A-BEAR FOUNDATION!

Your donation gives comfort and  
inspiration to kids around the world.



Contact Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

Contact Address \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship Level:

☐ Friend ☐ Bronze ☐ Silver ☐ Gold ☐ Platinum ☐ Presenting

For recognition purposes, I/my company would like to be listed as:

\_\_\_\_\_

Payment Preference:

☐ Send Invoice  
to Address Above

☐ Check Enclosed  
Please make out check to  
Build-A-Bear Foundation

☐ Call me for  
Credit Card Payment

Signature \_\_\_\_\_

(I am authorized to make this commitment)

Please Send Completed Form to **GALA@BUILDABEAR.COM**

**FOR MORE INFORMATION VISIT  
WWW.BUILDABEAR.COM/BUILDABEAR-GALA**

Checks can be mailed to: 415 S. 18th Street, St. Louis, MO 63103 Attn: Gala Committee  
Foundation EIN: 33-1007188



**BUILD-A-BEAR  
FOUNDATION™**