















# 2019 Event Sponsorship Opportunities



#### Dear Friend,

Huntsville Hospital Foundation's six annual events continue to grow thanks to the generosity of community-minded sponsors. Our 2018 events raised more than \$1 million in net proceeds, with more than 12,000 attendees, and every dollar went to essential programming and equipment needs for Huntsville and Madison Hospitals.

Each Foundation event has a unique feel, an engaged following and makes a direct and lasting impact on thousands of children and adults in our community. None of this would be possible without sponsor support.

Our 2019 events will benefit Huntsville Hospital's Regional Neonatal ICU, the Breast Centers, Gynecologic Oncology and Cardiology departments, a new infant diaper support program, and Madison Hospital.

We invite you to join us!

The following pages include sponsorship opportunities and visibility benefits for your consideration. Our event coordinators are happy to answer any questions you may have, and can work with you to customize your event sponsorship package based on your goals and objectives.

On behalf of our physicians and staff-and most importantly, our patients-we thank you for your friendship and your support of Huntsville Hospital!

With gratitude,

Lubby Z. Shadinger

Libby L. Shadinger, MD, Chairman Huntsville Hospital Foundation Board of Trustees

Candy Burnett

Candy C. Burnett, CFRE, President Huntsville Hospital Foundation









# SAVE THE DATES WE HOPE TO SEE YOU THERE!

## 2019 HUNTSVILLE HOSPITAL FOUNDATION EVENTS



Party Party in the Park: February 28



Clause: April 13



Huntsville Classic Dinner and Concert: May 9



Huntsville Classic Golf Tournament: May 11

Miracle Miracle Bash: August 2

Swim for Melissa: August 3



Liz Hurley Ribbon Run: October 19

Runch BMW Brunch: November 24

As Madison Hospital continues to grow, so does its need for funding and resources. Strong support from donors is essential to that progress.



BENEFITING

Madison Hospital

2018 IMPACT

DG

250 guests \$69.000 raised **RECORD PROCEEDS!** 

Net proceeds provided a joint replacement operating table for Madison Hospital's Surgery Department

Madison Hospital has experienced tremendous growth since opening in 2012, now with 90 beds and a state-of-the-art Emergency Department treating more than 54,000 patients annually. The annual Party in the Park event contributes to the hospital's success by raising essential funds for needed technology.

#### LOOKING AHEAD: 2019

Thursday, February 28 Insanity Complex

This year's Party in the Park will include dinner and a live show featuring stand-up comedian Henry Cho. Cho has appeared on NBC's The Tonight Show, CBS's The Late, Late, Show and NBC's Young Comedians Special. Guests will laugh the night away while raising money for a new MRI-compatible Anesthesia System for Madison Hospital.

"With the continued growth and expansion of services provided by Madison Hospital comes a need for additional state-of-the-art surgical equipment and resources. We are proud to support Party in the Park so that the hospital can continue to excel in the quality of health care it provides to Madison and surrounding areas. What a blessing Madison Hospital is to our community!"

- Sandra Cepeda, President and CEO, Cepeda Systems & Software Analysis, Inc.

#### PARTY IN THE PARK Sponsorship Levels

Presenting \$10,000						
Patron \$5,000						
Gold \$2,500						
Silver \$1,000						
Bronze \$500					_	
Event tickets	16	10	6	4	2	
Logo and link on Huntsville Hospital Foundation's website	•	•				
8" x 8" brick pavers in Madison Hospital's Healing Garden	2	1				
4" x 8" brick pavers in Madison Hospital's Healing Garden			2	1		
Inclusion on event signage		LOGO	NAME	NAME	NAME	
Invitation to sponsor appreciation event		•				
Inclusion in <i>Source</i> magazine thank you ad	•	•				
Recognition on the Societies of 1895 & 2012 donor wall	•	•	•	•		



Claws for a Cause will help start an infant diaper program to serve qualifying patient families.



#### BENEFITING

Huntsville Hospital for Women & Children infant and pediatric patients

#### 2018 IMPACT

244 guests 22 cornhole teams

\$15,000 raised

### RECORD PROCEEDS!

Net proceeds provided new patient chairs and communication boards for the Neurological ICU

## **CLAWS FOR A CAUSE** Sponsorship Levels

Gold \$2,500				
Bronze \$500				
Event tickets	8	6	4	
Logo and link on Huntsville Hospital Foundation's website	•			
Drink tickets (2 per admission)	•	•	•	
Inclusion on drink hugger	•			
Inclusion on sponsor banner	•	•		
Inclusion on yard signs	•	•		
Inclusion on sponsor board	•	•	•	
Invitation to sponsor appreciation event	•			
Inclusion in <i>Source</i> magazine thank you ad	•			
Recognition on the Societies of 1895 & 2012 donor wall	•	•		

The 2018 Claws for a Cause was a record-breaking event for Huntsville Hospital Foundation's Development Council. This fun, casual event features crawfish, beer and music, and is a great way for area young professionals to support Huntsville Hospital.

#### LOOKING AHEAD: 2019

Saturday, April 13 S.R. Butler Green at Campus No. 805

Proceeds from the third annual Claws for a Cause will help launch a new infant diaper program at Huntsville Hospital for Women & Children.

"We understand how important it is for our community to have such a strong and thriving hospital. Claws for a Cause is always a fun and successful event, and we are proud to say that we've helped it **continue to grow**!"

– Wes Breland, Managing Partner, NAPA Auto Parts of Huntsville



BENEFITING Huntsville Hospital's Heart Institute

#### **2018 IMPACT**

1,312 dinner guests 3,109 concert goers 243 golfers

165 sponsors

#### \$431.000 raised **RECORD PROCEEDS!**

Net proceeds provided a new Kids Care transport ambulance, and the lifesaving equipment onboard

AMERICA'S W healthgrades

Huntsville Hospital houses one of America's 50 Best Cardiac Surgery programs according to Healthorades.

The Huntsville Classic has been a Huntsville tradition since 1989. Thursday evening, guests will enjoy dinner on the floor of the Von Braun Center Propst Arena, followed by a live destination auction. Thousands more will then join them for a memorable concert featuring a nationally known band. The excitement continues on Saturday with a golf tournament, post-tournament party and a hole-in-one challenge.

#### LOOKING AHEAD: 2019

**Dinner and Concert** Thursday, May 9 Von Braun Center Propst Arena Golf Tournament Saturday, May 11

Robert Trent Jones Golf Trail at Hampton Cove

The 31st annual Huntsville Classic will benefit the Heart Institute at Huntsville Hospital. Proceeds will fund the new pre- and post-op areas for the Cardiac Hybrid Lab, where innovative TAVR, MitraClip and WATCHMAN procedures are performed.

"The greater Huntsville community is deeply impacted by the funds raised each year at the Huntsville Classic. We are very excited that the 2019 proceeds will go to the Cardiology service line as heart disease remains the number one 'killer' in America. Huntsville Hospital and The Heart Center house one of the top cardiovascular programs in the country, and Regions Bank is proud to support a great cause which will change lives in our community."

- Ron Poteat, Huntsville Market Executive, Regions Bank

#### HUNTSVILLE CLASSIC Sponsorship Levels

Founding \$30,000 Presenting \$20,000   Presenting \$20,000 Platinum \$16,000   Platinum \$16,000 Platinum \$16,000   Benefactor \$12,000 Platinum \$16,000   Patron \$5,500 Platinum \$16,000   Odd \$3,000 Platinum \$16,000   Gold \$3,000 Platinum \$16,000   Dinner \$3,000 Platinum \$16,000   Silver \$2,500 Silver \$2,500									
Golf spots & gift packages	8	8	8	6	4	2			1
Premium golfer gifts	8	8	8	6					
Dinner tickets * Premium location + Preferred location	24 *	20 *	16 *	12 *	8 +	4 +	8		2
Concert tickets	70	30	20	10				50	
VBC dinner parking pass	12	10	8	6					
Logo and link on Huntsville Hospital Foundation's website	•	•	•	•					
Two complimentary bottles of wine	•	•	•	•	•				
Video recognition at Dinner	•	•	•	•	•				
Corporate banner at golf tournament	•	•	•	•	•				
Inclusion on tee box signage						•			•
Invitation to sponsor appreciation event	•	•	•	•	•				
Inclusion in <i>Source</i> magazine thank you ad	•	•	•	•	•				
Recognition on the Societies of 1895 & 2012 donor wall	•	•	•	•	•	•	•	•	•



# Miracle Bash melissa

#### BENEFITING

The Melissa George Neonatal Memorial Fund & Huntsville Hospital for Women & Children's Neonatal ICU

#### 2018 IMPACT

549 Miracle Bash attendees 210 swimmers \$184.482 raised

## **RECORD PROCEEDS!**

Net proceeds provided a Voyager Isolette and ventilator for Huntsville Hospital's newest Kids Care transport ambulance

#### **MIRACLE BASH &** SWIM FOR MELISSA Sponsorship Levels

Miracle Bash and Swim for Melissa benefit Huntsville Hospital for Women & Children's Regional Neonatal ICU through the Melissa George Neonatal Memorial Fund. Almost every piece of equipment in the unit – which serves more than 1,000 newborns annually – has been provided thanks to generous event sponsors and donors to Melissa's Fund.

#### LOOKING AHEAD: 2019

#### Miracle Bash

#### Swim for Melissa

Friday, August 2 Saturday, August 3 Huntsville Botanical Garden Grand Hall Hampton Cove Pool

Friday's Miracle Bash will feature a buffet dinner and spectacular silent auction. On Saturday morning, children ages 4 to 14 will swim laps for the NICU babies and enjoy lots of activities during Swim for Melissa at Hampton Cove Pool.

"Once we found out what an **amazing impact** the Melissa George Neonatal Memorial Fund has, we knew it was a natural fit for us. Our favorite part of owning a family business is being able to help others. We love seeing everyone come together for Miracle Bash and Swim for Melissa to help this amazing cause."

- Melissa Edwards, Owner, Window World of Huntsville

Melissa's Legacy \$15,000						
Miracle Maker \$10,000						
Lifesaver \$5,000						
Hero \$2,500						
Angel \$1,000						
Preemie Pal \$500						
Miracle Bash tickets	20	16	10	6	4	2
Logo and link on Huntsville Hospital Foundation's website	•	•				
Logo on Swim T-shirts	•	•	•			
Inclusion on Swim banner	•	•	•	•		
Inclusion in Miracle Bash video, auction fan and sponsor banner		•	•	•	•	•
Inclusion in Swim bag handouts	LOGO	LOGO	NAME	NAME	NAME	NAME
Invitation to sponsor appreciation event	•	•	•			
Inclusion in <i>Source</i> magazine thank you ad	•	•	•			
Recognition on the Societies of 1895 & 2012 donor wall	•	•	•	•	•	

3D tomosynthesis technology was made possible by proceeds from previous Liz Hurley Ribbon Run events.



LIZ HURLEY **RIBBON RUN** 

#### BENEFITING

2018 IMPACT 6.500 runners

309 teams

Huntsville Hospital and Madison Hospital Breast Centers

355 breast cancer survivors

Proceeds purchased a new

ultrasound upgrades for the

ultrasound machine and three

Huntsville Hospital Breast Center, and went toward the purchase of a new

3D tomosynthesis machine for the

Madison Hospital Breast Center

The Liz Hurley Ribbon Run is North Alabama's largest 5K race with 6,500 runners and walkers. Event proceeds benefit the Liz Hurley Breast Cancer Fund, providing the latest in cuttingedge diagnostic technology for the Huntsville Hospital and Madison Hospital Breast Centers.

#### LOOKING AHEAD: 2019

Saturday, October 19 Huntsville Junior High School

Since 2004, the Ribbon Run has brought our entire community together for one cause: winning the fight against breast cancer.

"Redstone Federal Credit Union was one of the founding sponsors for the Liz Hurley Ribbon Run in 2004, and has continued to sponsor every year since. The fight against breast cancer is one that our staff and volunteers are **passionate about supporting**. It is important to Redstone to **bring** awareness and help purchase lifesaving equipment through our support of the Liz Hurley Breast Cancer Fund at Huntsville Hospital Foundation.

> - Mary Grace Evans, Assistant Vice President for Community Relations, Redstone Federal Credit Union

#### LIZ HURLEY RIBBON RUN Sponsorship Levels

Presenting \$25,000						
Platinum \$15,000						
Benefactor \$10,000						
Patron \$5,000		0	٠			
Gold \$2,500						
Silver \$1,000						
5K race entries	50	25	20	15	10	5
Representative at race start	•	•				
Logo on event poster	•	•				
Logo on race day						
photo backdrop						
Logo and link on Huntsville						
Hospital Foundation's website		•	•			
Logo on race bibs	•	•	•			
Name on race T-shirts	•	•	•			
Logo on Adams Street signage	•	•	•			
Logo on start and finish line		_				
banners						
Tent space on race day	•	•	•	•		
Insert in runner packet	•	•	•	•	•	
Name on packet pick-up and						
race day signage	•	•	•	•	•	•
Invitation to sponsor						
appreciation event		•				
Inclusion in Source						
magazine thank you ad						
Recognition on the Societies	•	•	•	•	•	•
of 1895 & 2012 donor wall						

The 2019 BMW Brunch will support the needs of the Huntsville Hospital Gynecologic Oncology department.

# Rrunch

BENEFITING Gynecologic Oncology

2017 IMPACT\*

POLNU Intel English A

355 guests \$36.000 raised **RECORD PROCEEDS!** 

Net proceeds provided medical play equipment and teaching materials to support children's understanding of illness and loss at The Caring House, a program of the hospital's Hospice Family Care

\*Sponsor booklet printed prior to 2018 BMW Brunch

### **BMW BRUNCH** Sponsorship Levels

The Foundation's longest-standing event is a festive pre-holiday brunch that features cocktails and hors d'oeuvres, followed by brunch in the sparkling clean shop area. Guests will have the chance to win exciting door prizes-including a new BMW for one year!

#### LOOKING AHEAD: 2019

Sunday, November 24 Century BMW

Funds raised from this year's event will benefit Gynecologic Oncology, and will provide resources and comfort for patients undergoing cancer treatments at Huntsville Hospital.

"In all that we do, we do it with a spirit of service - for our clients, our community, our family and friends. With decades of tradition and legacy, Huntsville Hospital Foundation reflects many of our core values of service, which is why we choose to support the BMW Brunch. We are grateful to know and work alongside the Foundation as it is a pillar in our community."

– Wes Clayton, Founding Partner, HighTower Twickenham

Silver \$5,000 Blue \$2,500						
Table \$1,250			ľ			
Event tickets		2	24	16	8	
Sponsorship of	Children's Area		•			
Logo and link or Hospital Founda		(	•			
Special recognit Brunch	ion during	(	•			
Inclusion on spo	onsor signage		•	•	•	
Inclusion in Brur	nch program		•	•	•	
Invitation to spo appreciation eve		(	•			
Inclusion in <i>Soui</i> magazine thank		¢	•			
Recognition on t of 1895 & 2012		•	•	•	•	



Huntsville Hospital Foundation works to *inspire* philanthropic partners to *invest* in medical technology and programs that advance Huntsville Hospital's mission to *improve* the health of those we serve.

801 Clinton Avenue East, Huntsville, AL 35801 (256) 265-8077 | huntsvillehospitalfoundation.org

