



# Event Sponsor Opportunities

*A Event Sponsor helps to underwrite the costs of a specific event or a portion of that event. The activities and the audience/markets are:*

EVENT	DESCRIPTION	AUDIENCE/MARKET	RECOGNITION OPPORTUNITIES, PUBLIC EXPOSURE AND BENEFITS
<b>Annual Meeting</b>	<p>Lunch meeting. Presentation of grants and awards. Past locations: Quail Lodge, Hyatt Regency Monterey, Monterey Peninsula Country Club.</p> <p><b>LEVELS OF SUPPORT</b> Speaker \$2,500 Lunch \$2,500 Awards \$1,500 (Exclusive support \$6,500)</p>	<p>Current donors to the Foundation; current and former members of the Foundation's board of directors. 4,000 invitations mailed with an average attendance of 200.</p>	<ol style="list-style-type: none"> <li>1. Listing on the invitation sent to over 4,000 local residents.</li> <li>2. A program listing and podium recognition at the event.</li> <li>3. Four complimentary reserved seats at the event for exclusive support.</li> <li>4. Two complimentary reserved seats at the event for individual category support.</li> <li>5. Listing in the Annual Report and spring newsletters. Each is mailed to over 8,000 households in Monterey and San Benito counties.</li> <li>6. Listing on the Foundation's website with a hyperlink to the sponsor's website.</li> </ol>
<b>Silver Society Westland Legacy Society</b>	<p>Luncheon with speaker. Past locations: Ferrante's, Rancho Canada, Monterey Beach Hotel, Embassy Suites.</p> <p><b>LEVELS OF SUPPORT</b> Speaker \$1,000 Lunch \$3,000 (Exclusive support \$4,000)</p>	<p>Donors of ten years or more consecutive giving and donors who have placed Hospice Foundation in their estate plans. Average attendance: 50 to 75 donors.</p>	<ol style="list-style-type: none"> <li>1. A program listing and podium recognition at the event.</li> <li>2. Listing on the invitation sent to over 700 donors.</li> <li>3. Four complimentary reserved seats at the event for exclusive support.</li> <li>4. Two complimentary reserved seats at the event for individual support.</li> <li>5. Listing in the Annual Report and spring newsletter.</li> <li>6. Special public thank you via the Foundation's eNewsletter.</li> </ol>
<b>Executor Trustee Seminar</b>	<p>Informational workshop on estate planning matters.</p> <p><b>LEVELS OF SUPPORT</b> Event site \$2,000 Advertising \$2,500 (Exclusive support \$4,500)</p>	<p>The general public at no cost to them. Average attendance in the past: 100. Average age of attendees is 50+.</p>	<ol style="list-style-type: none"> <li>1. Listing in all media advertising.</li> <li>2. Logo or name on all printed materials provided by the Foundation as well as an announcement in the eNewsletter.</li> <li>3. Listing in the Annual Report and the spring newsletter.</li> <li>4. Listing on the Foundation's website with hyperlink to the sponsor's website.</li> </ol>
<b>Teleconference</b>	<p>Live interactive video conference and workshop originating in Washington, D.C.</p> <p><b>LEVELS OF SUPPORT</b> Event site \$2,000 Downlink \$1,500 Lunch \$1,000 Advertising \$2,500 (Exclusive support \$7,000)</p>	<p>General public and specially invited professional staffs from the healthcare field.</p>	<ol style="list-style-type: none"> <li>1. Logo or name on all promotional materials.</li> <li>2. Listing on invitation.</li> <li>3. Opportunity to promote your business at the event.</li> <li>4. Prominent signage and podium recognition at the event.</li> </ol>

EVENT	DESCRIPTION	AUDIENCE/MARKET	RECOGNITION OPPORTUNITIES, PUBLIC EXPOSURE AND BENEFITS
<b>Golf Scramble</b>	Annual golf tournament.  <b>LEVELS OF SUPPORT</b> See attached Golf Sponsorship List.	750 invitations and Save the Date cards mailed to local golfers.	See attached Golf Sponsorship List.
<b>“Coping with Grief during the Holidays” workshop</b>	Workshop designed to assist a grieving person and to provide them with tools to cope with their grief, especially during the holiday period.  <b>LEVELS OF SUPPORT</b> Site support       \$500 Counselor         \$1,000 Materials         \$500 (Exclusive support \$2,000)	People who have lost a loved one or friend. Workshops held on the Monterey Peninsula, in Salinas and King City. Attendance averages between 25 and 100 people.	<ol style="list-style-type: none"> <li>1. Podium recognition at the event.</li> <li>2. A listing in the Annual Report and recognition in a story about the event.</li> <li>3. A listing in the Trees of Life newsletter, distributed to over 40,000 homes in Monterey and San Benito counties.</li> <li>4. Listing on the Foundation’s website with a hyperlink to the sponsor’s website.</li> </ol>
<b>“Grief At Work” seminar</b>	Workshop designed to assist Human Resource Directors and others to identify grieving characteristics and to provide them with the tools, resources and training to help employees who are grieving.  <b>LEVELS OF SUPPORT</b> Presenter         \$2,500 Site support       \$500 Materials         \$500 (Exclusive support \$3,500)	Human resources directors, corporate leaders and management personnel.	<ol style="list-style-type: none"> <li>1. Acknowledgement of support in all promotional materials such as brochures, flyers sent to HR directors, and mailings to all members of both the Salinas Valley and Monterey Peninsula chambers.</li> <li>2. Podium recognition at the event.</li> <li>3. Two complimentary seats at the event for exclusive support.</li> <li>4. Recognition in a story about the event in the Annual Report.</li> </ol>
<b>Trees of Life</b>	Year-end memorial giving and tree lighting ceremonies in four cities: Monterey, Salinas, King City and Hollister.  <b>LEVELS OF SUPPORT</b> Regional sponsor   \$10,000 Area Sponsor       \$5,000 Shining Star        \$2,500 Shining light       \$1,000 (Exclusive support \$18,500)	All residents of Monterey and San Benito counties.	<ol style="list-style-type: none"> <li>1. Public recognition at the event.</li> <li>2. Recognition in Trees of Life newsletter mailed to over 40,000 households in Monterey and San Benito counties.</li> <li>3. Listing in the Annual Report.</li> <li>4. Featured story with photos in the spring newsletter.</li> </ol>