



EvergreenHealth
Foundation

SPONSORSHIP PROSPECTUS

Customized Sponsorship Engagement
for our friends and partners

2021 EVERGREEN GALA – VIRTUAL EDITION



As we continue to prioritize the health and safety of our community, we have reimagined our annual Evergreen Gala as an inclusive virtual experience and your support is more important than ever. The 20th Annual Evergreen Gala will celebrate the values of EvergreenHealth and highlight the

remarkable achievements over the years. Together, we will make a significant impact for our most precious patients and families at EvergreenHealth, with this year's beneficiary being the Neonatal Intensive Care Unit (NICU) Enhancement Project.

WHY SPONSOR THE 2021 EVERGREEN GALA?

Support for the Evergreen Gala is an ideal opportunity for companies or firms to show philanthropic emphasis to thousands of participants from our community and beyond that support EvergreenHealth. All sponsors increase brand awareness and reflect community care and engagement.

*NEW FOR 2021: CUSTOMIZED GALA SPONSORSHIP

We are committed to our sponsors and partners and we want to create a sponsorship plan that is customized and works for you. Schedule a conversation about benefits during which, we build a custom package that is right for you. The Gala sponsorship plan we put together will meet your philanthropic and marketing needs.

All sponsors receive standard benefits outlined. The magic happens when we work together to create your unique and special Gala plan.

2021 SPONSORSHIP OPPORTUNITIES

\$50,000 Presenting Sponsor

\$25,000 Diamond Sponsor

\$20,000 Benefactor Sponsor

\$15,000 Champion Sponsor

\$10,000 Contributor Sponsor

\$7,500 Advocate Sponsor

\$6,000 Underwriting Sponsor

\$5,000 PR and Media or Auction Lot Sponsor

SPONSORSHIP OPPORTUNITIES AND BENEFITS

All sponsors receive the following baseline special recognition and benefits package. Review the sponsor opportunities for additional benefits and special additions.

- **Customized Peer to Peer Fundraising Webpage** with video (provided by sponsor) and promotion toolkit and guidance for promotion. Share the news, expand your influence and support for EvergreenHealth.
- **Sponsor Recognition** and link on EvergreenHealth Foundation website and virtual gala page.
- **Social Media Channels Promotion** during the event.
- **EvergreenHealth Foundation Field Notes Newsletter** subscription.
- **EvergreenHealth Annual Report Monitor** publication inclusion and recognition.
- **Special Gift from the EvergreenHealth Foundation.**

***NEW FOR 2021:** *An Opportunity to meet one on one with an EvergreenHealth VP Representative for new sponsors or sponsors that increase level over last year.*

\$50,000 / PRESENTING SPONSOR

Only One Available

- Top billing as the Presenting Sponsor on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails.
- Prominent display of logo across virtual event environment (or platform), including pre-event engagements. Logo incorporated into digital backdrop.
- Verbal recognition during any possible in-person events.
- Sponsor spotlight in two promotional emails - will include logo with link to your homepage, web address and 1- 2 sentences about your company's commitment to EvergreenHealth.
- Highlight Recognition in post event Gala Results email, EvergreenHealth Field Notes newsletter EvergreenHealth Annual Report Monitor publication, and social media.
- First right of refusal for Presenting Sponsor package for 2022 event.
- 10 VIP Ticket to one of three exclusive Micro-Gala Networking Dinners. These events are exclusive limited opportunity engagements. Limit Ten.
- Presentation of the Spirit of Giving Award to the 2021 Honoree.
- Sponsor Spotlight Video - 30 second promotion featured during event .

Special Presenting Sponsor Add-On Benefit // Early Bird and Pacesetter sponsors have first selection on Micro-Gala Networking Dinner dates.

\$25,000 / DIAMOND SPONSOR

- Top billing as the Diamond Sponsor on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails.
- Prominent display of logo across virtual event environment (or platform), including pre-event engagements. Logo incorporated into digital backdrop.
- Verbal recognition during the in-person events.
- Sponsor Spotlight Video - 15 second promotion featured during event.
- Highlight Recognition in post event Gala Results email, EvergreenHealth Field Notes newsletter EvergreenHealth Annual Report Monitor publication, and social media.
- 10 VIP Ticket to one of three exclusive Micro-Gala Networking Dinners. These events are exclusive limited opportunity engagements. Limit Ten.

Special Diamond Sponsor Add-On Benefit // Early Bird and Pacesetter sponsors have first selection on Micro-Gala Networking Dinner dates.

\$20,000 / BENEFACTOR SPONSOR

- Display of logo across virtual event environment (or platform), including pre-show networking receptions and awards ceremony.
- Highlight Recognition in post event Gala Results email, EvergreenHealth Field Notes newsletter EvergreenHealth Annual Report Monitor publication, and social media.
- 8 VIP Tickets to one of three exclusive Micro-Gala Networking Dinners. These events are exclusive limited opportunity engagements. Limit eight.
- Verbal recognition during the in-person events.

Special Benefactor Sponsor Add-On Benefit // Early Bird and Pacesetter sponsors have first selection on Micro-Gala Networking Dinner dates.

\$15,000 / CHAMPION SPONSOR

- EvergreenHealth Foundation will provide social media post on Facebook, Instagram and LinkedIn announcing the sponsorship.
- Recognition in post event Gala Results email, EvergreenHealth Field Notes newsletter EvergreenHealth Annual Report Monitor publication, and social media.
- 6 VIP Tickets to one of three exclusive Micro-Gala Networking Dinners. These events are exclusive limited opportunity engagements. Limit six.

Special Champion Sponsor Add-On Benefit // Early Bird and Pacesetter sponsors have first selection on Micro-Gala Networking Dinner dates.

\$10,000 / CONTRIBUTOR SPONSOR

- EvergreenHealth Foundation will provide social media post on Facebook, Instagram and LinkedIn announcing the sponsorship.
- Recognition in post event Gala Results email, EvergreenHealth Field Notes newsletter EvergreenHealth Annual Report Monitor publication, and social media.
- 4 VIP Tickets to one of three exclusive Micro-Gala Networking Dinners. These events are exclusive limited opportunity engagements. Limit four.

Special Contributor Sponsor Add-On Benefit // Early Bird and Pacesetter sponsors have first selection on Micro-Gala Networking Dinner dates.

\$7,500 / ADVOCATE SPONSOR

Display of logo on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails.

- 2 VIP Tickets to one of three exclusive Micro-Gala Networking Dinners. These events are exclusive limited opportunity engagements. Limit two.

\$6,000 / UNDERWRITING SPONSOR

Our underwriting sponsors contribute in a significant way by defraying the costs of production, food and beverage operations. What components need sponsorship? Here are some options:

- Community Fundraising Platform
- Audio/Visual and Production
- Micro Gala's Sponsor with John Howie
- Photobooth and Tagboard
- Cocktails Hour or After-Party Sponsorship

- Recognition of sponsorship displayed on option selected.
- Display of company name or logo on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails.

\$5,000 / PR AND MEDIA OR AUCTION LOT SPONSOR

PR and Media sponsors underwrite the cost of additional PR and Marketing on social and business channels.

Sponsors will work with EvergreenHealth to create and design auction lot experiences.

- Recognition of sponsorship displayed on option selected.
- Display of company name or logo on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails.

OPTIONAL SPONSORSHIP BENEFITS AD-ONS

Want to do a little more? Consider contributing to the Corporate Challenge Pool or host a Gala Party.

Fund-A-Need Corporate Challenge Pool

Participate in the Corporate Challenge Pool.

Let's kickoff Gala week with a matching challenge from our Corporate partners where your company will take center stage!

Host a Gala Party

Want to host a Gala Fund-A-Need virtual or in-person pre-party for your friends, staff? We'll provide the wine! It's your opportunity to kick off the gala with an opening donation.

EvergreenHealth Foundation will feature your virtual or in-person pre-gala party photos during our opening credits.

SPONSOR BENEFITS	\$50,000 Presenting Sponsor	\$25,000 Diamond Sponsor	\$20,000 Benefactor Sponsor	\$15,000 Champion Sponsor	\$10,000 Contributor Sponsor	\$7,500 Advocate Sponsor	\$6,000 Underwriting Sponsor	\$5,000 PR / Auction Sponsor
VIP Tickets to exclusive Micro-Gala Networking Dinner	10	10	8	6	4	2		
Customized Peer to Peer Fundraising Webpage	●	●	●	●	●	●	●	●
EvergreenHealth Foundation Website and Platform Recognition	●	●	●	●	●	●	●	●
Social Media Channels Promotion	●	●	●	●	●	●	●	●
EvergreenHealth Foundation Field Notes Subscription	●	●	●	●	●	●	●	●
EvergreenHealth Annual Report	●	●	●	●	●	●	●	●
Special Gift from EvergreenHealth Foundation	●	●	●	●	●	●	●	●
Top billing as the Presenting Sponsor	●							
Top billing as the Diamond Sponsor		●						
Prominent display of logo across virtual event environment	●	●	●					
Verbal recognition during the in-person events	●	●	●					
Presentation of the Spirit of Giving Award to 2021 Honoree	●							
Sponsor Spotlight in Two Promotional Emails	●							
Sponsor Spotlight Video	●	●						
Recognition in post event Gala Results, EvergreenHealth Field Notes newsletter and EvergreenHealth Monitor	●	●	●	●				
Recognition of sponsorship displayed on option selected							●	●
Display of company name or logo on all Gala marketing materials, press materials, Gala webpage, social media posts and promotional emails				●	●	●	●	●