

2010 BOTSFORD AUTUMN GALA SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$25,000

Platinum sponsors receive:



Presenting and
Platinum
Sponsor
Benefits

- ❖ **Two-page color message/advertisement** in the program journal including **premium placement** *The program book will be distributed at the event and mailed following the event to more than 750 physicians and advertisers*
- ❖ **Recognition as Platinum Sponsor** on
 - **Invitations** *(Sponsorship commitment must be received by deadline to receive this benefit)*
 - **Appropriate external press releases and communications**
- ❖ **Company name** on all table number stanchions at event



Platinum
Sponsor
Exclusive
Benefits

- ❖ Opportunity to meet with Botsford Foundation staff and plan a significant marketing opportunity for your company at the event *(Additional costs incurred are the responsibility of the sponsor, certain restrictions and approvals apply)*
Opportunities may include:
 - Company name/logo on cocktail napkins
 - Company logo on chocolate treat presented to each guest at place setting
- ❖ Your company's **permanent presence** on screens entering MGM Grand banquet area the evening of the event *(certain restrictions and approvals apply)*

Platinum Sponsor benefits continued on next page



First
Selection

- ❖ **Choice of selection of the following:**
 - Silent Auction Sponsor, Premium Bar Sponsor, Floral Sponsor, Entertainment Sponsor with recognition during the event (*based on availability*)
 - Opportunity to promote designated sponsor area through additional marketing. (*Costs incurred are responsibility of the sponsor*)
- ❖ Recognized in an **e-mail following the event** to event attendees
- ❖ **Recognized on the Zieger Tribute Wall** located in the hospital lobby
- ❖ Recognized as a sponsor via **social media** avenues

All sponsorships include:



Identified as
Platinum

- ❖ **10 tickets to the event** with premier seating
- ❖ **Recognition on display** shown during the reception and silent auction
- ❖ **Plaque**, appropriate for display, acknowledging your generous support
- ❖ Listed as Event Sponsor on follow-up thank you mailing from The Botsford Foundation to all Botsford Physicians and event sponsors
- ❖ **Choice of selection of the following:**
 - Silent Auction Sponsor, Premium Bar Sponsor, Floral Sponsor, Entertainment Sponsor with special recognition in an appropriate location during the event (*based on availability*)
 - Opportunity to promote designated sponsor area through additional marketing (*Costs incurred are responsibility of the sponsor*)
- ❖ Recognition in Botsford publications including The Botsford Foundation's **2010 Annual Report**, **other publications** such as *Botsford On Rounds* – the physician newsletter distributed to 1,150 physicians and physician alumni and the ***Botsford Advance*** – The Botsford Foundation's newsletter distributed to 3,000 donors, physicians, employees and friends
- ❖ **Acknowledgment on Botsford Hospital's website** with a link to your website

GOLD SPONSOR - \$10,000

Gold sponsors receive:



Platinum and
Gold
Sponsor
Benefits

- ❖ **Choice of selection of the following:**
 - Silent Auction Sponsor, Premium Bar Sponsor, Floral Sponsor, Entertainment Sponsor with recognition during the event (*based on availability*)
 - Opportunity to promote designated sponsor area through additional marketing. (*Costs incurred are responsibility of the sponsor*)
 - ❖ **Recognition on appropriate external press releases and communications** (*Sponsorship commitment must be received by deadline to receive this benefit*)
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- ❖ You will be recognized in an **e-mail following the event** to event attendees
 - ❖ **Recognized on the Zieger Tribute Wall** located in the hospital lobby
 - ❖ Recognized as a sponsor via **social media** avenues

All sponsorships include:

- ❖ **10 tickets to the event**
- ❖ **Full-page color message/advertisement** in the program journal. *The program book will be distributed at the event and mailed following the event to more than 750 physicians and advertisers*
- ❖ **Recognition on display** shown during the reception and silent auction
- ❖ **Plaque**, appropriate for display, acknowledging your generous support
- ❖ Listed as Event Sponsor on post-event thank you mailing from The Botsford Foundation to all Botsford Physicians and event sponsors
- ❖ Recognition in Botsford publications including The Botsford Foundation's **2010 Annual Report**, **other publications** such as *Botsford On Rounds* – the physician newsletter distributed to 1,150 physicians and physician alumni and the ***Botsford Advance*** – The Botsford Foundation's newsletter distributed to 3,000 donors, physicians, employees and friends
- ❖ **Acknowledgment on Botsford Hospital's website** with a link to your website



Premium
Placement

SILVER SPONSOR - \$7,500

Silver sponsors receive:

- ❖ **Choice of selection of the following:**
 - Photography Sponsor or Valet Sponsor with special recognition in an appropriate location during the event (*based on availability*)
 - Opportunity to promote designated sponsor area through additional marketing. (*Costs incurred are responsibility of the sponsor*)
- ❖ **Recognition on appropriate external press releases and communications** (*Sponsorship commitment must be received by deadline to receive this benefit*)
- ❖ Recognized as a sponsor via **social media** avenues

All sponsorships include:

- ❖ **10 tickets to the event**
- ❖ **Full-page color message/advertisement** in the program journal. *The program book will be distributed at the event and mailed following the event to more than 750 physicians and advertisers*
- ❖ **Recognition on display** shown during the reception and silent auction
- ❖ **Plaque**, appropriate for display, acknowledging your generous support
- ❖ Listed as Event Sponsor on post-event thank you mailing from The Botsford Foundation to all Botsford Physicians and event sponsors
- ❖ Recognition in Botsford publications including The Botsford Foundation's **2010 Annual Report, other publications** such as *Botsford On Rounds* – the physician newsletter distributed to 1,150 physicians and physician alumni and the ***Botsford Advance*** – The Botsford Foundation's newsletter distributed to 3,000 donors, physicians, employees and friends
- ❖ **Acknowledgment on Botsford Hospital's website** with a link to your website

BRONZE SPONSOR - \$5,000

Bronze sponsors receive:

- ❖ **10 tickets to the event**
- ❖ **Full-page color message/advertisement** in the program journal. *The program book will be distributed at the event and mailed following the event to more than 750 physicians and advertisers*
- ❖ **Recognition on display** shown during the reception and silent auction
- ❖ **Plaque**, appropriate for display, acknowledging your generous support
- ❖ Listed as Event Sponsor on post-event thank you mailing from The Botsford Foundation to all Botsford Physicians and event sponsors
- ❖ Recognition in Botsford publications including The Botsford Foundation's **2010 Annual Report, other publications** such as *Botsford On Rounds* – the physician newsletter distributed to 1,150 physicians and physician alumni and the ***Botsford Advance*** – The Botsford Foundation's newsletter distributed to 3,000 donors, physicians, employees and friends
- ❖ **Acknowledgment on Botsford Hospital's website** with a link to your website