

# servicing ALL

## SUCCESS FROM THE START



### Sponsor Alameda Health System Foundation's Associate Board Fundraiser

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Join the Associate Board of Alameda Health System Foundation (AHSF) for a lively evening at **Servicing ALL: Success from the Start on Friday, March 22, 2019**, at the Wintergarden Atrium in Emeryville. For over 150 years Alameda Health System (AHS) has provided quality healthcare to anyone who needs it—regardless of ability to pay.

**Gather:** Mingle with change-makers and emerging leaders over cocktails and hors- d'oeuvres to share in our mission of *Investing in Caring, Healing, Teaching, Servicing All*. Proceeds benefit AHS' innovative CenteringPregnancy Program at Highland Hospital.

**Get Involved:** Please support our effort! Tickets are \$50 and sponsorships start at \$1,000. You can also help by spreading the word and donating gifts-in-kind!

**Get There:** Friday, March 22, 2019, from 6:30 - 9:30 pm at Wintergarden Atrium, 5858 Horton Street, Emeryville, CA.

**CenteringPregnancy** is group prenatal care, bringing women with similar due dates out of exam rooms and into a comfortable group setting. Nationwide studies have shown that CenteringPregnancy's program reduces preterm birth rates by up to 47%. As one of only 12 approved CenteringPregnancy sites in California, Highland Hospital's CenteringPregnancy program has demonstrated notable levels of improvement for preterm birth rates.



#### **Current priority needs for CenteringPregnancy include:**

- New mother and baby gifts supporting breastfeeding, bonding and safe sleeping habits.
- Start-up costs for a new CenteringPregnancy facility at Hayward Wellness to expand care to a greater number of patients and prevent pre-term deliveries.
- Transportation vouchers to allow patients to reliably and regularly attend vital CenteringPregnancy appointments.

**About AHS:** Alameda Health System is a world-class integrated public health care system with five hospitals and four wellness centers containing 800 beds. Over 1,000 physicians are employed by AHS. It also houses the East Bay's first and only Adult Level 1 Trauma Center at Highland Hospital.

**Contact:** Diana Johnston, Sr. Manager of Annual Giving and Events, Alameda Health System Foundation, [djohnston@alamedahealthsystem.org](mailto:djohnston@alamedahealthsystem.org) or (510) 271-2509 or [Foundationahs.org](http://Foundationahs.org).

# serving ALL



## SUCCESS FROM THE START

**Serving ALL: Success from the Start** is an opportunity to showcase your commitment to community at an event designed for young professionals. Align your brand with the mission of Alameda Health System— *Caring, Healing, Teaching, Serving All*—while reaching over 150 individuals ages 21 through 40 who live and work in the Bay Area. Learn how you can maximize your sponsorship benefits, and impact in the community, at each level listed below.

| <b>SPONSORSHIP BENEFITS</b> | <b>\$10,000</b>       | <b>\$5,000</b>        | <b>\$2,500</b>        | <b>\$1,000</b> |
|-----------------------------|-----------------------|-----------------------|-----------------------|----------------|
| Event tickets               | 20                    | 10                    | 4                     | 2              |
| Recognition on website      | Logo                  | Logo                  | Listing               | Listing        |
| Recognition on collateral   | Logo                  | Logo                  | Listing               | Listing        |
| Recognition in slideshow    | Logo                  | Logo                  | Listing               | Listing        |
| Social media coverage       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                |
| Verbal recognition at event | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                |
| May give away promo items   | <input type="radio"/> | <input type="radio"/> |                       |                |
| Logo on event signage       | <input type="radio"/> | <input type="radio"/> |                       |                |
| Program site tour at AHS    | <input type="radio"/> | <input type="radio"/> |                       |                |
| Introduce featured speaker  | <input type="radio"/> |                       |                       |                |
| Presenting sponsor          | <input type="radio"/> |                       |                       |                |
| Welcome banner with logo    | <input type="radio"/> |                       |                       |                |
| Logo on custom guest favor  | <input type="radio"/> |                       |                       |                |

### **AUDIENCE & PUBLICITY**

### **REACH**

### **FAIR MARKET VALUE OF SPONSORSHIPS**

|                                   |        |  |
|-----------------------------------|--------|--|
| Event attendees                   | 150+   | Sponsorship packages are tax-deductible minus the fair market value per ticket. The fair market value per ticket is \$30, so the tax-deductible amount of the \$10,000 sponsorship package, for example, is \$9,400. |
| Foundation website & social media | 4,000+ |  |
| Foundation newsletter & emails    | 2,000+ |  |

**Alameda Health System Foundation is a 501 (c)(3) nonprofit, tax ID number 94-3103136. All contributions to the Foundation are tax-deductible to the extent permitted by law.**

# servicing ALL

SUCCESS FROM THE START



## Contact Information

COMPANY NAME (Please list as it should appear in **Servicing ALL** collateral)

MAILING ADDRESS

CITY STATE ZIP

CONTACT PERSON TITLE

PHONE EMAIL

## Commitment Level

SPONSORSHIP  \$10,000  \$5,000  \$2,500  \$1,000

TICKETS  I would like to purchase \_\_\_\_\_ ticket(s) at \$50 each.

DONATIONS  I am unable to attend **Servicing ALL**. Please accept my gift of \$ \_\_\_\_\_

## Payment Information

- Please send an invoice to the address listed above
- Check payable to Alameda Health System Foundation is enclosed
- Mastercard  Visa  American Express

CARD NUMBER

SECURITY CODE EXP. DATE PHONE

BILLING ADDRESS

CITY STATE ZIP

NAME ON CARD SIGNATURE (Required for credit card transactions)

**Return form by mail to 350 Frank H. Ogawa Plaza, Suite 900, Oakland, CA 94612 or by email to Diana Johnston, AHSF Sr. Manager of Annual Fund & Events, [djohnston@alamedahealthsystem.org](mailto:djohnston@alamedahealthsystem.org).**