



Partnership
Opportunities
2022



The Memorial Foundation
Sponsor Benefits Packet

The Memorial Foundation strives to inspire the generosity of a caring community with opportunities to improve lives through better health care. For over three decades, The Memorial Foundation has been gifted the unique opportunity to foresee critical health care needs, strategically plan and fundraise, and create responsive programs and services to advance compassionate care across generations. The Memorial Foundation consistently attracts key business and community leaders as volunteers. We invite you to join our cause to meet vital health care needs across the Valley.

Be seen by the right people, at the right time.

Sponsorship through The Memorial Foundation connects you with your target market throughout the year. Our options for you to choose a multi-event package enable your company to reach thousands of community leaders and key decision makers in the Valley. We know your company is looking for the opportunity to demonstrate your commitment to our communities through a positive association with a successful charitable organization. Your sponsorship fuels events that raise funds necessary to improve health care outcomes.

Make a direct impact across the following four initiatives:

Children's Health

Cancer Care

Compass Care

Healthy Yakima

Thank you for being one of our partners.

Sponsor Agreement Form

Please refer to enclosed list of benefits on the following pages that correspond to the events listed below. For more information, please contact us at 509-576-5794 or give@memfound.org.

- | | |
|---|----------|
| <input type="checkbox"/> Signature Event Sponsor (<i>Passion, Golf, Youthworks</i>) | \$ _____ |
| <input type="checkbox"/> YouthWorks, <i>children's health</i> | \$ _____ |
| <input type="checkbox"/> Passion for the Village, <i>children's health</i> | \$ _____ |
| <input type="checkbox"/> Golf to Give Classic, <i>children's health</i> | \$ _____ |
| <input type="checkbox"/> Garden Reception at Cottage in the Meadow, <i>compass care</i> | \$ _____ |
| <input type="checkbox"/> Radiothon, <i>children's health</i> | \$ _____ |
| <input type="checkbox"/> Holiday Reception at North Star Lodge, <i>cancer care</i> | \$ _____ |
| <input type="checkbox"/> Initiative Updates & Education <i>all initiatives</i> | \$ _____ |
| <input type="checkbox"/> FaceBook Live Series, <i>healthy Yakima</i> | \$ _____ |
| Total amount: | \$ _____ |

Organization Name, as it should appear for publication/recognition

Organization's authorized representative name, email, and phone

Mail payment and this agreement to: 3111 Tieton Drive; Yakima, WA 98902. Checks can be made payable to **The Memorial Foundation** or pay online at www.memfound.org/sponsor.

Signature Event Sponsor

\$20,000

The Signature Event Sponsor will receive top recognition at the three signature events of The Memorial Foundation

- YouthWorks, page 5
- Passion for the Village, page 6
- Golf to Give Classic, page 7

Your gift will be designated solely to Children's Health programs and services at Memorial.

Sponsor Exposure

- Event attendees and participants in 2022: 900
- Print and media exposure: 13,175
- Social media reach for sponsor: 17,100

Deadline to be included on all print materials: December 1, 2021

Benefits include:

- Logo prominently featured on all promotion and presentation materials for each signature event
- Speaking, table, and banner display opportunity at each signature event
- One table of 10 at Passion for the Village as well as logo on podium and bid paddles.
- Two foursomes at the Golf to Give tournament as well as logo on registration table and in team pictures
- Prominent mention in The Memorial Foundation 2022 annual report
- Exclusive social media posts and event website recognition throughout the year
- VIP invitations to Foundation events, including Youthworks Council activities.

YouthWorks

Pageants, January-April. Council, year-round
Benefits Children's Health

Sponsor Exposure:

- Event attendees and participants: 2,000
- Print and media exposure: 1,000
- Sponsor social media reach: 6,500
- Event social media reach: 17,000

YouthWorks at Yakima Valley Memorial is an innovative youth leadership program that engages youth directly through mentoring, volunteering, and philanthropy. The YouthWorks annual high school pageants are a 22-year tradition in participating high schools from Naches to Sunnyside (boys are the contestants and girls are the coordinators).

LEVELS	GOLD \$5,000	SILVER \$3,000	HERO \$1,000	DASH \$500
Logo featured on website and in programs, five exclusive social media posts, full advertisement in presentation, and speaking opportunity at pageant.	●			
Opportunity to provide your banner and business information at event	●	●		
Social media acknowledgment post event and admission for pageant(s) of choice	●	●	●	●
Up to 3 exclusive social media posts leading up to event		●		
Logo on event website and online giving platform and verbal recognition at events.		●	●	
Small logo featured on the programs		●		
½ page advertisement in Pageant presentation		●		
Name listed on the program, PowerPoint, and website			●	●

Deadline to be included on all print materials: December 1, 2021

Passion for the Village

May 20, 2022

Benefits Children's Village

Sponsor Exposure:

- Event attendees and participants: 360
- Print and media exposure: 1,500
- Sponsor social media reach: 7,500
- Event social media reach: 4,000

Passion for the Village is an annual dinner auction and celebration that raises funds to support annual programs and services at Children's Village.

LEVELS	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	Bronze \$2,000
Logo prominently featured on all event promotion, at podium, and bid cards	•			
Speaking opportunity at event, annual report mention, and up to 5 exclusive social media posts	•			
Table for 10 at the event	•	•		
Full advertisement in presentation	•	•		
Company logo on event program, website, and in presentation		•	•	
Opportunity to display your banner	•	•	•	•
Social media acknowledgment	•	•	•	•
Company Logo scrolling in online auction and verbal recognition at event	•	•	•	•
Small logo featured on event website and in presentation				•

***The following a-la-carte options for sponsorship are also available.
More information available upon request.***

- \$500 Centerpiece Sponsor
- \$1,000 Registration Table Sponsor
- \$1,000 Bar Sponsor *(1 available)*
- \$1,000 Silent Auction Sponsor
- \$1,500 Dessert Dash Sponsor
- \$1,500+ Entertainment Sponsor *(1 available)*
- \$2,000 Wine Sponsor
- \$2,500+ Drink Ticket Sponsor *(1 available)*

Deadline to be included on all print materials: December 1, 2021

Golf to Give Classic

September, Apple Tree Resort
Benefits Children's Health

Sponsor Exposure:

- Tournament attendees and participants: 150
- Sponsor social media reach: 5,000
- Event social media reach: 8,000
- Online auction reach: 200

The 24th annual Golf to Give Classic raises funds to support children at Yakima Valley Memorial's Neonatal Intensive Care Unit, Pediatric Unit, The Family Birthplace, and at Children's Village through the Children's Miracle Network Hospitals® program.

LEVELS	GOLD \$5,000	SILVER \$3,000	HOLE \$1,500	TEAM \$600
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Logo prominently featured on all event promotion, in all team pictures, and registration table.	•			
Speaking and table opportunity at event and two golf teams of four	•			
Signage at entire hole, banner displayed near entrance, and opportunity to provide swag for all players.	•	•		
Verbal recognition at event, social media acknowledgment and logo in online auction	•	•	•	
Logo featured in all event promotion and in each golf cart		•		
Signage at hole			•	
One golf team of four		•	•	•

The following a-la-carte options for sponsorship area also available for the Golf-to-Give tournament More information is available upon request.

- \$250 Tee Sponsor
- \$500 Green Sponsor
- \$500 Miracle Margarita Sponsor *(1 available)*
- \$500 Swag Sponsor
- \$1,000 Donation Station Sponsor *(1 available)*
- \$1,000 Lunch Box Sponsor *(1 available)*
- \$1,000 Beverage Cart Sponsor *(2 available)*
- \$1,500 Play Yellow Sponsor *(1 available)*
- \$1,500+ Happy Hour Sponsor *(1 available)*
- \$2,000 Raffle Sponsor
- \$2,500+ All-In-One Lunch Sponsor *(1 available)*

Deadline to be included on all print materials: August 15, 2022

Garden Reception at Cottage in the Meadow

September
Benefits Compass Care

Sponsor Exposure:

- Event attendees: 125
- Print and media exposure: 400
- Sponsor social media reach: 800
- Event social media reach: 1,400

The Garden Reception is a beloved tradition of generous community members who transformed Cottage in the Meadow from a dream to reality. The evening includes a family story, appetizers and refreshments, and an update on the Compass Care programs. The Garden Reception celebrates programs and services of the Compass Care initiative, empowering community members to receive the end-of-life care they want and deserve.

In the Yakima Valley over 1,200 patients are served each year by home health, over 700 by hospice, over 500 at Cottage in the Meadow, and over 400 by palliative care programs. These services are supported in large part by generous donors and sponsors through The Memorial Foundation.

LEVELS	GOLD \$5,000	SILVER \$3000	EVENING \$1,000
Logo featured on the reception invitation, program, and event pictures	●		
Speaking opportunity at the event	●		
Reserved table at the event	●		
Opportunity to display your banner and business information at the event	●	●	
Verbal recognition at the event	●	●	●
Social media acknowledgment before and after event	●	●	●
Small logo featured on the program		●	
Name listed on the program			●

Deadline to be included on all print materials: August 15, 2022

Radiothon

October

Benefits Children's Health

Sponsor Exposure

- Print and media exposure: 200
- Sponsor social media reach: 5,000
- Event social media reach: 8,000
- On air cumulative reach: 38,000

Radiothon is co-hosted by Town Square Media and The Memorial Foundation and raises funds for Yakima Valley Memorial's Neonatal Intensive Care Unit (NICU), Pediatric Unit, Family Birthplace, and at Children's Village through the Children's Miracle Network Hospitals® program. *Note: Price per level is subject to change.*

LEVELS	TITLE* \$6,000	PHONE* BANK \$4,000	GIGGLE* BREAK \$2,500	TOTAL* BOARD \$2,500	POWER HOUR \$1,500	MIRACLE MOMENT \$500
Recognized four times per hour	●					
(80) :30 sec commercials on station of choice	●					
Logo recognition on printed materials	●	●				
Recognized three times per hour		●				
(50) :30 sec commercials on station of choice		●				
Recognized two times per hour			●			
(1) :30 sec commercials			●			
Recognized one time per hour on all stations				●		
(2) :30 sec commercials				●		
Recognized several times during hour for matching audience donations					●	
Recognition before and after miracle child montage						●
Live or recorded interview during event	●	●	●	●	●	
Recognition in all media release, social media, and blog posts	●	●	●	●	●	●
Provide volunteers for phone-bank	●	●	●	●	●	●

*** indicates 50% of sponsorship fee is a tax-deductible donation. Please note, the sponsor will receive two invoices, one from The Memorial Foundation which will indicate the tax-deductible amount and the other from Town Square Media.**

Deadline to be included on all print materials: September 15, 2022

Holiday Reception at North Star Lodge

December
Benefits Cancer Care

Sponsor Exposure:

- Event attendees: 125
- Print and media exposure: 275
- Sponsor social media reach: 800
- Event social media reach: 1,400

The Holiday Reception features a patient story, appetizers and refreshments, and an update on the Cancer Care programs and services. This event celebrates the award-winning and state-of-the-art cancer care at North Star Lodge and O’hana Mammography.

Individual and corporate donors help support the patient emergency fund, pharmacy assistance, nutrition supplements for cancer patients, and breast imaging scholarships, among other programs. Each year, North Star Lodge sees over 5,000 patients who benefit from programs and services supported through The Memorial Foundation’s Cancer Care Initiative. The impacts of a cancer diagnosis go far beyond the physical, both for the patient themselves as well as their families; and many best practices in cancer treatment are expensive and not always covered by insurance.

LEVELS	GOLD \$5,000	SILVER \$3,000	NAVIGATOR \$1,000
Logo featured on the reception invitation, program, and event pictures	●		
Speaking opportunity at the event	●		
Reserved table at the event	●		
Opportunity to display your banner and business information at event	●	●	
Verbal recognition at the event	●	●	●
Social media acknowledgment before and after event	●	●	●
Small logo featured on the program		●	
Name listed on the program			●

Deadline to be included on all print materials: November 1, 2022

Initiative Updates and Education

Quarterly
Benefits Healthy Yakima

Sponsor Exposure:

- Event attendees and participants: 300
- Print and media exposure: 2400
- Sponsor social media reach: 4000

Initiative Updates are informative meetings featuring updates in health care around a specific area supported by donors and to connect donors with Memorial leadership. These events are by invitation only and are often during the lunch-time hour.

Sponsors and donors help fill gaps in health care when supporting the Healthy Yakima initiative by ensuring that funds go where they are needed the most.

LEVELS	INITIATIVE \$1,000	EDUCATION \$500	LUNCH \$250
Logo featured on invitations and brief speaking opportunity at each meeting	●		
Opportunity to provide your banner and business information at each meeting	●	●	
Verbal recognition at each meeting	●	●	●
Social media acknowledgment of support after each meeting	●	●	●

Deadline to be included on all print materials: January 1, 2022

Health Tips-Facebook Interview Series

Bi-Monthly
Benefits Healthy Yakima

Sponsor Exposure:

- Average viewer reach per live event: 500
- Sponsor social media reach: 950
- Speakers and guests per year: 70

Health Tips is a regularly scheduled series of live or recorded videos featuring interviews from Yakima Valley Memorial staff and community members dedicated to supporting a healthy lifestyle. Episodes are focused around five major components: Nutrition, Mindfulness, Movement and Exercise, Belonging, and Purpose.

LEVELS	SILVER \$3,000	INFLUENCER \$1,500	EPISODE \$500
Speaking and banner display during live program(s) of your choice	●		
Twelve 30-second advertisements to be read during program on date of choice	●		
Company information included in comments for one year from commitment date	●	●	
Verbal recognition in each program scheduled for one year of commitment	●	●	
Logo in end-of-year thank you campaign on social media	●	●	●
Six 30-second advertisements to be read during program on date of choice		●	
Verbal recognition in each program for four programs of choice			●

Deadline to be included on all print materials: January 1, 2022