



# Event Sponsorship

Children's Health  
Cancer Care  
Compass Care  
Healthy Yakima

## Our Mission:

Advance and transform health care in Yakima.

## Our Vision:

Improve health care outcomes for a healthy community.

## Our Values:

Our values are philanthropy, community, enhancement, stewardship, relationships, and transparency.



For more than three decades, the Memorial Foundation has collaborated hand-in-hand with partners to advance and transform health care across the Yakima Valley. Our community partners have responded year-after year with generous enthusiasm – growing our mission to include a robust array of health programs through MultiCare Yakima Memorial Hospital for our neighbors from beginning of life to end of life. We need your help, and 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.**

Partnering with our organization through event sponsorship connects you with your target audience throughout the year. We have options tailored to provide the most direct channel of communication to your audience from individual event support to a multi-event package that enables your company to reach thousands of community leaders and key decision-makers in the Valley. 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**





## Signature Event Sponsor

\$25,000

The Signature Event Sponsor receives Premier recognition, a \$30,000 value, at our three signature events of the Memorial Foundation.

- YouthWorks, page 4
- Passion for the Village, page 5
- Golf to Give Classic, page 6

Your gift is designated to Children's Health programs and services at MultiCare Yakima Memorial Hospital.

### Sponsor Exposure

- Event attendees and participants in 2023: 3,000
- Print and media: 13,175
- Social media audience reach: 17,100

**Deadline to be included on all print materials: January 31, 2024**





Pageants, January-April 2024. Council, year-round

**Benefits Children’s Health** – Improving children’s health through programs providing the best possible care (NICU, Pediatric Unit, Family Birthplace, Maternal Child Health, Children’s Village)

YouthWorks with the Memorial Foundation is an innovative youth leadership program that engages youth directly through mentoring, volunteering, and philanthropy. The YouthWorks annual high school pageants are a 27-year tradition in participating high schools from Naches to Sunnyside, hosting 7-9 pageants each year.

<b>LEVELS</b>	<b>PREMIER \$10,000</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>	<b>BRONZE \$1,000</b>
<b>Event auxiliary recognition</b>	Logo on all print materials including YouthWorks T-Shirts and programs	Logo on all print materials, including pageant programs		
<b>Pageant attendance at all pageants</b>	Speaking and judging opportunity	Judging opportunity	Judging opportunity	Judging opportunity
<b>Presentation</b>	Speaking opportunity at YouthWorks Council meeting			
<b>Audio/Visual recognition at each pageant</b>	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition shared slide
<b>Social media acknowledgment</b>	2 Individual “Thank you” with logo and photo	2 Individual “Thank you” with logo and photo	Group “Thank you”	Group “Thank you”
<b>Donation page recognition</b>	Logo Recognition	Logo Recognition	Logo Recognition	
<b>Verbal recognition at event</b>	4 times	4 times	Twice	Once
<b>Tour of pediatric facilities</b>	•	•	•	•
<b>Recognition included on Memorial Foundation website and annual report</b>	Logo			

The following a la carte options for sponsorship are available for YouthWorks. More information is available upon request.

- \$500 Dash sponsor
- \$500 Ticket sponsor
- \$500 Miracle Family sponsor
- \$4,000 Pageant Coordinator Scholarship sponsor

**Deadline to be included on all print materials: January 31, 2024**

May 10, 2024

**Benefits Children’s Village**

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

<b>LEVELS</b>	<b>PREMIER \$10,000</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>
<b>Event auxiliary recognition</b>	Company logo top recognition on all print material including save the date, invitation, bid cards, program and e-communication	Company logo on program and e-communications	Company name in program
<b>Event website recognition</b>	Company logo including link	Company name including link	Company name
<b>Event attendance</b>	1 table with premier placement	1 table	5 seats
<b>Presentation</b>	Full Page	Shared page	Shared page
<b>Opportunity to display banner</b>	Prominent Location	•	•
<b>Social media acknowledgment</b>	Individual “Thank you” with logo	Group “Thank you”	Group “Thank You”
<b>Audio/Visual recognition</b>	Logo Recognition	Logo Recognition shared slide	Logo Recognition shared slide
<b>Verbal recognition at event</b>	Twice	Once	Once
<b>Recognition included on Memorial Foundation website and annual report</b>	Logo		

The following a la carte options for sponsorship are available for Passion for the Village. More information is available upon request.

- |                                  |                            |                                  |                       |
|----------------------------------|----------------------------|----------------------------------|-----------------------|
| <input type="checkbox"/> \$500   | Centerpiece Sponsor        | <input type="checkbox"/> \$2,000 | Wine Sponsor          |
| <input type="checkbox"/> \$1,500 | Registration Table Sponsor | <input type="checkbox"/> \$2,000 | Bar Sponsor           |
| <input type="checkbox"/> \$1,500 | Silent Auction Sponsor     | <input type="checkbox"/> \$2,500 | Entertainment Sponsor |
| <input type="checkbox"/> \$1,500 | Dessert Dash Sponsor       |                                  |                       |

**Deadline to be included on all print materials: March 1, 2024**



September 2024, Apple Tree Resort

**Benefits Children’s Health** - Improving children’s health through programs providing the best possible care (NICU, Pediatric Unit, Family Birthplace, Maternal Child Health, Children’s Village)

The 26<sup>th</sup> annual Golf to Give Classic raises funds to support children at MultiCare Yakima Memorial’s Neonatal Intensive Care Unit, Pediatric Unit, The Family Birthplace, and Children’s Village through the Children’s Miracle Network Hospitals® program.

<b>LEVELS</b>	<b>PREMIER \$10,000</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>	<b>HOLE \$1,000</b>
<b>Event auxiliary recognition</b>	Company logo top recognition on all print material including bid cards, program, golf carts, registration table, and e-communication	Company logo on program, registration table, golf carts and e-communications	Company name in program and in golf carts	Company name in program and in golf carts
<b>Logo display</b>	At hole, yard sign in prominent location at entrance	At hole, yard sign near registration	At hole and yard sign near putting green	At hole
<b>Presentation</b>	Verbal recognition	Verbal recognition	Verbal recognition	
<b>Social media acknowledgment</b>	3 Individual “Thank you” with logo and/or photo	2 Individual “Thank you” with logo	Group “Thank you”	Group “Thank you”
<b>Event website</b>	Logo prominently featured	Logo featured		
<b>Teams</b>	2 Teams	1 Team	1 Team	
<b>Recognition included on Memorial Foundation website and annual report</b>	Logo			

The following a la carte options for sponsorship are available for the Golf to Give Classic. More information is available upon request.

- |  |  |
|--|--|
| <input type="checkbox"/> \$1,500 Beverage Cart Sponsor (2 available) | <input type="checkbox"/> \$1,500 Happy Hour Sponsor (1 available)                        |
| <input type="checkbox"/> \$1,500 Lunch Box Sponsor (1 available)     | <input type="checkbox"/> \$1,500 Miracle Margarita Sponsor (1 available)                 |
| <input type="checkbox"/> \$1,500 Play Yellow Sponsor (1 available)   | <input type="checkbox"/> \$1,000 Team (36 available, individual teams available in July) |
| <input type="checkbox"/> \$1,500 Bid paddle sponsor (1 available)    |  |

**Deadline to be included on all print materials: August 3, 2024**

## Garden Reception at Cottage in the Meadow

September 2024

**Benefits Compass Care** – supporting patients and those caring for loved ones with a terminal illness (Bereavement, Palliative care, Spiritual Care, Home Hospice)

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.

<b>LEVELS</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>	<b>BRONZE \$1,000</b>
<b>Event auxiliary recognition</b>	Logo featured at the reception on invitation and program	Small logo featured on program	Name listed on program
<b>Event Attendance</b>	Reserved table at the event	Reserved seats at shared table	
<b>Verbal recognition at event</b>	Twice	Once	Once
<b>Social media acknowledgment</b>	2 Individual “Thank you” with logo	Group “Thank you”	Group “Thank you”
<b>Tour of Cottage in the Meadow</b>	•	•	•

**Deadline to be included on all print materials: August 8, 2024**



October 2024

**Benefits Children’s Health** - Improving children’s health through programs provided the best possible care (NICU, Pediatric Unit, Family Birthplace, Maternal Child Health, Children’s Village)

Radiothon is co-hosted by Townsquare Media and the Memorial Foundation and raises funds for MultiCare Yakima 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.*

<b>LEVELS</b>	<b>TITLE* \$6,000</b>	<b>PHONE* BANK \$4,000</b>	<b>GIGGLE* BREAK \$2,500</b>	<b>TOTAL* BOARD \$2,500</b>	<b>POWER** HOUR \$1,500</b>	<b>HOURLY* \$400</b>
<b>On air recognition</b>	4 times per hour	3 times per hour	1time per hour	1 time per hour	Several times during chosen hour	Mentioned at beginning chosen hour
<b>:30 second commercial</b>	80	50	2	2		
<b>Event auxiliary recognition</b>	Company logo prominent on all print material	Company logo on all print material				
<b>Live or recorded interview during event</b>	•	•	•	•	During hour	
<b>Recognition in all media release and blog posts</b>	Top recognition	•	•	•	•	
<b>Website recognition</b>	2 Individual “Thank you” with logo	1 Individual “Thank you” with logo	Group “Thank you”	Group “Thank you”	Group “Thank you”	Group “Thank you”
<b>Provide volunteers for phone-bank</b>	Choose shift	1 <sup>st</sup> choice of shift	Choose shift	Choose shift	During power hour	

\* 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 Townsquare Media.

\*\*Power hours are used as a donor match hour

**Deadline to be included on all print materials: August 25, 2024**



## Holiday Tree Lighting at North Star Lodge

December 2024

**Benefits Cancer Care** – Life Saving Cancer Care programs and support (mammography scholarships, Patient Assistance Fund, Nutrition support)

The Holiday Tree Lighting features a patient story, appetizers, refreshments, and an update on 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 center.

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 serves 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 goes far beyond the physical, both for the patient as well as their families; and many best practices in cancer treatment are expensive and not always covered by insurance.

<b>LEVELS</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>	<b>BRONZE \$1,000</b>
<b>Event Auxiliary Recognition</b>	Logo featured on the reception invitation, program and at event.	Small logo	Name listed
<b>Verbal recognition at the event</b>	3 times	Twice	Once
<b>Social media acknowledgment</b>	Individual “Thank you” with logo and photo	Group “Thank you” with logo	Group “Thank you”
<b>Tour of North Star Lodge and/or O’hana.</b>	•	•	•

**Deadline to be included on all print materials: October 11, 2024**

# Initiative Updates and Education

Quarterly

## Benefits Healthy Yakima

Initiative Updates are informative meetings featuring updates in health care around a specific area supported by donors and to connect donors with MultiCare Yakima Memorial Hospital leadership. These events are by invitation only and are often during the lunchtime 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.

<b>LEVELS</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>	<b>BRONZE \$1,000</b>
<b>Event Auxiliary Recognition</b>	Logo featured on invitations and brief speaking opportunity at each meeting		
<b>Opportunity to display banner</b>	Prominent location	•	•
<b>Verbal recognition</b>	Twice	Once	Once
<b>Social media acknowledgment</b>	Individual “Thank you” with logo and photo	Group “Thank you” with logo	Group “Thank you” with logo

**Deadline to be included on all print materials: January 10, 2024**