

Celebrate Swedish

SPONSORSHIP OPPORTUNITIES 2012





SWEDISH MEDICAL CENTER FOUNDATION

Celebrate Swedish

Celebrate Swedish 2012

May 12, 2012

Sheraton Seattle Hotel

Celebrate Swedish is Swedish Medical Center's annual black tie gala and fundraising auction. The hallmark of *Celebrate Swedish* is an elegant party, including entertainment and a limited live auction. The Seattle community has acknowledged *Celebrate Swedish* as one of the top benefit events of the year.

AUDIENCE

The nearly 900 guests at *Celebrate Swedish* include community leaders, patrons of Swedish Medical Center, leading physicians, Swedish administrators and corporate executives from top companies.

EVENT

SATURDAY, MAY 12, 2012

5:00 pm Hosted reception and silent auction

7:00 pm Dinner program and live auction

10:00 pm Dancing and entertainment

PROCEEDS BENEFIT

Proceeds from *Celebrate Swedish* are designated for charity care and a special Fund-a-Need project selected each year.

Swedish's charity care program offers free or discounted hospital services for people who cannot afford care – many of whom are under-insured or have no insurance at all. Swedish is committed to making quality health care available to all members of our communities, regardless of their ability to pay.

The 2012 Fund-a-Need initiative will support a new comprehensive Multiple Sclerosis (MS) Center at Swedish. The Center will combine the highest quality of clinical care from leading neurologists with educational resources, wellness and fitness equipment and classes, and a supportive community.



2012 Corporate Sponsorship Levels and Benefits

\$25,000 PLATINUM SPONSOR

\$15,000 DIAMOND SPONSOR

EVENT BENEFITS Two (2) tables for ten
Premium table placement
Live recognition from stage
On-screen recognition
Event and table signage

PRINT MATERIALS Two (2) full-page, customized ads in catalog*
Corporate logo on event website
Corporate logo in 'thank you ad' in *The Puget Sound Business Journal* (18,000 circ.)
Recognition in Swedish's **IMPACT** Magazine
Recognition on Swedish Donor Wall
Company name listed in Swedish Annual Report

GUEST SERVICES Two (2) hotel rooms the night of the event or town car service for two (2) couples**
Home delivery in the Seattle area of all guest auction purchases
Complimentary parking for all guests
Invitation for two (2) senior corporate executives to attend VIP event

EVENT BENEFITS One (1) table for ten
Premium table placement
On-screen recognition
Event and table signage

PRINT MATERIALS One (1) full-page, customized ad in catalog*
Corporate logo on event website
Corporate logo in 'thank you ad' in *The Puget Sound Business Journal* (18,000 circ.)
Recognition on Swedish Donor Wall
Company name listed in Swedish Annual Report

GUEST SERVICES One (1) hotel room the night of the event or town car service for one (1) couple**
Complimentary parking for all guests
Invitation for two (2) senior corporate executives to attend VIP event

\$10,000 GOLD SPONSOR

\$7,500 SILVER SPONSOR

EVENT BENEFITS One (1) table for ten
Preferred table placement
On-screen recognition
Event and table signage

PRINT MATERIALS Full-page recognition in catalog*
Company name listed on event website
Sponsor recognition in *The Puget Sound Business Journal* 'thank you ad' (18,000 circ.)
Recognition on Swedish Donor Wall
Company name listed in Swedish Annual Report

EVENT BENEFITS One (1) table for ten
On-screen recognition
Event and table signage

PRINT MATERIALS Half-page recognition in catalog*
Company name listed on event website
Sponsor recognition in *The Puget Sound Business Journal* 'thank you ad' (18,000 circ.)
Recognition on Swedish Donor Wall
Company name listed in Swedish Annual Report



**2012 Corporate Sponsorship Levels and Benefits
(continued)**

\$5,000 BRONZE SPONSOR

\$3,500 SUPPORTER

(DOES NOT INCLUDE SEATS AT THE EVENT)

EVENT	Four (4) individual tickets	PRINT	Half-page recognition in catalog*
BENEFITS	On-screen recognition Event and table signage	MATERIALS	Sponsor recognition in <i>The Puget Sound Business Journal</i> 'thank you ad' (18,000 circ.) Company name listed in Swedish Annual Report
PRINT	Half-page recognition in catalog*		
MATERIALS	Sponsor recognition in <i>The Puget Sound Business Journal</i> 'thank you ad' (18,000 circ.) Company name listed in Swedish Annual Report		

Special Notes

* Due to print deadlines, sponsorship confirmation must be received by March 30, 2012 to receive ad placement and catalog recognition benefits.

** To secure complimentary hotel rooms or town car service, guest names must be received by April 13, 2012.

All Sponsors: Please send your company logo in high resolution, print-ready format to FoundationEvents@swedish.org.



2012 Additional Sponsorship Opportunities

For the sponsor interested in further supporting Celebrate Swedish, we offer the following opportunities. These are available on a first-come, first-served basis. For additional information or to secure a sponsorship, contact Kate Purcell at 206-386-3194 or Kate.Purcell@swedish.org.

LIVE AUCTION SPONSOR

To encourage and support generous bidding during the live auction, this unique sponsor will receive live recognition by the auctioneer throughout the live auction. For each audience bid that meets or exceeds the fair market value of a live auction item, this generous sponsor will donate \$2,000 to support charity care at Swedish. Donation amount is dependent on audience bids. There will be no more than 20 live auction items.

Deadline: April 13, 2012

FUND-A-NEED VIDEO SPONSOR

Each year at *Celebrate Swedish*, a Fund-a-Need project is selected to raise dollars for a specific project within the hospital. To help convey the importance of the project and the impact it will have on patient care, we present a video. The sponsor of the video will help to underwrite production costs and will be recognized on the screen with the video and verbally by the auctioneer. Sponsorship is available for \$10,000.

Deadline: April 13, 2012

All sponsors will receive on-screen recognition at Celebrate Swedish 2012.

Contact Kate Purcell at (206) 386-3194 or kate.purcell@swedish.org to reserve your sponsorship today!
Visit www.celebrateswedish.org for more information.



2012 Corporate Sponsorship Pledge Form

We are pleased to sponsor Celebrate Swedish 2012 at the following level:

- \$25,000** Platinum Sponsor
- \$15,000** Diamond Sponsor
- \$10,000** Gold Sponsor
- \$ 7,500** Silver Sponsor
- \$ 5,000** Bronze Sponsor *(four tickets)*
- \$ 3,500** Supporter *(does not include seats)*

- We are unable to attend the event and will not use our table(s)/seats.
 - We would like to make a tax deductible donation to the Fund-a-Need project in the amount of \$_____.
- (Donations of \$25,000 and higher will be recognized on-screen at Celebrate Swedish 2012.)*

Method of Payment *(check one):*

- Enclosed is our check for \$ _____, payable to Swedish Medical Center Foundation. *(Please note "CS2012" or "Celebrate Swedish 2012" in the check memo.)*
- Please charge \$ _____ to my Visa, MC, or AmEx.
Card #: _____ Expiration Date: _____
Cardholder Name: _____
- Please send an invoice. *(If you prefer to be invoiced at a later date, please indicate the month you would like to receive an invoice:_____)*

Company Name *(as you would like it listed in print materials*)*

Guest Name(s) for Hotel Room(s) *(platinum and diamond sponsors only – due by 4/13/2012)*

Sponsorship Contact **Title** **Phone, Email**

Assistant **Phone** **Email**

Address **City, State** **Zip**

Signature **Date**

**Please also send your company logo in high resolution, print-ready format to FoundationEvents@swedish.org.*

Please return this form to: Swedish Medical Center Foundation Fax (206) 386-2765
747 Broadway, Seattle, WA 98122 Phone (206) 386-2738

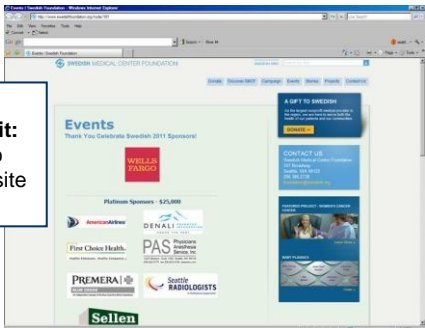
Celebrate Swedish

Join Other Corporate Leaders in Support of Charity Care

Thank You 2011 Celebrate Swedish Corporate Sponsors



Example of Sponsor Benefit: Corporate logo on Swedish website



Example of Sponsor Benefit: On-screen recognition

