

# *Celebrate Swedish*

## SPONSORSHIP OPPORTUNITIES 2010





# SWEDISH MEDICAL CENTER FOUNDATION

## *Celebrate Swedish*

***Celebrate Swedish 2010***

***May 8, 2010***

***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 8, 2010***

*5:00 pm* Hosted reception

*7:00 pm* Dinner program and live auction

*10:00 pm* Dancing and entertainment

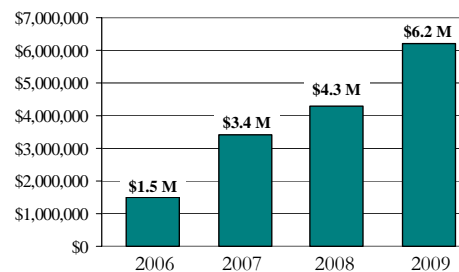
**PROCEEDS BENEFIT** Proceeds from *Celebrate Swedish* are designated for charity care and a special Fund-A-Need project selected each year.

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 2010 Fund-A-Need initiative will support the creation of a new neonatal intensive care unit (NICU) at Swedish. In response to an increase in high-risk newborns being transferred to Swedish, this project will create additional space to provide specialized care to young, vulnerable patients while maintaining proximity to their mothers, so that both mother and child are able to receive the highest level of medical, surgical and nursing care — all in the same facility.

*Celebrate Swedish* has become one of the premier benefit events in Seattle

**TOTAL MONEY RAISED**



# Celebrate Swedish

## 2010 Corporate Sponsorship Levels and Benefits

### \$50,000 PRESENTING SPONSOR

<b>EVENT BENEFITS</b>	Three (3) tables for ten Option to determine table placement at event Champagne for all guests Corporate logo on auction bid cards	Repeated recognition from stage On-screen recognition Event and table signage
<b>PRINT MATERIALS</b>	Three (3) full-page, customized ads in catalog* Corporate logo on Swedish Website Corporate logo in 'thank you ad' in <i>The Puget Sound Business Journal</i> (18,000 circ.)	Recognition in Swedish's Forum Magazine (15,000 circ.) Recognition on Swedish Donor Wall Company name listed in Swedish Annual Report (5,000 circ.)
<b>GUEST SERVICES</b>	Three (3) hotel rooms the night of the event or town car service for three (3) couples** Home delivery in the Seattle area of all guest auction purchases	Invitation for two (2) senior corporate executives to attend VIP cocktail party Complimentary valet parking for all guests

### \$25,000 PLATINUM SPONSOR

### \$15,000 DIAMOND SPONSOR

<b>EVENT BENEFITS</b>	Two (2) tables for ten Premium table placement Live recognition from stage On-screen recognition Event and table signage	<b>EVENT BENEFITS</b>	Two (2) tables for ten Preferred table placement On-screen recognition Event and table signage
<b>PRINT MATERIALS</b>	Two (2) full-page, customized ads in catalog* Corporate logo on Swedish website Corporate logo in 'thank you ad' in <i>The Puget Sound Business Journal</i> (18,000 circ.) Recognition in Swedish's Forum Magazine Recognition on Swedish Donor Wall Company name listed in Swedish Annual Report	<b>PRINT MATERIALS</b>	Full-page recognition in catalog* Corporate logo on Swedish website Corporate logo in 'thank you ad' in <i>The Puget Sound Business Journal</i> (18,000 circ.) Recognition on Swedish Donor Wall Company name listed in Swedish Annual Report (5,000 circ.)
<b>GUEST SERVICES</b>	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 cocktail party	<b>GUEST SERVICES</b>	Home delivery in the Seattle area of all guest auction purchases Invitation for two (2) senior corporate executives to attend VIP cocktail party Complimentary parking for all guests

# Celebrate Swedish

## 2010 Corporate Sponsorship Levels and Benefits (continued)

### ***\$10,000 GOLD SPONSOR***

<b>EVENT BENEFITS</b>	One (1) table for ten Preferred table placement On-screen recognition Event and table signage
<b>PRINT MATERIALS</b>	Full-page recognition in catalog* Company name listed on Swedish website Sponsor recognition in <i>The Puget Sound Business Journal</i> 'thank you ad' (18,000 circ.) Recognition on Swedish Donor Wall Company name listed in Swedish Annual Report (5,000 circ.)
<b>GUEST SERVICES</b>	Complimentary parking for all guests Invitation for two (2) senior corporate executives to attend VIP cocktail party

### ***\$7,500 SILVER SPONSOR***

<b>EVENT BENEFITS</b>	One (1) table for ten On-screen recognition Event and table signage
<b>PRINT MATERIALS</b>	Half-page recognition in catalog* Company name listed on Swedish website Sponsor recognition in <i>The Puget Sound Business Journal</i> 'thank you ad' (18,000 circ.) Recognition on Swedish Donor Wall Company name listed in Swedish Annual Report (5,000 circ.)

### ***\$5,000 BRONZE SPONSOR***

<b>EVENT BENEFITS</b>	Four (4) individual tickets On-screen recognition Event and table signage
<b>PRINT MATERIALS</b>	Half-page recognition in catalog* Sponsor recognition in <i>The Puget Sound Business Journal</i> 'thank you ad' (18,000 circ.) Company name listed in Swedish Annual Report (5,000 circ.)

### ***\$3,500 SUPPORTER***

*(DOES NOT INCLUDE SEATS AT THE EVENT)*

<b>PRINT MATERIALS</b>	Half-page recognition in catalog* Sponsor recognition in <i>The Puget Sound Business Journal</i> 'thank you ad' (18,000 circ.) Company name listed in Swedish Annual Report
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### ***Special Notes***

\* Due to print deadlines, sponsorship confirmation must be received by March 26, 2010 to receive ad placement and catalog recognition benefits.

\*\* To secure complimentary hotel rooms or town car service, guest names must be received by April 2, 2010.

**All Sponsors:** Please send your company logo in high resolution, print-ready format to [FoundationEvents@swedish.org](mailto:FoundationEvents@swedish.org).

# *Celebrate Swedish*

## ***2010 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](mailto: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 Medical Center. Donation amount is dependent on audience bids. There will be no more than 25 live auction items. ***Deadline: April 9, 2010***

### **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 with their corporate logo on the screen at the end of the video and verbally by the auctioneer. Sponsorship is available for \$10,000. ***Deadline: April 9, 2010***

### **VIP COCKTAIL PARTY SPONSOR**

Approximately one month prior to *Celebrate Swedish*, there is a cocktail party held for select friends of Swedish. The nearly 100 guests include our most generous donors and supporters and is traditionally held at the home of a volunteer or Board member. Sponsorship of this party will underwrite the costs of food and beverages. This sponsor will be recognized on party invitations and verbally at the party by Swedish's CEO. This sponsor will receive four (4) additional invitations to the VIP event. Sponsorship is available for \$7,500. ***Deadline: January 29, 2010***

### **GUEST FAVORS SPONSOR**

As a token of gratitude to our guests and a memento to take with them, an event favor is provided to each of the 900+ guests at their table seats. This sponsor will receive corporate recognition on the gift packaging. Sponsorship is available for \$6,500. ***Deadline: April 2, 2010***

***All sponsors will receive on-screen recognition at Celebrate Swedish 2010.***

# Celebrate Swedish

## 2010 Corporate Sponsorship Pledge Form

We are pleased to sponsor Celebrate Swedish 2010 at the following level:

- |  |  |
|--|--|
| <input type="checkbox"/> \$50,000 Presenting Sponsor | <input type="checkbox"/> \$ 7,500 Silver Sponsor                     |
| <input type="checkbox"/> \$25,000 Platinum Sponsor   | <input type="checkbox"/> \$ 5,000 Bronze Sponsor (four tickets)      |
| <input type="checkbox"/> \$15,000 Diamond Sponsor    | <input type="checkbox"/> \$ 3,500 Supporter (does not include seats) |
| <input type="checkbox"/> \$10,000 Gold Sponsor       |  |

- 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 2010.)

### Method of Payment (check one):

- Enclosed is our check for \$ \_\_\_\_\_, payable to Swedish Medical Center Foundation.  
(Please note "CS2010" or "Celebrate Swedish 2010" 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 presenting sponsors only – due by 4/2/2010)

\_\_\_\_\_  
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](mailto: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 2009 Celebrate Swedish Corporate Sponsors



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DORSEY & WHITNEY LLP



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RADIA

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BlueShield  
An Independent Licensee of the Blue Cross  
and Blue Shield Association

Seattle  
Emergency  
Physicians

Seattle  
RADIOLOGISTS  
A Professional Corporation

SKANSKA

SPARKLING  
WORK TOGETHER | STAND APART

STOEL RIVES  
ATTORNEYS

SWEDISH MEDICAL  
CENTER AUXILIARY/  
FIRST HILL

Tumor Institute Radiation  
Oncology Group

Triage  
Consulting  
Group

UNIVERSITY  
MECHANICAL  
CONTRACTORS, INC.  
We Build Value

VECA  
ELECTRIC & COMMUNICATIONS

VHA  
Connecting members.  
Delivering results.



Example of  
Sponsor Benefit:  
Corporate logo  
on Swedish website



Example of  
Sponsor Benefit:  
On-screen  
recognition



Contact Kate Purcell at (206) 386-3194 or [kate.purcell@swedish.org](mailto:kate.purcell@swedish.org) to reserve your sponsorship today!