

Hospice of the Piedmont
30th Anniversary Sponsorship Opportunities

January through December 2010

In 2010, Hospice of the Piedmont will celebrate 30 years of expert, compassionate end-of-life service in homes and facilities throughout central Virginia. Acknowledging that we cannot add days to life, specialists at Hospice of the Piedmont are committed to “adding life to days,” sharing the journey with our hospice patients and their families, and enabling them to live fully through all stages of illness and bereavement. A non-profit organization, Hospice of the Piedmont serves Charlottesville and nine surrounding counties and provides care to anyone in need, regardless of their ability to pay.

The following sponsorship opportunities are available to underwrite anniversary events and projects throughout the calendar year:

Faith Community Symposium on End-of-Life—
\$7,500

March 11, 2010

An educational symposium offered to all church and lay leaders within our nine-county service area (approx. 300 churches have been identified). Sponsor(s) name will be included on all invitations, flyers, PSAs, print materials, and at the event.

Published History of Hospice of the Piedmont—
\$10,000

Projected Publication date: March 2010

The only written history documenting the development of hospice care in central Virginia, covering Hospice of the Piedmont's history from 1980 to 2010. Sponsor name will be included in all publicity and featured prominently on the book jacket. 2,500 copies will be printed (est.).

Mountain Lights: 30th Anniversary Gala—\$3,000
to \$20,000

April 23, 2010

Hospice of the Piedmont will host a gala fundraising dinner at Ash Lawn-Highland. 250 guests are expected. Levels offer a variety of benefits to sponsors. See attached for details.

Community Outreach Events—\$5,000

Throughout 2010

Hospice of the Piedmont staff and volunteers will participate in numerous community events throughout the nine-county service area (ex: Dogwood Parade, Fridays after Five) to raise awareness of the 30th Anniversary and hospice services. Sponsor names will be printed on t-shirts, banners, balloons, and all related materials.

Hospice “Family” Events —\$3,500

Throughout 2010

A series of mini-celebrations and one large gathering have been planned to honor Hospice of the Piedmont staff (numbering 145) and volunteers (numbering 180)—those at the heart of hospice care. Sponsor will be recognized in all communications sent to employees and volunteers, and at each event.

Hospice Month Luncheon and Speaker—\$7,500

November 2010

November is National Hospice Month. Each year, Hospice of the Piedmont invites a speaker with a national reputation to a luncheon for employees, volunteers, and special guests. Anticipated audience: 200. Sponsor will be recognized on the invitation and at the event.

Anniversary Website: www.hopva.org/anniversary.php

Gala Website: www.hopva.org/gala.php

Sponsorship Opportunity Website: www.hopva.org/sponsor.php

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Hospice of the Piedmont
30th Anniversary Sponsorship Form

January through December 2010

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

This gift is In memory of In honor of _____

For recognition purposes, please list as _____

I agree to support the 30th Anniversary by sponsoring the following:

- Published History of Hospice of the Piedmont -- \$10,000
- Community Outreach Events -- \$5,000 or Contributing Sponsor at any level \$_____
- Hospice "Family" Events -- \$3,500 or Contributing Sponsor at any level \$_____
- Hospice Month Luncheon and Speaker -- \$7,500 or Contributing Sponsor at any level \$_____
- Mountain Lights: 30th Anniversary Gala (see separate sponsorship form)

Please charge my credit card Mastercard Visa

Credit Card No. _____ Exp. Date _____

Authorized Signature _____

Required for credit card

OR:

Make checks payable to Hospice of the Piedmont and return with this form to:

Hospice of the Piedmont
ATTN: Development Office
675 Peter Jefferson Parkway, Suite 300
Charlottesville, VA 22911

*All gifts are tax deductible to the extent provided by law. Tax ID# 52-1205921
Hospice of the Piedmont is a registered 501(c)3 non-profit organization.*

Thank you for your generous support!

(2/22/10)

Questions? Contact Karen Ratzlaff, Director of Development, at (434) 817-6910 or karen.ratzlaff@hopva.org