

# *Gala at the Falls*

## *2009 Sponsorship Opportunities*

*Each year Willamette Falls Hospital Foundation (WFHF) pulls out all the stops for our premier community event, Gala at the Falls. This elegant dinner and auction is an opportunity for local leaders to show their commitment to the health of Clackamas County and be honored for their generosity to the hospital and community.*

### *Schedule of Events*

**Theme:**

*Expect the Unexpected...*

**When and Where:**

Saturday, October 24, 2009

5:00pm

Reception and Silent Auction  
WFH Community Health Education Center

6:30pm

Dinner at the Abernethy Center in Oregon City

8:00 pm

Live Auction at the Abernethy Center in Oregon City

*Online Auction: September 27 - October 24, 2009*

# *Levels and Benefits of Gala Sponsorship*

## **Platinum Sponsorship - \$10,000**

---

Only one Sponsor for the Gala will be gratefully recognized at the Gala and receive the following benefits:

### **Pre-event Marketing**

- Logo in pre-event ad in Oregon City News & Clackamas Review – *value \$2,000*
- Prominent signage, including logo, at Willamette Falls Hospital – *value \$500*
- Logo in all event invitations, posters, flyers, and promotions - *value \$5,000*
- Sponsorship mention in Foundation Press Release
- Announcement of sponsorship in nearest edition of *\*Healthkeeper* - *value \$1,500*
- Hyperlink logo on the Online Auction homepage – *value \$1,000*
- Hyperlink logo will appear on emails sent during Online Auction – *value \$2,000*

**Total Value - \$12,000**

### **At the Event**

- Two reserved tables for 8 each with premium seating at the event - *value \$2,400*
- Prominent signage at the event with logo – *value \$500*
- Introduction and recognition at Gala Dinner
- Full-page color ad inside cover event program – *value \$1,500*
- Maximum rotation of company logo in looping event slide show – *value \$1,000*
- Logo on all Live Auction Bidding Cards – *value \$2,500*
- Logo on all Silent Auction Bidding Sheets – *value \$2,500*

**Total Value - \$10,400**

### **Post Event Marketing**

- Logo in post-event ad in Oregon City Review – *value \$2,000*
- Acknowledgement and logo in the Winter issue of *Healthkeeper* as well as subsequent issues through October 2010 – *value \$3,000*
- Prominent signage, with logo, at Willamette Falls Hospital – *value \$2,000*
- Company profile in a future edition of *Healthkeeper* - *value \$1,500*
- Listed as event Platinum Sponsor on the Foundation web site; hyperlink to company URL - (*\$10,000 minimum donation to qualify*)

**Total Value - \$8,500**

**Total Benefit Value - \$30,900/Total Platinum Sponsor Investment - \$10,000**

*\*Healthkeeper, a publication of Willamette Falls Hospital, is distributed to 160,000 homes in Clackamas County three times a year.*

*Oregon City News and Clackamas Review targeted direct mail distribution to 18,000 Homes and Businesses (Third largest free distribution newspaper in Oregon)*

*Total number of impressions – 624,000*

*Price per impression - \$.01*



## Reception and Silent Auction Sponsor - \$7,500

Only one Sponsor for the Gala will be gratefully recognized at the Gala and receive the following benefits:

### **Pre-event Marketing**

- Logo in pre-event ad in Oregon City News & Clackamas Review & Clackamas Review - *value \$2,000*
- Prominent signage, including logo, at Willamette Falls Hospital - *value \$500*
- Logo in all event invitations, posters, flyers, and promotions - *value \$5,000*
- Sponsorship mention in Foundation Press Release
- Announcement of sponsorship in nearest edition of *\*Healthkeeper* - *value \$1,500*
- Hyperlink logo on the Online Auction homepage - *value \$1,000*
- Hyperlink logo will appear on emails sent during Online Auction - *value \$2,000*

**Total Value - \$12,000**

### **At the Event**

- One reserved table for 8 each with premium seating at the event - *value \$1,200*
- Prominent signage at the event with logo - *value \$500*
- Introduction and recognition at Gala Dinner
- Full-page color ad inside cover event program - *value \$1,500*
- Maximum rotation of company logo in looping event slide show - *value \$1,000*
- Logo on 2 large screens in Silent Auction area - *value \$1,000*
- Logo on all Silent Auction Bidding Sheets - *value \$2,500*
- Logo, website, and tagline on a stem-ring on every glass - *\$250*
- Logo, website, and tagline (if room) on custom chocolate cigars - *\$500*

**Total Value - \$8,450**

### **After the Event**

- Logo in post-event ad in Oregon City Review - *value \$2,000*
- Prominent signage, with company logo, at Willamette Falls Hospital - *value \$500*
- Acknowledgement in the Winter issue of *Healthkeeper* - *value \$1,000*
- Sponsor Listing on WFHF web site with hyperlink to company URL - *value \$500*

**Total Value - \$3,000**

**Total Benefit Value - \$23,450/Total Sponsor Investment - \$7,500**

*\*Healthkeeper, a publication of Willamette Falls Hospital, is distributed to 160,000 homes in Clackamas County three times a year.*

*Oregon City News and Clackamas Review targeted direct mail distribution to 18,000 Homes and Businesses (Third largest free distribution newspaper in Oregon)*

*Total number of impressions - 624,000  
Price per impression - \$.01*



## Gold Sponsorship - \$5,000

Up to two Gold Sponsors for the Gala will be gratefully recognized at the Gala and receive the following benefits:

### **Pre-event Marketing**

- Logo in pre-event ad in Oregon City News & Clackamas Review – *value \$2,000*
- Prominent signage, including logo, at Willamette Falls Hospital – *value \$500*
- Sponsorship mention in Foundation Press Release
- Announcement of sponsorship in nearest edition of *Healthkeeper* - *value \$500*
- Hyperlink logo featured Online Auction homepage – *value \$1,000*
- Hyperlink logo will appear on emails sent during Online Auction – *value \$2,000*

**Total Value - \$6,000**

### **At the Event**

- One reserved table for 8 each with premium seating at the event - *value \$1,200*
- Prominent signage at the event with logo – *value \$500*
- Introduction and recognition at Gala Dinner
- Full-page ad in event program – *value \$800*
- Maximum rotation of company logo in looping event slide show – *value \$1,000*

**Total Value - \$3,500**

### **Post Event Marketing**

- Logo in post-event ad in Oregon City Review – *value \$2,000*
- Prominent signage, with company logo, at Willamette Falls Hospital – *value \$500*
- Acknowledgement in the Winter issue of *Healthkeeper* – *value \$1,000*
- Sponsor Listing on WFHF web site and hyperlink to company URL - *value \$500*

**Total Value - \$4,000**

**Total Benefit Value - \$13,500/Total Gold Sponsor Investment - \$5,000**

*\*Healthkeeper, a publication of Willamette Falls Hospital, is distributed to 160,000 homes in Clackamas County three times a year.*

*Oregon City News and Clackamas Review targeted direct mail distribution to 18,000 Homes and Businesses (Third largest free distribution newspaper in Oregon)*

*Total number of impressions – 624,000*

*Price per impression - \$.01*



## **Silver Sponsorship - \$3,500**

Up to four Silver Sponsors for the Gala will be gratefully recognized at the Gala and receive the following benefits:

### **Pre-event Marketing**

- Logo in pre-event ad in Oregon City News & Clackamas Review – *value \$2,000*
- Prominent signage, including logo, at Willamette Falls Hospital – *value \$500*
- Sponsorship mention in Foundation Press Release
- Announcement of sponsorship in nearest edition of *Healthkeeper* - *value \$500*
- Hyperlink logo on rotational basis on Online Auction homepage – *value \$1,000*
- Hyperlink logo will appear on emails sent during our online auction – *value \$2,000*

**Total Value - \$6,000**

### **At the Event**

- 4 tickets to the Gala - *value \$600*
- Prominent signage at the event with logo – *value \$500*
- Introduction and recognition at Gala Dinner
- ½ page ad in event program – *value \$400*
- Company logo in looping event slide show – *value \$500*

**Total Value - \$2,000**

### **Post Event Marketing**

- Logo in post-event ad in Oregon City Review – *value \$2,000*
- Prominent signage, with company logo, at Willamette Falls Hospital – *value \$500*
- Acknowledgement in the Winter issue of *Healthkeeper* – *value \$1,000*
- Silver Sponsor Listing on WFHF web site with hyperlink to company URL - *value \$500*

**Total Value - \$4,000**

**Total Benefit Value - \$12,000/Total Investment \$3,500**

*\*Healthkeeper, a publication of Willamette Falls Hospital, is distributed to 160,000 homes in Clackamas County three times a year.*

*Oregon City News and Clackamas Review targeted direct mail distribution to 18,000 Homes and Businesses (Third largest free distribution newspaper in Oregon)*

*Total number of impressions – 624,000*

*Price per impression - \$.01*



## **Bronze Sponsorship - \$2,500**

Up to six Bronze Sponsors for the Gala will be gratefully recognized at the Gala and receive the following benefits:

### **Pre-event Marketing**

- Company name in pre-event ad in Oregon City News & Clackamas Review – *value \$500*
- Company logo included on signage at Willamette Falls Hospital – *value \$500*
- Sponsorship mention in Foundation Press Release
- Announcement of sponsorship in nearest edition of *Healthkeeper* - *value \$500*
- Hyperlink logo on rotational basis on the Online Auction homepage – *value \$1,000*

**Total Value - \$2,500**

### **At the Event**

- 4 tickets to the Gala - *value \$600*
- Prominent signage at the event with logo – *value \$500*
- Introduction and recognition at Gala Dinner
- ¼ page ad in event program – *value \$400*
- Company logo in looping event slide show – *value \$500*

**Total Value - \$2,000**

### **Post Event Marketing**

- Company name in post-event ad in Oregon City News & Clackamas Review – *value \$500*
- Company logo included on signage at Willamette Falls Hospital – *value \$500*
- Acknowledgement in the Winter issue of *Healthkeeper* – *value \$1,000*
- Sponsor Listing on WFHF web site with hyperlink to company URL - *value \$500*

**Total Value - \$2,500**

**Total Benefit Value - \$7,000/Total Investment \$2,500**

*\*Healthkeeper, a publication of Willamette Falls Hospital, is distributed to 160,000 homes in Clackamas County three times a year.*

*Oregon City News and Clackamas Review targeted direct mail distribution to 18,000 Homes and Businesses (Third largest free distribution newspaper in Oregon)*

*Total number of impressions – 624,000*

*Price per impression - \$.01*



## Friends of the Gala Corporate Sponsorship - \$1,500

All Friends of the Gala Sponsors will be gratefully recognized at the Gala and receive the following benefits:

### **Pre-event Marketing**

- Company name in pre-event ad in Oregon City News & Clackamas Review – *value \$500*
- Company name included on signage at Willamette Falls Hospital – *value \$250*
- Sponsorship mention in Foundation Press Release
- Announcement of sponsorship in the nearest edition of *Healthkeeper* - *value \$500*

**Total Value - \$1,250**

### **At the Event**

- 2 tickets to the Gala - *value \$300*
- Company name included on signage at the event – *value \$200*
- Introduction and recognition at Gala Dinner
- Company name in event program – *value \$200*
- Company name in looping event slide show – *value \$200*

**Total Value - \$900**

### **Post Event Marketing**

- Company name in post-event ad in Oregon City News & Clackamas Review – *value \$500*
- Company name included on signage at Willamette Falls Hospital – *value \$250*
- Acknowledgement in the Winter issue of *Healthkeeper* – *value \$1,000*
- Friends of the Gala Corporate Sponsor Listing on WFHF web site

**Total Value - \$1,750**

**Total Benefit Value - \$3,900/Total Investment \$1,500**

## Table Host at The Gala - \$1,500

All Table Hosts for the Gala will be gratefully recognized at the Gala and receive the following benefits:

### **At the Event**

- 8 tickets (one table) to the Gala - *value \$1,200*
- Introduction and recognition at Gala Dinner
- Donor name in event program – *value \$200*
- Donor name in looping event slide show – *value \$200*

**Total Value - \$1,600**

### **Post Event Marketing**

- Donor name included on signage at Willamette Falls Hospital – *value \$250*
- Acknowledgement in the Winter issue of *Healthkeeper* – *value \$1,000*
- Donor name listed on WFHF web site

**Total Value - \$1,150**

**Total Benefit Value - \$2,750/Total Investment \$1,500**

