

SUBURBAN HOSPITAL

# Showcase

AT STRATHMORE

Thursday, April 8, 2010 | 6-9:30 pm

NEW DECADE  
NEW WAY TO  
CELEBRATE



**Join us in 2010 for an all new event to showcase Suburban Hospital.**

Event chairs Charles & Mindy Postal and Rhonda Friedman & James Rafferty are working with a dynamic committee to plan a spectacular evening for more than 400 guests, with a goal to raise at least \$200,000 to support the Emergency/Trauma Center at Suburban Hospital.

The event will take place in The Music Center at Strathmore's beautiful Lockheed Martin Lobby, featuring a six-story, 64-foot high glass wall and an outdoor terrace that overlooks the Strathmore campus.

Enjoy Grammy and Tony award nominee Michael Cavanaugh, a charismatic performer, musician, and actor made famous for his piano/lead vocals in the Broadway Musical *Movin' Out*. Michael Cavanaugh was handpicked by Billy Joel to star in the title role, evoking a style that rivaled the Piano Man. Today, Michael treats audiences to a show that reinterprets the modern pop/rock songbook.



## **Supporting the Emergency/Trauma Center**

Ongoing charitable investment in clinical programming, advanced technology, and innovative initiatives allows Suburban Hospital to deliver exceptional emergency and trauma care to nearly 50,000 patients annually, 1,500 of whom require immediate intervention from a team of trauma experts. In addition to a regionally-designated trauma service, Suburban Hospital's Emergency/Trauma Center features:

- A JCAHO-certified Primary Stroke Center with 24-hour care from the NIH Stroke Team
- A chest-pain service with diagnosis and treatment in the state-of-the-art NIH Heart Center at Suburban Hospital
- A Minor Emergency Needs Service (MENDS)
- A separate Pediatric Emergency Center staffed 24 hours a day by an emergency pediatrician and specially trained pediatric staff

## **Enjoy an evening of entertainment including:**

- Private VIP reception
- Relaxed atmosphere with cocktail lounge-style dining
- Live auction
- Headline musical entertainment
- Backstage pass reception
- And more

**Sponsorship opportunities available.**



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JOHNS HOPKINS MEDICINE

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## **Evening Festivities**

Platinum Sponsors receive twelve (12) tickets to the event, which includes:

- Entrance to Private VIP Reception
- Headline entertainment with Premium Seating and wait staff service
- Six (6) Backstage Passes for Meet and Greet with Headline Entertainment

## **Marketing Opportunities**

Suburban Hospital will give platinum sponsorship identification to your company in every available form of print and electronic media including:

- Company name featured on event invitation
- Announcements in Suburban Hospital's community, physician and/or staff publications
- Recognition in annual report to Suburban Hospital Foundation Donors
- Your company's name and/or logo will be featured on Suburban Hospital Web site where the event is being promoted
- Social Marketing via Facebook, Twitter, Suburban Hospital Web site, and on-line newsletter

## **On-Site Visibility**

- Sponsor provided banners will be displayed in prime location for the evening
- Name listed in event program book and on event signage
- Full page acknowledgement in the event program
- Acknowledgment of support during speaking program

## **Community Relations**

- Opportunity for representation on the volunteer event committee
- Company featured as a community supporter through public announcements and press releases

## **Event Sponsor Responsibilities**

This exclusive sponsorship opportunity is available for your company for a commitment of \$25,000, payable on a mutually agreed upon schedule between the Suburban Hospital Foundation and the Platinum Sponsor

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## Sponsorship Levels

Level	Donation	Tickets	Reception	Back-Stage Pass	Wait Staff Service	Program Page Size
Title	\$ 100,000	30*	Yes	10	Yes	Full
Presenting	\$ 50,000	20*	Yes	8	Yes	Full
Platinum	\$ 25,000	12*	Yes	6	Yes	Full
Diamond	\$ 15,000	10*	Yes	4	No	Full
Gold	\$ 10,000	8	Yes	2	No	1/2
Silver	\$ 5,000	6	No	0	No	1/2
Bronze	\$ 2,500	4	No	0	No	Listing

\*Indicates that ticket holders will receive reserved seating with wait staff service.

### Additional Benefits Include:

Sponsor exclusivity at \$100,000+ (competitive protection throughout all sponsorship levels)

Company name listed on event invitation, Suburban Hospital Web site, in-house publications and through social marketing efforts for sponsors of \$10,000+

Opportunity for representation on the volunteer committee