



The root of great healthcare is great employees



NON-HOSPITAL SPONSORSHIPS

The 15th Annual Employee of the Year Luncheon

April 26, 2011

12:00–2:00 p.m.

Irving Convention Center

Benefiting the Dallas–Fort Worth Hospital
Council Foundation Workforce Center

presented by



www.dfwhcfoundation.org



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SPONSORSHIP PROPOSAL

Employee of the Year Luncheon
April 26, 2011 • 12:00–2:00 p.m.
Irving Convention Center

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www.dfwhcfoundation.org



guest speaker
Diana Jordan
Healthcare Humorist

EVENT DESCRIPTION

A salute to the North Texas hospital workforce, the Dallas-Fort Worth Hospital Council Foundation Workforce Center's Employee of the Year Luncheon is celebrating 15 years of success. Last year, 10 recipients and 50 nominees were honored. This luncheon is an opportunity for metroplex hospitals to acknowledge exceptional employees. The Employee of the Year Luncheon serves to boost morale within our healthcare community and offers employees a chance to be recognized. It is an event where nominees lunch with hospital executives. Not only do hospital CEOs attend, they stand side-by-side with their honorees. Winners, in the tradition of an awards show, are announced at the luncheon.



At the 2010 Luncheon, nominees from 50 hospitals from across the Dallas-Fort Worth area were introduced and awarded.

EVENT INFORMATION

Date: April 26, 2011
Location: Irving Convention Center
Theme: The Root of Great Healthcare
Attendance: 600
CEOs: 45
Executives: 70
Hospitals: 50



REASONS TO PARTNER

Dedication to the hospital community

Sponsoring the Employee of the Year Luncheon demonstrates your dedication to the hospital community. It offers more than just an introduction, it offers your company the ability to demonstrate your leadership and commitment.

Making a difference within our hospitals

This event truly helps build morale in our hospitals. It boosts spirits within the workforce, improves quality of care, quality of life and recognizes the importance of each individual. This event allows hospitals across the Dallas-Fort Worth area to share success beyond their hospital's walls.

A chance to honor

This award is for those who are by the bedsides of patients making a difference in the quality of their lives.

Advancing the future through scholarships

During the Employee of the Year Luncheon, we take time to award a scholarship to a deserving nursing student. The funds for the scholarship are raised from events like this.





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SPONSORSHIP LEVELS

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AWARD SPONSORSHIP (\$10,000)

Only one sponsorship available per award

Logo visibility

- Executive may announce and deliver award from the podium
- Logo on award
- Acknowledgement in event e-mails
- Acknowledgement in event program
- Acknowledgement on event signage
- Acknowledgement on event PowerPoint presentation
- Gobo (your logo projected in lights on the stage)
- Ability to work with staff to increase sponsor activation and branding

Media visibility

- \$2,500 of sponsorship contributed to Rex McRae Scholarship Fund in honor of award recipient
- Receive full-color, one-page recognition in event program with first choice of placement
- Identified as a Award Sponsor in all press releases and pre-event publicity donated by select media
- Recognized as a Award Sponsor from the podium
- Opportunity to place pre-approved attendee gift with logo at each place setting
- Logo and link prominently featured on the Employee of the Year web page
- Acknowledgement in Employee of the Year Luncheon article in *Interlocutor*, the DFWHC newsletter

Event benefits

- Two tables of ten in VIP seating

Corporate branding

- Have the right to promote your company as proud supporter of the Employee of the Year Luncheon



PLATINUM SPONSORSHIP (\$8,000)

Only two sponsorships available at this level, industry exclusive

Logo visibility

- Acknowledgement in event e-mails
- Acknowledgement in event program
- Acknowledgement on event signage
- Acknowledgement on event PowerPoint presentation
- Gobo (your logo projected in lights on the stage)
- Opportunity to place pre-approved attendee gift with logo at each place setting
- Ability to work with staff to increase sponsor activation and branding

Media visibility

- Receive full-color, one-page recognition in event program with first choice of placement
- Identified as a Platinum Sponsor in all press releases and pre-event publicity donated by select media
- Recognized as a Platinum Sponsor from the podium
- Senior Executive may welcome guests to the event from the reception podium
- Logo and link to company website prominently featured on the Employee of the Year Luncheon website
- Acknowledgement in Employee of the Year Luncheon article in *Interlocutor*, the DFWHC newsletter

Event benefits

- Two tables of ten in VIP seating

Corporate branding

- Have the right to promote your company as proud supporter of the Employee of the Year Luncheon

GOLD SPONSORSHIP (\$5,500)

Only five sponsorships available at this level

Logo Visibility

- Acknowledgement in event program
- Acknowledgement on event signage
- Acknowledgement on event PowerPoint presentation
- Opportunity to place pre-approved logoed attendee gift at each place setting

Media Visibility

- Receive black and white, one-page recognition in event program
- Identified as a Gold Sponsor in all press releases and pre-event publicity
- Recognized as a Gold Sponsor from the podium
- Logo and link displayed on Employee of the Year Luncheon website
- Acknowledgement in Employee of the Year Luncheon article in *Interlocutor*, the DFWHC magazine

Event Benefits

- One VIP table of ten

Corporate Branding

- Have the right to promote your company as a proud supporter of the Employee of the Year Luncheon



SILVER SPONSORSHIP (\$3,000)

Logo Visibility

- Acknowledgement in event program
- Acknowledgement on event signage
- Acknowledgement on event PowerPoint presentation

Media Visibility

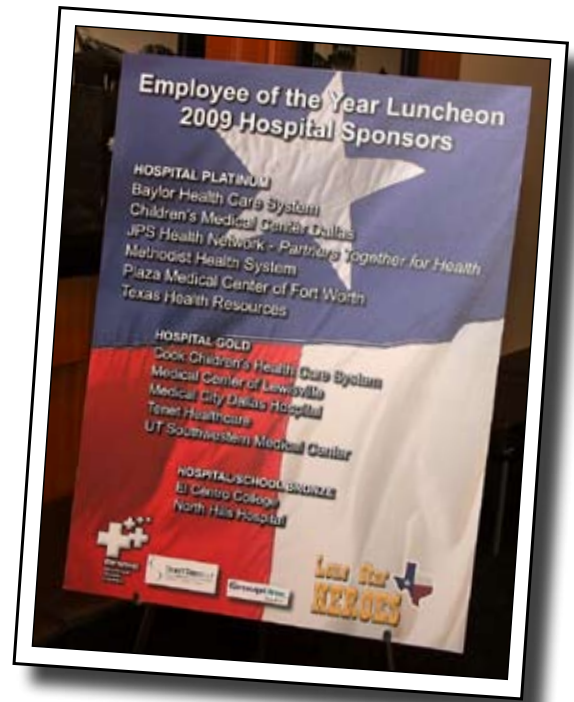
- Receive a black and white, half-page recognition in event program
- Recognized as a sponsor from the podium
- Company name and link displayed on Employee of the Year Luncheon website
- Acknowledgement in Employee of the Year Luncheon article in *Interlocutor*, the DFWHC magazine

Event Benefits

- One table of ten

Corporate Branding

- Have the right to promote your company as a proud supporter of the Employee of the Year Luncheon



BRONZE SPONSORSHIP (\$2,000)

Logo Visibility

- Acknowledgement in event program
- Acknowledgement on event PowerPoint presentation

Media Visibility

- Receive a black and white, quarter-page recognition in event program
- Company name and link displayed on Employee of the Year Luncheon website
- Acknowledgement in Employee of the Year Luncheon article in *Interlocutor*, the DFWHC magazine

Event Benefits

- One table of ten

Corporate Branding

- Have the right to promote your company as a proud supporter of the Employee of the Year Luncheon



The DFWHC Foundation Workforce Center presents
15th Annual Employee of the Year Luncheon
2011 Sponsorship Form

Event Sponsorships

- _____ Award Sponsor Non-Hospital \$10,000
- _____ Platinum Sponsor Non-Hospital \$8,000
- _____ Gold Sponsor Non-Hospital \$5,500
- _____ Silver Sponsor Non-Hospital \$3,000
- _____ Bronze Sponsor Non-Hospital \$2,000

Additional Tables or Tickets

- _____ Tables (\$600 each)
- _____ Seats (\$75 each)

Signature acknowledging sponsorship: _____ Date: _____

Please print your company name as it should appear in publicity and on signage.

Company: _____

Contact: _____

E-mail: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

_____ Send bill _____ Check enclosed (please make checks payable to DFWHC Foundation)

Charge to: _____ Visa _____ MC _____ AE

Account Number: _____ Exp: _____

Authorized Signature: _____

Please print name: _____

I would like to make an additional donation of \$ _____ to the **Rex McRae Scholarship Endowment Fund**. This endowment funds an annual scholarship presented to a student pursuing a healthcare career in a school of nursing or allied health professions in North Texas. The scholarship is awarded during the Employee of the Year Luncheon.

The deadline for sponsorships is Friday, April 8, 2011. Please mail, fax or e-mail the form. After receiving the sponsorship form, company will receive an e-mail confirmation.

Mail to:
DFWHC Foundation
Attn: Kristin Alexander
250 Decker Drive
Irving, TX 75062

Fax to:
Kristin Alexander
972-719-4009

Scan and e-mail to:
kalexander@dfwhc.org

For information contact:
Kristin Alexander,
or Eileen Cross at
972-719-4900