



2015 Event Sponsorship Proposal



Blue Ridge Hunter Derby

Friday, June 1

6-8 pm



10th Annual Ache Around the Lake

Saturday, September 19

8 am

CONTACT INFORMATION:

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St. Luke's Hospital



St. Luke's Hospital's Post-Surgical Wing

Established in 1929, St. Luke's Hospital is a 35-bed, Critical Access, Joint Commission accredited, community hospital providing primary and acute healthcare services to southwestern North Carolina, and the upstate of South Carolina. St. Luke's offers a 24-hour, physician-staffed Emergency Department; an Intensive Care Unit; an Outpatient Rehabilitation Center; and a 10-bed Geriatric-Psychiatric Unit. They employ approximately 325 full- and part-time personnel and have in excess of 125 volunteers. As the sole hospital in Polk County, St. Luke's faces the challenge of providing quality healthcare services to a rural service area of approximately 30,000.

The St. Luke's Hospital Foundation is a 501(c)(3) organization that conducts fundraising activities and capital campaigns in support of St. Luke's Hospital.

Hunter Derby

Friday, June 12



The Blue Ridge Hunter Jumper Association (BRHJA) is hosting a Hunter Derby to benefit St. Luke's Hospital Foundation. This exciting event is scheduled for Friday, June 12, at 6:00 p.m. at the Foothills Equestrian Nature Center (FENCE).

If you have been to a Hunter Derby, you know how exciting they are; if not, you are in for a real treat. The Hunter Derby courses are designed to more closely resemble the hunt field, with fewer ground lines; taller, narrower fences; ditches; gates; banks; walls; hedges; and more. The approaches to jumps vary greatly, from short to long to serpentine, and are completely negotiable. Riders are rewarded for choosing more difficult routes, which can even include optional jumps.

The dinner served ringside features a delicious barbeque picnic with side dishes and ice cream sundaes for dessert. This year's event promises to be fun for the entire family with a caricature artist; kids "temporary" horse tattoos; build your own ice cream sundae; barbecue and fixins'; and don't forget...the exciting jumper competition. Tickets are \$10 each or you can reserve a tent and table for 10 for just \$200. This is sure to be fun for the entire family! What a super way to entertain out of town guests, friends, or grandkids!

10th Annual Ache Around the Lake

Saturday, September 19

Founded in 2006 by two local runners, Katie Malone and Scarlett Tapp, the goal of the Ache is to raise funds for St. Luke's Hospital while promoting awareness of physical fitness in our community. Since 2007, the Ache has provided funding to help digitize the hospital's radiology department, upgrade surgical equipment, and support our physical therapy, occupational therapy, pharmacy, and geriatric psychiatry units.



The Ache started out as a USAT&F-certified 8K (4.97 mile) race and now includes a separate, two-mile fun run called "The Ouch." In 2014, the event drew over 150 runners and walkers, mostly residents of North and South Carolina. Almost 40% of race participants are residents of Polk County, North Carolina, and 30% of race participants are from Greenville County, South Carolina. Because the race is nestled in the foothills and held in September, it often draws people who enjoy a 'destination race.' Many participants stay at local inns or bed-and-breakfasts and enjoy the quaint appeal of area antique shops, fine restaurants, and the backdrop of the Carolina Mountains at peak fall foliage.

2015 Program Support



This year, your support of this event will benefit the Discretionary Fund at St. Luke's Hospital Foundation. The newly-established fund will enable the Foundation to exercise discretionary spending when evaluating and purchasing small equipment items, facilitating required equipment repairs, or accommodating other unplanned expenses that develop during the course of the hospital's fiscal year.

According to Meshelle Colvin, Executive Director of the Foundation, "We have not previously had the available resources or purchasing discretion needed when it comes to the area of small equipment items or unplanned expenses. With decreased grant funding, we are constantly looking for creative ways to purchase new items or provide quick-turnaround funds for the hospital's ever-developing needs. In cases of unplanned expenses which arise during the fiscal year, we are also encumbered by the fact that most sponsored programs take approximately six months' time from proposal preparation to award. St. Luke's cannot usually wait that long and the urgency of the need only adds to pressures upon the hospital to increasingly do more with less. All funds raised through these events will be credited toward the new Discretionary Fund. In 2014, our goal is to raise \$30,000 to establish a fund from which we can extend quick turnaround financial support in the case of unplanned expenses and the emergency needs of the various departments within the hospital. "

The ability to respond faster and more adequately to the hospital's needs will certainly serve to maintain our excellent patient care and satisfaction levels, allow St. Luke's to offer a wider array of support services to the community we serve, further enhance the hospital's reputation, and help to facilitate our dedication and commitment to providing **exceptional care close to home**.

Benefits of Sponsorship

Sponsors receive maximum exposure in ALL print and online marketing materials distributed in association with these events. Materials include advertising such as posters, brochures, registration forms, and flyers. Online marketing also includes the use of social networking sites such as Facebook® and Twitter®. The Ache utilizes its website and email lists to get important information out to past and current registrants. All current sponsor logos and applicable links will be included on the Ache's home page: www.achearoundthelake.org.

Our sponsored events draw participants from North and South Carolina, Georgia, and Tennessee. Participants are exposed to your business or product information through email, social media, and other communications from late summer through early fall. And, all sponsors have the opportunity to place product or service information in the Registration area on the day of the event or have a representative or booth at the event. As a sponsor, your business or product is associated with a fun event that fosters a sense of community pride and involvement. Sponsors receive maximum media exposure.

ST. LUKE'S HOSPITAL FOUNDATION

2015 Board of Directors

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✚ Clark Benson	✚ Joyce Moffatt
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✚ Arlene Kolker	✚ Larry Wassong
✚ Beth Laughridge	✚ Kathy Wright

Sponsorship Levels

PLATINUM MEDAL SPONSORSHIP - \$5,000

- Company name on ACHE T-shirt (top 1/2 of shirt back)
- Company logo prominently displayed on website Home and Sponsor pages with link
- Promo/giveaway at registration or Sponsor booth
- Name on Sponsorship Board at Ache
- Unlimited banners/signs along the Ache race route (sponsor provides)
- Mention in all press releases and advertisements
- Free registration and t-shirts for a team of up to 10 members

GOLD MEDAL SPONSORSHIP - \$2,500

- Company name on ACHE T-shirt (1/4 of shirt - middle back)
- Company logo displayed on website Sponsor page with link
- Promo/giveaway at registration or Sponsor booth
- Name on Sponsorship Board at Ache
- Unlimited banners/signs along the Ache race route (sponsor provides)
- Mention in all press releases and advertisements
- Free registration and t-shirts for a team of up to 10 members

SILVER MEDAL SPONSORSHIP - \$1,500

- Company name on ACHE T-shirt
- Company logo displayed on website Sponsor page with link
- Promo/giveaway at registration or Sponsor booth
- Name on Sponsorship Board at Ache
- Three banners/signs along Ache race route (sponsor provides)
- Mention in all press releases and advertisements
- Five free registration and t-shirts (minimum of five participants to form a team)

BRONZE MEDAL SPONSORSHIP - \$1,000

- Company name on ACHE T-shirt
- Company logo displayed on website Sponsor page
- Promo/giveaway at registration or Sponsor booth
- Name on Sponsorship Board at Ache
- Two banners/signs along Ache race route (sponsor provides)
- Mention in press releases and advertisements
- Two free registrations and t-shirts (minimum of five participants to form a team)

PODIUM MEDAL SPONSORSHIP - \$500

- Company name on ACHE T-shirt
- Company logo displayed on website Sponsor page
- Promo/giveaway at registration or Sponsor booth
- Name on Sponsorship Board at Ache
- One sign along Ache race route (sponsor provides)
- Mention in press releases and advertisements

FRIENDS OF THE FINISH SPONSORSHIP - \$250

- Company name on ACHE T-shirt
- Company logo displayed on website Sponsor page

GENERAL SPONSORSHIP - \$150

- Company logo displayed on website Sponsor page

SPONSORSHIP CONTRACT

Name of Business: _____

Name of Authorized Representative: _____

Address: _____

Phone Number: _____ Web Site Link: _____

Sponsorship Program Selected:

-  _____ **\$5,000*** ~ Platinum Medal Sponsorship
-  _____ **\$2,500*** ~ Gold Medal Sponsorship
-  _____ **\$1,500*** ~ Silver Medal Sponsorship
-  _____ **\$1,000*** ~ Bronze Medal Sponsorship
-  _____ **\$500*** ~ Podium Partner Sponsorship
-  _____ **\$250*** ~ Friends of the Finish Sponsorship
-  _____ **\$150*** ~ General Sponsorship

*Please forward an electronic copy of your company logo to: Jennifer.Wilson@slhnc.org
Thank you.

I, _____, an authorized representative of _____,
(Authorized Representative's Name) (Name of Business)
agree to the terms of this Sponsorship agreement:

Signature

Date



I, Meshelle Colvin, Executive Director of the St. Lukes Hospital Foundation, agree to the terms of this Sponsorship agreement:

Meshelle Colvin

Date



Please return completed form in the attached envelope.

For Additional Information: St. Luke's Hospital Foundation (828) 894-2693 or email at Jennifer.Wilson@slhnc.org.

St. Luke's Hospital Foundation
89 West Mills Street
Columbus, NC 28722