



## 2012 Sponsorship Opportunities

### ***“Hearts for Hemophilia” Casino Night***

Saturday, January 21st, 2012

Bay 7

Durham, NC

*Fundraising event that will be open to the general public. Event will be advertised locally through newspaper and other publications.*

**Ace of Hearts** ~ \$10,000 includes 20 admission tickets, 20 Grand Prize Raffle tickets and amenities 1-10 – this is an exclusive sponsorship.

**King of Hearts** ~ \$5,000 includes 10 admission tickets, 10 additional raffle tickets and amenities 1- 6.

**Queen of Hearts** ~ \$2,500 includes 5 admission tickets, 5 additional raffle tickets and amenities 1- 4.

**Jack of Hearts** ~ \$1,000 includes 2 admission tickets, 2 additional raffle tickets and amenities 1-3.

#### **Amenities:**

1. Signage at event, recognition in HNC newsletter and on website
2. Advertisement in Hearts for Hemophilia event program
  - Ace of Hearts** = Full page (entire back page of program)
  - King of Hearts** = Full page (interior)
  - Queen of Hearts** = Half page
  - Jack of Hearts** = Quarter page
3. Verbal acknowledgement during the Casino Night presentation
4. Dining table centerpiece acknowledgement of sponsorship
5. Logo/name on recyclable plastic cups used to transport poker chips
6. Pre-event sponsor highlight on event page on website with link
7. Opportunity to “kick-off” Casino Night by announcing the opening of casino tables
8. Logo/name on commemorative poker chips
9. Opportunity to announce winner of Grand Prize Raffle
10. Logo/name on favors

#### **Other sponsorship opportunities:**

**Entertainment Sponsor** ~ \$750 includes sponsorship of jazz band performance at Casino Night with signage on stage throughout the event.

**Captain's Dining Table** ~ \$600 includes 8 admission tickets plus a reserved dining table for your party. *This is a great opportunity to treat your staff to a fun night out for a great cause.*

**Gaming Table Sponsor** ~ \$500 includes a tent with your companies logo/name on gaming table and the opportunity to showcase your companies product or information on the table.

**Items for Auction** ~ \$250 value includes name in the event program. \$500 value includes name in the program as well as highlights in the HNC newsletter. In the past these included get-away weekends, sporting event trips and tickets.

## ***8<sup>th</sup> Annual HNC Charity Golf Tournament***

Friday, April 20, 2012

Registration begins 10:00am – Shotgun start 12:00pm

The Preserve at Jordan Lake

Chapel Hill, NC

*Fundraising event that will be open to the general public. Event will be advertised locally through newspaper and other publications.*

### ***\$5000 – Tournament Sponsor***

Includes naming rights; speaking opportunity at beginning of tournament; insertion of company literature in golfer gift bag; one tee sponsorship; sponsorship acknowledgement on each golf cart; prominent recognition in program; tournament sponsor signage at registration; sponsorship recognition at awards ceremony; logo recognition on hemophilic-nc.org with link to company page; logo recognition in newsletter; two golf foursomes with reception, box lunches and golfer gift bag

### ***\$4000 – Reception Sponsor***

Includes signage at and opportunity to speak at reception; insertion of company literature in golfer gift bag; includes sign at practice range; one tee sponsorship; recognition in program; company logo/name on box lunches; logo recognition on hemophilia-nc.org with link to company page; logo recognition in newsletter; two golf foursomes with reception, box lunches and golfer gift bag

### ***\$2500 – Eagle Sponsor***

Includes signage at putting green; includes logo on scorecards; one tee sponsorship; recognition in program; logo recognition on hemophilia-nc.org with link to company page; logo recognition in newsletter; golf foursome with reception, box lunches and golfer gift bag

### ***\$1500 – Beverage Sponsor***

Includes signs on beverage cart; one tee sponsorship; recognition in program, logo recognition on hemophilia-nc.org with link to company page; logo recognition in newsletter; golf foursome with reception, box lunches and golfer gift bag

### ***\$700 – Par Sponsor***

Includes three tee sponsorships; recognition in program; name recognition on hemophilia-nc.org; name recognition in newsletter;

***\$250 – Tee Sponsor***

Includes one tee sponsorship

***\$450 – Team***

Includes golf foursome with reception, box lunches and golfer gift bag

***\$125 – Individual***

Includes golf for one with reception, box lunch and golfer gift bag

***Adult Retreat***

April 28-29, 2012

Graylyn International Conference Center

Winston-Salem, NC

We will be hosting an adult retreat again this year, which will be facilitated by Inalex Communications. Our choice of programming is ‘The Family Tune-Up’ that is a seminar for both men and women who have children with a bleeding disorder, as well adults affected by a bleeding disorder. The program has four major components, looking at how people handle their anger, assertiveness, and aggression, how stress can become chronic and significantly impair a person’s health, how bleeding disorders create special challenges and opportunities for meaningful connections between couples and the importance of men as parents.

This is a sponsorship opportunity at \$1500. Sponsorship will include an exhibit table at the workshop all day on Saturday, breakfast reception, lunch and afternoon break for vendor visit times.

Sponsorships are limited at this event due to space constraints.

***HNC 2012 Annual Meeting***

Saturday, May 19, 2012

Sheraton Imperial Hotel & Convention Center

Durham, NC

8:00am-5:00pm

***Platinum Sponsor***

***\$5000***

Includes sponsorship of all keynote speakers, all food & beverage at the event, acknowledgement of support in Program and by the speakers and one vendor booth with two tables. Prominent signage at event, in follow up communications and on web site with link to company site. Logo of platinum sponsor will be included on gift distributed

to members at the start of the meeting. Premiere sponsor of HNC Volunteer Dinner with exhibit table space at event. Four(4) representatives from company at meeting.

***Gold Sponsor***

***\$2500***

Includes sponsorship of one keynote speaker, after meeting activity, acknowledgement of support in Program and by speaker and one vendor booth. Prominent signage at event, in follow up communications and on web site with link to company site. Three (3) representatives from company at meeting.

***Silver Sponsor***

***\$1000***

Includes sponsorship of children's program, acknowledgement of support in Program, signage at the event and in follow up communications including company name listed on website . One vendor booth. Two (2) representatives from company at meeting.

***Bronze Sponsor – Non-Profit Rate Only***

***\$500***

Include acknowledgement of support in Program and in follow up communications, including company name listed on website. One vendor booth. One (1) representative from company at meeting.

The theme of this years meeting is '*Are You a Savvy Consumer?*' Sessions will include knowing how to choose the right health plan (LA Kelley Pulse on the Road along with NHF Chapter Services), understanding the standards of care from service providers, how to advocate for their needs, understanding their rights, knowing what a 504 and IEP plan are, information on what patient responsibilities are, and understanding the difference between and locating information about clinical trials, studies & research. These are a preliminary list of sessions and the final agenda is in development.

***Family Education Retreat***

September 1-3, 2012

Trinity Center

Pine Knolls Shore, NC

**Note: HNC will apply for a grant to cover this program. In the event the grant is received, the sponsorship levels/participation may change.**

*Similar program to previous years. Educational opportunity for families of children with bleeding disorders. Three day – two night stay including all meals at beach. Topics will include managing school & family life. Programs will be designed for both adults and children. Maximum attendance will be 160. This is not a fundraising event.*

***\$5000 - “Admiral of the Fleet” Sponsorship***

- Sponsor of speakers, location and food/beverage for program
- Acknowledgement of sponsorship by speakers

***\$2500 – “Commander” Sponsorship***

- Sponsor of activity

Exhibit space will be available throughout the retreat for literature. Sponsors may be able to attend sessions – TBD by content.

Sponsorships may be limited. Contact HNC for more information if you are interested in participating.

All sponsorships will be highlighted in newsletter, on website with link to company page and included in program for event.

***2012 Hemophilia Walk***

Saturday, October 20, 2012

9:00am to 12:00 noon

Lake Crabtree County Park

Morrisville, NC

*Fundraising event that will be open to the general public. Event will be advertised locally through newspaper and other publications.*

This event has been a great success since it began in 2008 and this year we are one of 23 chapters hosting a Walk in collaboration with the National Hemophilia Foundation. We are excited to bring this event to our state again and see this as a wonderful opportunity to promote the chapter and our sponsors on a local and national level.

Local Sponsorship Opportunities include:

<b><i>\$10,000</i></b>	-	<b><i>Local Presenting Sponsor</i></b>
<b><i>\$7,500</i></b>	-	<b><i>Platinum Sponsor</i></b>
<b><i>\$5,000</i></b>	-	<b><i>Gold Sponsor</i></b>
<b><i>\$2,500</i></b>	-	<b><i>Silver Sponsor</i></b>
<b><i>\$1,000</i></b>	-	<b><i>Bronze Sponsor</i></b>
<b><i>\$500</i></b>	-	<b><i>Supporter</i></b>
<b><i>\$250</i></b>	-	<b><i>Kilometer Sponsor</i></b>

Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation.

Walk sponsor packets will be mailed in the first quarter of 2012 with more details on what is included in the sponsor levels. In addition to corporate sponsors, we welcome

Team Captains who will help coordinate walk teams and volunteers to assist on the day of event.

## ***2012 Holiday Celebration***

December 1, 2012

*Charlotte, NC – tentative location, may use Speedway Club again as in 2011*

*Program is a holiday themed family event planned for end of year. All members and their immediate family will be invited for a buffet lunch. Visit from Santa to distribute gifts to the children in attendance. Keynote speaker planned. Attendance in 2011 was 200 people, attendance has grown considerably over the years at this event.*

**\$2500 - Gold Sponsor** – food & beverage sponsor; exhibit space with two tables and three representatives; prominent signage at event; logo recognition on hemophilia-nc.org with link to company page; logo recognition in newsletter

**\$1000 - Silver Sponsor** – gift sponsor; exhibit space with one table and two representatives; logo recognition on hemophilia-nc.org with link to company page; logo recognition in newsletter

All sponsorships will be highlighted in newsletter, on website and acknowledged at the event.

## ***The Concentrate – HNC Quarterly Newsletter***

One-half page color \$375

One-half page black & white \$250

One-quarter page color \$190

One-quarter page black & white \$125

*Newsletters are published quarterly in March, June, September & December. Ads are due on the 1<sup>st</sup> of these months and may be in JPEG, pdf or EPS format.*

*This list of sponsorships includes those available at this time. All programs & sponsorships are subject to change based on grant opportunities and economic conditions. As more programs and events are introduced, information on those will be distributed. In addition, if there is a particular type of program you think would serve the community well and wish to sponsor, please contact us.*

*Thank you very much for your continued support of HNC!*