

Making Compassion Count

GALA

September 28, 2024

SPONSORSHIP OPPORTUNITIES



 **NORTH**
MEMORIAL HEALTH
FOUNDATION

Supporting Heart and Vascular Care

at North Memorial Health



Heart disease has been the leading cause of death in the U.S. since the 1950s (CDC, 2022). In our Robbinsdale service area alone, heart disease and stroke result in a loss of more than 9,000 years of potential life annually. Our recent Community Needs Assessment showed that over 25% of people in our core service area suffered from hypertension. Even more troubling, hypertension rates were significantly higher among American Indian/Alaska Native and Black (US born) adults, as well as those with low income, lower education levels and self-reported disabilities.

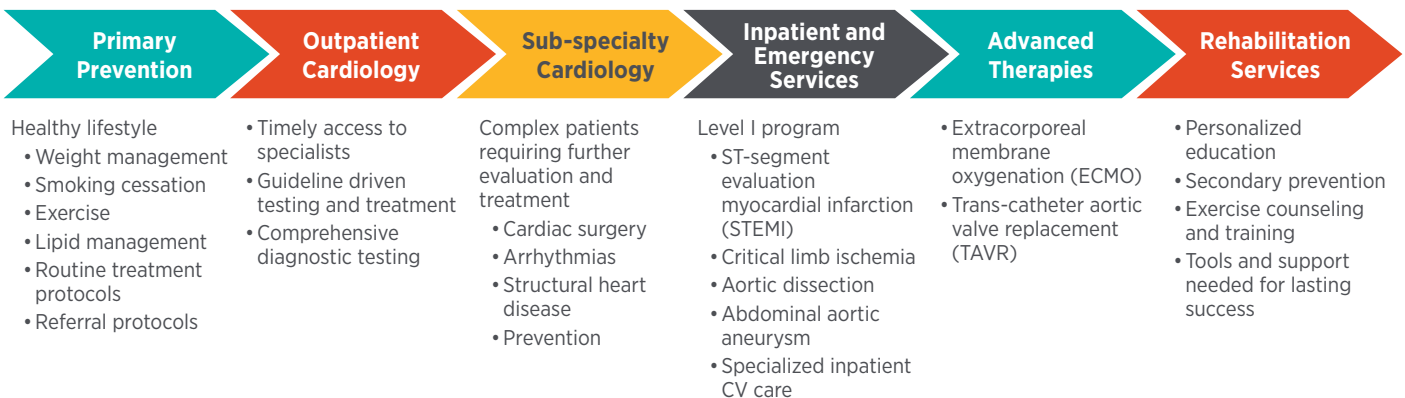
That's why we are committed to expanding our cardiovascular service line.

Since its founding, our team has been a leader in cardiovascular care, not just in Minnesota, but the entire country. North Memorial Health—Robbinsdale Hospital was the first in the state to receive both Heart Failure Accreditation and Chest Pain Center (CPC) with Primary Percutaneous Coronary Intervention (PPCI) Accreditation from the American College of Cardiology. These designations demonstrated our strong commitment to excellence from the very beginning.

Today, North Memorial Health—Robbinsdale Hospital remains a leader in heart health, with emergency heart attack care ranking in the top 5% of hospitals nationwide. Speed is crucial for optimal outcomes; quickly opening blocked arteries with specialized balloons and stents significantly improves patient results. While the national average “door-to-balloon” time is 90 minutes, ours is just 54 minutes. Our focus on minimally invasive approaches helps us achieve the goal of assisting patients in regaining or enhancing their quality of life before their medical incident.

Optimized Care Across the Cardiovascular Continuum

With the expansion of our cardiovascular services, top-rated cardiologists, cardiothoracic surgeons and a full interdisciplinary team will deliver faster, comprehensive care to more patients. This ensures timely access to the right level of care, no matter where patients enter our health system.





How can you help?

The heart is the hardest working organ in our bodies, requiring immediate action when its function is compromised. Our team is dedicated to enhancing cardiovascular care with the goal of expanding to serve more patients promptly. Your philanthropic support will make a critical difference.

Your generosity will allow us to:

✓ **Establish a new procedure room and 2 additional cath lab bays**

Waiting for care can be stressful and painful as patients deal with symptoms related to their diagnosis. Delays in care increase the risk for bleeding events, stroke and other comorbidities.

When patients can access care more quickly, it improves health outcomes and quality of life. North Memorial Health—Robbinsdale Hospital currently has 4 cath labs that are reaching capacity. By completing construction to convert existing office space into a new procedural room and cath labs, we will be able to care for more patients each day.

✓ **Purchase a new dual source CT scanner with updated technology**

To accurately diagnosis and treat cardiovascular issues, it's essential for our care team to know exactly what is happening with your heart. Advanced imaging is so important because it allows providers to see the structure of the organ and surrounding blood vessels in a non-invasive way.

Capturing a clear picture of an organ that is constantly pumping and moving can be challenging! More sophisticated dual source CT scan technology would provide two x-ray sources to capture images twice as fast. Therefore, patients will have less radiation exposure and doctors will have clearer images to expedite life-saving care decisions.

✓ **Empower patients and our teams through enhanced care and support**

Patient outcomes depend upon the knowledge, expertise and tools available to care teams. Your support will help equip our teams with advanced training, innovative technologies and facility upgrades to improve our healing environment.

Most importantly, it will provide comfort measures, essential education and a seamless recovery and rehabilitation experience for patients and their families during a challenging time.

Join us in expanding access to care for all in our community, ensuring cardiovascular patients and their loved ones receive everything they need from prevention to treatment through recovery!



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SPONSORSHIP OPPORTUNITIES

September 28, 2024 | International Market Square

LEVELS & BENEFITS	PLATINUM \$15,000	GOLD \$10,000	BRONZE \$5,000	SUPPORTER \$3,500	TICKETS \$400
Food & Drink Hors d'oeuvres, dinner, wine and entertainment	8 guests	8 guests	8 guests	8 guests	1 guest
Advertisement Looped content throughout live program and event	15 sec. ad or commercial	Static ad	Static ad	Name listed	
Event Program Print piece distributed to all attendees	1/2 page ad & logo	Logo	Logo	Name listed	
Email Logo in event communications	X	X	X		
Website Linked logo on northmemorial.com	X	X	X		
Social Media Recognition on North Memorial Health channels with 25,000+ followers	X	X			
Live Program Name recognition from CEO	X				
Exclusive VIP Happy Hour Join NMH leaders, board members and top sponsors pre-event for complimentary drinks, hors d'oeuvres and early access to silent auction.	X				



Register at
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CO-PRESENTING SPONSOR

We invite you to support North Memorial Health's lifesaving Cardiovascular Services by sponsoring our annual gala on **Saturday, September 28, 2024** at International Market Square in Minneapolis.

No matter where you're from or who you are, everyone deserves access to the very best care possible. This evening offers you and your guests amazing food, engaging activities and entertainment—plus live and silent auction packages! By sponsoring this event, you not only gain a platform to showcase your business but also contribute to the vital mission of providing lifesaving care for our community.

\$25,000 Co-Presenting Sponsorship includes:

- Entry for 16 guests, hors d'oeuvres, wine, dinner and entertainment
- Exclusive VIP Happy Hour: Join North Memorial Health leaders, board members, and top sponsors pre-event for complimentary drinks, premium hors d'oeuvres, and early access to the silent auction. You'll also have the opportunity to speak on behalf of your organization.
- Name and logo recognition during live program
- Co-branded logo representation on all event communications including printed (4,000 recipients) and digital invitations (20,000 recipients)
- Co-branded logo on printed event program cover and full-page advertisement within
- Co-branded logo on photo backdrop at event
- 30 second commercial or static advertisement in looped content throughout live event
- Linked logo to your website featured on northmemorial.com
- Sponsorship exposure on North Memorial Health social media channels with over 25,000+ followers



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PLATINUM SPONSOR

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\$15,000 Platinum Sponsorship includes:

- Entry for 8 guests, hors d'oeuvres, wine, dinner and entertainment
- Exclusive access to the VIP Happy Hour for all of your attendees to connect with North Memorial Health leadership, board members and top sponsors. Reception will also include complimentary drinks, premium hors d'oeuvres and early access to silent auction
- Logo included in event email communications
- 15 second commercial or static advertisement in looped content throughout live event
- Name recognition during our live program and in event communications
- Half page advertisement in printed event program for all attendees
- Linked logo to your website featured on northmemorial.com
- Sponsorship recognition on our social media channels with 25,000+ followers



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GOLD SPONSOR

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\$10,000 Gold Sponsorship includes:

- Entry for 8 guests, hors d'oeuvres, wine, dinner and entertainment
- Static advertisement or logo in looped content throughout live event
- Logo represented in printed event program for all attendees
- Linked logo to your website featured on northmemorial.com
- Sponsorship recognition on our social media channels with 25,000+ followers
- Logo included in event email communications



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BRONZE SPONSOR

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\$5,000 Bronze Sponsorship includes:

- Entry for 8 guests, hors d'oeuvres, wine, dinner and entertainment
- Static advertisement or logo in looped content throughout live event
- Logo represented in printed event program for all attendees
- Linked logo to your website featured on northmemorial.com
- Logo included in event email communications



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SUPPORTER SPONSOR

We invite you to support North Memorial Health's lifesaving Cardiovascular Services by sponsoring our annual gala on **Saturday, September 28, 2024** at International Market Square in Minneapolis.

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\$3,500 Supporter Sponsorship includes:

- Entry for 8 guests, hors d'oeuvres, wine, dinner and entertainment
- Name recognition looped throughout duration of event
- Name listed in printed event program distributed to all attendees



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Sponsor Asset Needs Making Compassion Count Gala

www.northmemorial.com/gala



ASSETS DUE BY: September 10, 2024

- Send completed information and assets to mollie.knowles@northmemorial.com or via the dropbox link provided by your Foundation point of contact.
- Note: If assets are not received by the deadline, we will do our best, but cannot guarantee they will be included at the event.

BRONZE & GOLD ONLY

1. **Logo:** Please send one version of your logo from each of the two options below. We need two different formats to accommodate the various channels where it will be displayed.
 - JPEG or PDF
and
 - PNG, AI or EPS
2. **Static Advertisement:** Static advertisement or logo looped on screen throughout live event.
 - Advertisements should be at least 1920x1080px at 72 dpi. 5% crop may occur.
 - Please keep all text and logos inside a 95% window

PLATINUM & PRESENTING ONLY

1. **Logo:** Please send one version of your logo from each of the two options below. We need two different formats to accommodate the various channels where it will be displayed.
 - JPEG or PDF
and
 - PNG, AI or EPS
2. **Printed Program Ad:** To include an ad in our printed program distributed to all event attendees, please submit your ad in the following size and format. In lieu of an ad we can use your company logo too.
 - **Presenting:** Full page - Trim 5.5" wide x 8.5" tall + 1/8 bleed edge OR 4.5" wide x 7.5' tall for non-bleed
 - **Platinum:** Half page - 4.5" wide x 3.625" tall

Acceptable formats: 300 DPI JPGs, PGS, EPS, TIF, PDF, or AI files

3. **Video/Commercial:** You are welcome to provide a short video, commercial or static advertisement that will be shown in looping content throughout the live event.
 - **Presenting:** 30 second spot or commercial
 - **Platinum:** 15 second spot or commercial

Video Specs:

- Codec: Apple ProRes422 or H.264
- Format: All video formats are accepted up to 1080p at this time. 1080i is preferred
- Audio: 2 channel stereo - 41.1 or 48k