



## SPONSORSHIP PACKET

February 18th, 2017

Four Seasons Hotel St. Louis

5:00-10:00 pm



## BOARD OF DIRECTORS



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### EXECUTIVE DIRECTOR

**Kathy J. Sindel**

Dear Community Partner:

As you may know, HavenHouse St. Louis provides lodging, meals, transportation, and support services to 3,000 patients of all ages with any medical condition and their family members, a total of 8,000 people each year. And HopeFest, our largest annual fundraiser, is an opportunity for individuals and organizations to help us honor the families of HavenHouse St. Louis and the medical champions who care for them.

This important event, held on Saturday, February 18, 2017 at Four Seasons Hotel St. Louis, is possible only through the generous support of individual and company sponsorships. To that end, we're asking you to join us as an official sponsor of HopeFest 2017. Below are a few highlights from this year's new sponsorship packages:

- Valuable pre-event promotion, including PR, print and radio advertising, email blasts, and social media.
- Prominent event recognition, including video spotlight, podium recognition, and branded signage
- VIP tables with preferred seating and table-side drink service

As you review the enclosed packet for more information, please be reminded that your sponsorship will support the family-centered care approach HavenHouse provides its patients so family members can be nearby during their serious medical treatment. This year's sponsorship packages range from \$2,500 to \$20,000 and, as always, carry a tax-deductible value.

We look forward to partnering with you for this year's HopeFest, working together as a community to support those who have been nourished by the love and support at HavenHouse.

If you have any questions or would like more information, please contact Robin Zellers at 314-434-5858 or [robin@havenhousestl.org](mailto:robin@havenhousestl.org).

For our families,

A handwritten signature in black ink that reads "Kathy Sindel". The signature is written in a cursive, flowing style.

**Kathy Sindel, MSW**  
Executive Director

# SPONSORSHIP PACKET OVERVIEW

## HavenHouse St. Louis

**HavenHouse is a hospital hospitality house providing the comfort of home and community of support to patients and their families traveling more than 25 miles to St. Louis to receive medical care.**

HavenHouse is unique because we provide critical services including lodging, two home-cooked meals a day, transportation to 19 St. Louis regional medical facilities, and around-the-clock support services to patients of all ages with any medical condition. HavenHouse is the only hospitality house that welcomes families 24 hours a day, 365 days per year.

Conditions facing patients and families in need of our housing and support include premature birth, cancer treatments, orthopedic and reconstructive surgeries, cardiac care, rehabilitation therapies, and transplants. HavenHouse has gained an international reputation for excellence in service and care. We exist because St. Louis draws patients seeking life-saving and life-curing treatments from all over the world.

### HOW WE IMPACT THE COMMUNITY

Over the past eleven years, HavenHouse has provided care and support to a staggering 79,000 people, helping more than 30,000 patients get access to critically-needed healthcare. HavenHouse hosts 8,000 people annually, 3,000 patients along with their family members. While more than half of the patients have come from Missouri or Illinois, patients represent all 50 states and to date 56 countries. HavenHouse is a vital partner with the St. Louis medical community, playing an important role in helping to reduce stress and improve medical outcomes for patients and families in a home away from home setting.

### CIRQUE DU HOPEFEST

HavenHouse St. Louis's 11th annual gala will be held at Four Seasons Hotel St. Louis on Saturday, February 18, 2017, and will help raise funds for the mission of HavenHouse. The evening will include cocktails, dinner, silent and live auctions, raffles, and games.

### SPONSORSHIP

Our goal is to raise \$100,000 in sponsorship, which will directly impact the patients and families who stay at HavenHouse. You or your business has a remarkable opportunity to make a difference, not only on the 400 champions in attendance, but the 8,000 people we will open our doors to in 2017.

### HOPEFEST HOST COMMITTEE

Lane Culver, Chair

Jen Barnes

Tom Hicks

Jenna Oesch

Jerry Rhode

Dan Breu

Brooke Lunt

Allison Price

Brandy Simpson

HopeFest Marketing Materials Created By: Notch Interactive, [madebynotch.com](http://madebynotch.com)



# SPONSOR PACKAGES

(for a full list of benefits for all levels, please see chart on subsequent page)

## Hope and Healing Champion Sponsor - \$20,000

### Pre-Event

- Prominent logo on Save the Date email
- Prominent logo on event invitation
- Prominent logo on HavenHouse website (homepage banner and event page)
- Prominent logo in header of HavenHouse social media event page
- Six (6) dedicated social media posts on Facebook and Twitter
- Media Coverage
  - Sponsorship mention in press releases (2)
  - Prominent logo placement in Town & Style ad
  - Name recognition during radio spots on Hubbard Radio station(s)
- Audience address at beginning of program, professional writer available to write script (exclusive)
- Logo on photo booth photos handed out to event attendees (exclusive)
- Branded items can be provided by sponsor for guests (exclusive)
- Prominent logo placement on 24" x 36" signage at check-in table
- Logo included in slideshow during dinner
- Recognition from podium
- Prominent signage on podium
- Logo on menu card located at each place setting

### At Event

- Two (2) VIP tables of 10 each
  - Preferred seating
  - Table-side drink service
  - Premium wine and champagne with dinner
- Company spotlight in video (exclusive)

### Post-Event

- Event video with company spotlight uploaded to HavenHouse YouTube channel
- Dedicated sponsor Thank You post on Facebook and Twitter
- Sponsor recognition in Thank You email sent to all event attendees

## House Hero Sponsor - \$15,000

### Pre-Event

- Logo on Save the Date email
- Logo on event invitation
- Logo on HavenHouse website (homepage banner and event page)
- Logo in header of HavenHouse social media event page
- Three (3) dedicated social media posts on Facebook and Twitter
- Media Coverage
  - Sponsorship mention in press releases (2)
  - Logo placement in Town & Style ad
  - Name recognition during radio spots on Hubbard Radio station(s)
- Logo placement on 24" x 36" signage at check-in table
- Logo included in slideshow during dinner
- Recognition from podium
- Signage on podium
- Logo on menu card located at each place setting

### Post-Event

- Dedicated sponsor Thank You post on Facebook and Twitter
- Sponsor recognition in Thank You email sent to all event attendees

### At Event

- Two (2) VIP tables of 10 each
  - Preferred seating
  - Table-side drink service
  - Premium wine and champagne with dinner

# SPONSOR PACKAGES

## Platinum Sponsor - \$10,000

### Pre-Event

- Logo on Save the Date email
- Logo on event invitation
- Logo on HavenHouse website (homepage banner and event page)
- Logo in header of HavenHouse social media event page
- Three (3) dedicated social media posts on Facebook and Twitter
- Media Coverage
  - Sponsorship mention in press releases (2)
  - Logo placement in Town & Style ad
  - Name recognition during radio spots on Hubbard Radio stations

### At Event

- One (1) VIP table of 10
  - Preferred seating
  - Table-side drink service
  - Premium wine and champagne with dinner
- Company spotlight in video
- Logo placement on 24" x 36" signage at check-in table
- Logo included in slideshow during dinner
- Recognition from podium
- Logo on menu card located at each place setting

### Post-Event

- Sponsor Thank You post on Facebook and Twitter
- Sponsor recognition in Thank You email sent to all event attendees

## Gold Sponsor - \$5,000

### Pre-Event

- Logo on Save the Date email
- Logo on event invitation
- Logo on HavenHouse website (homepage banner and event page)
- Logo in header of HavenHouse social media event page
- Included in social media posts that feature groups of sponsors on Facebook and Twitter
- Media Coverage
  - Sponsorship mention in press releases (2)
  - Logo placement in Town & Style ad
  - Name recognition during radio spots on Hubbard Radio station(s)

### At Event

- One (1) VIP table of 10
  - Preferred seating
  - Table-side drink service
  - Premium wine and champagne with dinner
- Logo on 24" x 36" signage at check-in table
- Recognition from podium
- Logo included in slideshow during dinner
- Logo on menu card located at each place setting

### Post-Event

- Included in social media Thank You post featuring group of sponsors (Facebook & Twitter)
- Sponsor recognition in Thank You email sent to all event attendees

# SPONSOR PACKAGES

## Silver Sponsor - \$3,500

### Pre-Event

- Name on Save the Date email
- Name on event invitation
- Logo on HavenHouse website (homepage banner and event page)
- Logo in header of HavenHouse social media event page
- Included in social media posts that feature groups of sponsors on Facebook and Twitter
- Media Coverage
  - Sponsorship mention in press release (1)
  - Name recognition in Town & Style ad

### At Event

- One (1) table of 10
- Name on 24" x 36" signage at check-in table
- Logo included in slideshow during dinner
- Name on menu card located at each place setting

### Post-Event

- Included in social media Thank You post featuring group of sponsors (Facebook and Twitter)
- Sponsor recognition in Thank You email sent to all event attendees

## Bronze Sponsor - \$2,500

### Pre-Event

- Name on event invitation
- Recognition on HavenHouse website event page
- Included with other sponsors in social media post on Facebook and Twitter

### At Event

- One (1) table of 10
- Name on 24" x 36" signage at check-in table
- Logo included in slideshow during dinner
- Name on menu card located at each place setting

### Post-Event

- Included in social media Thank You post featuring group of sponsors (Facebook and Twitter)
- Sponsor recognition in Thank You email sent to all event attendees







## SPONSORSHIP OPPORTUNITIES FORM

Four Seasons Hotel St. Louis on February 18, 2017

(Please refer to Sponsor Packages describing each sponsorship level.)

- |   |   |
|---|---|
| <input type="checkbox"/> Hope and Healing Champion Sponsor \$20,000 | <input type="checkbox"/> Gold Sponsor \$5,000   |
| <input type="checkbox"/> House Hero Sponsor \$15,000                | <input type="checkbox"/> Silver Sponsor \$3,500 |
| <input type="checkbox"/> Platinum Sponsor \$10,000                  | <input type="checkbox"/> Bronze Sponsor \$2,500 |

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

### LOGO SUBMISSION DEADLINE:

FOR YOUR COMPANY LOGO TO BE INCLUDED ON THE SAVE THE DATE, THE EVENT INVITATION, AND OTHER MENTIONS WE MUST HAVE IT BY DECEMBER 1, 2016. Please email a high resolution file to robin@havenhousestl.org. (Please contact Robin at 314-434-5858 if sponsor payment must be made after January 1, 2017.)

### PAYMENT:

Payments by check should be made payable to HavenHouse St. Louis. Please mail to HavenHouse St. Louis, ATTN: HopeFest, 12685 Olive Boulevard, St. Louis, MO 63141.

Payments by credit card should be directed to Robin Zellers, Director of Community Development. Please contact her at 314-434-5858 to provide your information.

### QUESTIONS:

Please contact Robin Zellers, Director of Community Development, at 314-434-5858 or email robin@havenhousestl.org.

- We would like to donate our open seats at our table to HavenHouse patients and families in attendance.

