



## THE GIFT

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OVERLAKE HOSPITAL AUXILIARIES' BANDAGE BALL 2012

### *Organizational Information:*

**Name:** Overlake Hospital Auxiliaries  
for Overlake Hospital Medical Center

**Address:** 1035 116<sup>th</sup> Avenue NE, Bellevue, WA 98004

**IRS Status:** 501(c)(3)

**Federal taxpayer ID:** 23-7297831 (Overlake Hospital Auxiliaries)  
91-0652651 (Overlake Hospital Medical Center)

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### *Contact Information:*

**Chief Executive:** Craig Hendrickson  
President & Chief Executive Officer  
Overlake Hospital Medical Center

**Executive Director:** Molly Stearns  
Vice President for Fund Development  
Executive Director, Overlake Hospital Foundation & Auxiliaries

**Auxiliary Contact:** Muffie Signalness  
Director of the Auxiliaries  
(425) 688-5529  
auxiliaries@overlakehospital.org

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### *Event Information:*

**Date:** March 24, 2012

**Place:** Hyatt Regency Bellevue

**Expected Attendance:** 800 guests

**Fundraising Goal:** \$800,000




**This proposal is to request that your company be a sponsor of the Overlake Hospital Auxiliaries' Bandage Ball 2012.**

### ***Medical Excellence Every Day™***

Overlake Hospital Medical Center is one of the leading healthcare providers in the Puget Sound area with a 349-bed, award-winning acute care hospital in Bellevue, Washington as well as five primary care clinics throughout the Eastside. Overlake has provided comprehensive medical services since 1960. The hospital opened as a result of grass roots community support and continues to maintain its independent status as the only Eastside hospital that receives no public tax support.

Our key service lines include the multidisciplinary Cancer Center at Overlake, the most comprehensive Cardiac Center on the Eastside, state-of-the-art Surgical Services, and the Women's and Infants' Center, including a renowned Childbirth Center and Neonatal Intensive Care Unit. Overlake is a vital component of the emergency services infrastructure throughout King County, operating the only Level III Trauma Center on the Eastside.

Overlake has been recognized nationally for its patient safety and quality services, including:

-  Overlake has received the Patient Safety Excellence Award from HealthGrades®, the nation's leading hospital rating agency, putting us in the top 5 percent in the country for patient safety three years in a row.
-  Overlake is in the top 10% in the country for quality of maternity care. Our Mother Baby Unit has received the Maternity Care Excellence Award from HealthGrades three years in a row.
-  We received the 2010 Get With the Guidelines - Stroke Gold Plus Performance Achievement Award from the American Heart Association and American Stroke Association.

Overlake provides exceptional medical care, combining the cutting-edge technologies and a superb medical staff with a compassionate, patient-centered approach.




### ***Essential Community Resource***

Overlake is an essential resource for the Eastside community. We provide care to close to 100,000 people per year. More than 75,000 people have medical emergencies treated at Overlake's Emergency and Trauma Center or Urgent Care Clinics, and we welcome 4,000 babies into the world each year.

Our main hospital campus is located in Bellevue, a major corporate center with more than 130,000 workers. Employees of Microsoft, PACCAR, Puget Sound Energy, and other major corporations and local businesses call Overlake their hospital.

We serve a large area of urban, suburban and rural East King County with a population of 650,000. Our patients come from Redmond, Issaquah and Sammamish, east to rural North Bend, Northeast King County and South King County to Renton. Twenty percent of our patients come from Seattle and other areas of Washington.

Overlake is strongly committed to improving the health and vitality of those living and working on the Eastside. We provide health-related services that go beyond the acute hospital-care setting to benefit the broader community. Here are just a few examples:

-  Overlake remains at the forefront of innovative care by participating in clinical research studies.
-  Our case management program for seniors helps patients live independently and reduces costly hospital re-admissions.
-  Implementation of new information technology significantly improves patient outcomes by providing enhanced clinical tools and helping patients manage their care.

### ***Overlake Hospital Auxiliaries and the Bandage Ball***

Overlake Hospital Auxiliaries' mission is to support medical excellence at Overlake Hospital Medical Center through community engagement and fundraising. The Auxiliaries boast more than 170 members in eight individual Auxiliaries that support various areas of care.

In the last fiscal year, the Auxiliaries raised more than \$1.15 million through a variety of fundraising events to support Overlake's vital programs and services.

Each year, the Auxiliaries come together to host the Bandage Ball, our signature event and Overlake's most anticipated and successful fundraiser. As Bellevue's premier social event, it attracts hundreds of affluent, influential community leaders. Over the years, the Bandage Ball has raised millions of dollars to ensure that Overlake continues to advance its mission of *Medical excellence every day™*. Last year's Bandage Ball raised \$700,000. Sponsorship of the Bandage Ball presents you with a unique opportunity to gain visibility with this Eastside demographic and show their commitment to ensuring their employees, families and customers have access to superb medical care.

### ***Sponsorship Request: the 2012 Bandage Ball & the Neonatal Intensive Care Unit***

Overlake's Childbirth Center welcomes more than 4,000 babies into the world each year. It has an excellent reputation in the community and has been nationally recognized for its outstanding level of care. The Center offers 12 private suites for labor and delivery equipped with rocking chairs, jetted tubs, birth balls, and recliners. It has two operating rooms equipped for cesarean birth or more challenging deliveries, and 28 rooms for postpartum care. The Childbirth Center provides a modern, warm and welcoming environment to enhance the childbirth experience for mothers and families, combined with the latest equipment and technology to ensure the highest quality care.

#### ***Neonatal Intensive Care Unit***

While most of the 4,000 babies born at Overlake each year are healthy, some require special care and attention due to prematurity, low birth weight, illness or other serious conditions. To care for these tiny and fragile members of the Overlake family, the Childbirth Center includes a Neonatal Intensive Care Unit (NICU).

Overlake's NICU has 18 beds, including six certified as Level III for the highest acuity. With our current equipment, space and level of staff training, we are able to care for babies as low as 28 weeks gestation who require more specialized equipment and intensive monitoring. The NICU treats almost 400 newborns each year.

Overlake is able to provide care that is second-to-none because of our special partnership with Seattle Children's. Highly trained, expert neonatologists from Children's care for babies in the NICU, and the relationship allows us to transfer babies who are too seriously ill for Overlake to treat to Children's NICU.

***Overlake Hospital Auxiliaries invites your company to be a  
Bandage Ball 2012 sponsor.***






Few things in life are more frightening than having a baby who requires life-saving treatment. Your company's sponsorship will support Overlake's ability to care for acutely ill babies.

***Building a New NICU***

A number of factors, including women giving birth later in life, rising obesity rates and more medically assisted pregnancies (in vitro and fertility drugs), are resulting in higher-risk pregnancies, multiple births and babies with low birth weight who are more seriously ill. Overlake is responding by building a new, state-of-the-art NICU to enhance our ability to serve at-risk, acutely ill infants.

The new NICU will provide advanced facilities, clinical expertise and leading-edge equipment for unparalleled care for seriously ill newborns and their families. Enhancements in training and technology will allow us to care for newborns as young as 26 weeks gestation, down from the current 28, keeping more babies close to home.

The new facility will feature:

-  private rooms, including daybeds, offering more privacy. Each room will have a sliding door to create double rooms for twins or multiple births.
-  rooms that are 50% larger than in the current unit and have natural light
-  new, state-of-the-art equipment for the finest possible care and outcomes
-  sound-proofing to make each room quieter for highly sensitive newborns
-  modern, peaceful and healing environments

The new NICU will allow us to provide even better care for fragile newborns, improve the patient experience for mothers and families and lead to more positive patient outcomes. The total cost of the project including construction and equipment is estimated at \$3.6 million.

These strategies will require steady - and growing - philanthropic support. Your company's sponsorship of Bandage Ball 2012 will be of direct and meaningful benefit to many thousands of people over the coming years.

### ***Sponsorship Benefits and Recognition***

The Auxiliaries look forward to working closely with you to build a successful event and design appropriate and meaningful benefits and recognition. The full sponsorship opportunities packet is enclosed. Your assistance with audience development to secure the highest attendance possible would be greatly appreciated. A staff member will be assigned to work with you on all promised benefits and to continue to develop a satisfying, ongoing relationship with Overlake.

### ***Thank You***

As Overlake looks toward the future, philanthropic support will continue to be essential for ensuring access to the best hospital care possible – *Medical excellence every day™*. The support of our community will ensure the future of quality medical care for all of our region's families, friends and neighbors.

Thank you for all that your company does for our communities, and for considering this request.



**RUBY  
SPONSOR**  
\$10,000

**Corporate Benefits**

- Corporate logo and link on Overlake Hospital Auxiliaries web page

**Print Material Benefits**

- Placement of corporate logo on all materials
- Display of corporate logo on invitations mailed to more than 3,000 individuals and businesses, if received by January 15, 2012
- Display of corporate logo in prominent locations at event
- Display of corporate logo on your table
- Half page ad in event program, if received by February 15, 2012
- Recognition in the 2012 Overlake Annual Report

**Event Benefits**

- Premier seating for one table of 10
- Verbal recognition during the event
- Use of Promotional Materials in Table Captain Gift Bags

**Guest Services**

- Complimentary valet parking for four guests of your table



**PEARL  
SPONSOR**  
\$5,000

**Corporate Benefits**

- Corporate identity on Overlake Hospital Auxiliaries web page

**Print Material Benefits**

- Placement of corporate identity on all materials
- Display of corporate identity on invitations mailed to more than 3,000 individuals and businesses, if received by January 15, 2012
- Display of corporate identity in prominent locations at event
- Display of corporate identity on your table
- 1/4 page ad in event program, if received by February 15, 2012
- Recognition in the 2012 Overlake Annual Report

**Event Benefits**

- Seating for one table of 10



**TABLE  
SPONSOR**  
\$2,500

**Corporate Benefits**

- Corporate identity on Overlake Hospital Auxiliaries web page

**Print Material Benefits**

- Display of corporate identity in prominent locations at event
- Display of corporate identity on your table
- Recognition in the 2012 Overlake Annual Report

**Event Benefits**

- Seating for one table of 10



*For more information please contact Muffie Signalness, Director of the Auxiliaries, 425-688-5529 or [auxiliaries@overlakehospital.org](mailto:auxiliaries@overlakehospital.org).*

Overlake Hospital Auxiliaries is soliciting donations in the name of and for the sole benefit of Overlake Hospital Medical Center. Overlake Hospital Auxiliaries is a registered charitable organization, located in Bellevue, Washington. A notice of solicitation is on file with the Washington Secretary of State's Office of Charitable Solicitations and Trusts. Financial disclosure information may be obtained by calling 1-800-332-GIVE.

*Sponsorship Opportunities*

OVERLAKE HOSPITAL AUXILIARIES PRESENT  
BANDAGE BALL 2012



**THE GIFT**

SATURDAY, MARCH 24, 2012  
HYATT REGENCY BELLEVUE

TO BENEFIT  
OVERLAKE HOSPITAL MEDICAL CENTER  
NEONATAL INTENSIVE CARE UNIT





## DIAMOND SPONSOR \$50,000

### Corporate Benefits

- Two exclusive health lectures with receptions on your campus featuring Overlake physicians and experts. Topic and date to be mutually agreed upon.
- Special VIP invitations to Overlake wellness classes and events throughout the year
- Corporate logo and link on the Overlake Hospital Auxiliaries web page

### Print Material Benefits

- “Top Billing” in all event materials both print and electronic
- Corporate logo will be included on print and electronic procurement forms
- Display of corporate logo on save-the-dates mailed to more than 3,000 individuals and businesses, if commitment is received by September 15, 2011
- Display of corporate logo on invitations mailed to more than 3,000 individuals and businesses, if received by January 15, 2012
- Display of corporate logo on all event signage
- Display of corporate logo on your table
- Display of corporate logo on all live auction bidder cards
- Full page ad with preferred placement in the event program, if received by February 15, 2012
- Recognition in the 2012 Overlake Annual Report

### Event Benefits

- Premier seating for three tables of 10
- Personal table valet
- Verbal recognition at the event
- Podium time for corporate CEO during the event
- Full screen recognition of corporate logo during the event
- Use of your company’s corporate pens for guests during silent auction
- Use of your company’s promotional materials in Table Captain gift bags

### Guest Services

- Complimentary valet parking for your guests
- Three complimentary guest rooms at the Hyatt Regency Bellevue on March 24, 2012



## SAPPHIRE SPONSOR \$25,000

### Corporate Benefits

- Exclusive health lecture with reception on your campus featuring Overlake physicians and experts. Topic and date to be mutually agreed upon.
- Special VIP invitations to Overlake wellness classes and events throughout the year.
- Corporate logo and link on Overlake Hospital Auxiliaries web page

### Print Material Benefits

- Prominent placement of corporate logo on all materials
- Display of corporate logo on invitations mailed to more than 3,000 individuals and businesses, if received by January 15, 2012
- Display of corporate logo in prominent locations at event
- Display of corporate logo on your table
- Display of corporate logo on all silent auction bid sheets
- Full page ad in event program, if received by February 15, 2012
- Recognition in the 2012 Overlake Annual Report

### Event Benefits

- Premier seating for two tables of 10
- Personal table valet
- Verbal recognition during the event
- Use of your company’s promotional materials in Table Captain gift bags

### Guest Services

- Complimentary valet parking for your guests
- Two complimentary guest rooms at the Hyatt Regency Bellevue on March 24, 2012



## EMERALD SPONSOR \$15,000

### Corporate Benefits

- Exclusive health lecture with reception on your campus featuring Overlake physicians and experts. Topic and date to be mutually agreed upon.
- Special VIP invitations to Overlake wellness classes and events throughout the year
- Corporate logo and link on Overlake Hospital Auxiliaries web page

### Print Material Benefits

- Placement of corporate logo on all materials
- Display of corporate logo on invitations mailed to more than 3,000 individuals and businesses, if received by January 15, 2012
- Display of corporate logo in prominent locations at event
- Display of corporate identity on your table
- Full page ad in event program, if received by February 15, 2012
- Recognition in the 2012 Overlake Annual Report

### Event Benefits

- Premier seating for one table of 10
- Personal table valet
- Verbal recognition during the event
- Use of your company’s promotional materials in Table Captain gift bags

### Guest Services

- Complimentary valet parking for your guests
- One complimentary guest room at the Hyatt Regency Bellevue on March 24, 2012