



THE FOUNDATION
for Marshall Medical Centers

PARTNERS

in *Healthcare* Philanthropy

Sponsorship Programs 2024



Dear Friend,

I am once again proud to present to you our annual Partners in Healthcare Philanthropy package for 2024. I hope that you have come to anticipate that in this piece you will find inspiration from how your gifts drive meaningful change in the healthcare climate of our community.

Here you'll see photos and stories of patients whose lives have been touched by those they may never meet, but who choose to give in support of the life-saving work done at Marshall Medical Centers each and every day.

You may not recognize your story or see your picture in these pages, but none of this important work is possible without the generous philanthropic support of donors like you. Every commitment to improving health outcomes in North Alabama is noteworthy, and your story is woven into the tapestry of all that we do.

Through our signature events each year we are able to come together not only to enjoy and fellowship, but to join hands and address health issues that plague our rural community like transportation barriers, insurance gaps, awareness and education and much more.

This is your chance to help write our story. You are already part of our narrative and on behalf of our board of directors, staff, all our providers, patients and families that benefit from your generosity, we are humbled to watch it unfold alongside you.

Thank you for all the change you made possible in 2023 and for the difference your contributions will continue to make well into the future.

Gratefully,



A handwritten signature in black ink that reads "Andrea".

Andrea C. Oliver, CFRE
Director
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CASE FOR SUPPORT PAGE 2

Find out why our patients and our community are counting on your support of local healthcare.

EVENTS OVERVIEW & PARTNERSHIP OPTIONS PAGES 3 - 12

We are looking forward to executing each of our Foundation signature events in 2024 with your support:

WINTER BALL
WOMEN'S HEALTH LUNCHEON
SPORTING CLAYS CLASSIC
PINK PUMPKIN RUN

PARTNERSHIP CONFIRMATION PAGE 13

Included at the end of this packet is your chance to get involved! We can't wait to work with you to make a difference in the lives of our patients and their families.

HELP WRITE OUR STORY

Ask anyone - at Marshall Medical Centers **we are here for you**. When you hear stories about the care people have received, you will hear about a nurse who took the extra time to be with a family, of a technician who went out of their way to make a patient comfortable, or of a navigator who helped a patient find the assistance they needed to make it through a tough diagnosis.

Everyone at Marshall Medical Centers puts patients and families at the center of care, and that personal touch extends to how we view our role in this community.

Since 1956, Marshall Medical Centers has been our county's sole provider of inpatient and critical care services, and it is imperative that we continue to position ourselves to meet the healthcare needs of our growing community.

Since 2007, philanthropy has been a cornerstone to ensure Marshall Medical Centers remains strong and it is through our donors' commitment that we have enhanced patient experiences, advanced access to care, and moved our strategic priorities forward - all while keeping our patients top of mind.

We are here for you...but we can't grow without you. Giving to your local healthcare system helps those who need it most and brings essential programs and services to your family, friends and neighbors.

The investment we all make matters to keep quality healthcare close to home and strengthen this community for the future.

We are counting on you to help write our story.

**JOIN US AS WE POSITION OUR HOSPITALS AND OUR
COMMUNITY FOR THE FUTURE. THANK YOU!**

Since the Marshall Cancer Care Center opened in 2013, thousands of patients have walked through its doors. With your support and advocacy, local, state-of-the-art cancer care has been a reality for these patients and enables each to receive a customized treatment plan delivered with compassion and true caring.





WINTER BALL

JANUARY 13, 2024

LAKE GUNTERSVILLE STATE PARK

This event is Marshall County’s original black-tie affair and focuses on maintaining quality healthcare in Marshall County and celebrating those who make it possible. Sponsors and guests enjoy a Patron Party, cocktail hour, complimentary valet, seated dinner, live entertainment and the annual Healthcare Hero Awards. Each year proceeds support an area of greatest need at Marshall Medical Centers chosen by the Marshall Women’s Guild.

| SPONSORSHIP BENEFITS | BRONZE \$1,650 | SILVER \$2,750 | GOLD \$5,500 | PLATINUM \$8,250 | PRESENTING \$11,000 (only one available) |
|--|---|--------------------|----------------------------------|----------------------------------|--|
| Event tickets (including 2 drink tickets per guest) | 4 tickets | 6 tickets | 10 tickets Grandview Ballroom | 20 tickets Grandview Ballroom | 20 tickets Grandview Ballroom |
| Advertisement in event program | 1/4 page | 1/2 page | 1 page | 2 page spread | 2 page spread |
| Branding on tables | Logo on your table | Logo on your table | Logo on your table | Logo on all tables | Logo on all tables |
| Hotel rooms at the Lodge | | | 1 Room | 2 Rooms | 2 Suites |
| Logo on photo backdrop | | | ✓ | ✓ | ✓ |
| Name mentioned in opening remarks | | | | ✓ | ✓ |
| Opportunity to give invocation or toast | | | | | ✓ |
| Logo on invitation | | | | | ✓ |
| Exclusive signage at event | | | | | ✓ |
| PATRON PARTY ADD ON (only one available!) | For an additional \$2,500 above these sponsor levels, you will be recognized as the exclusive sponsor of the Patron Party on Patron invitations, in the program and at the Patron Party entrance. | | | | |



Winter Ball

"They were the kindest, most compassionate people I've ever dealt with. They were always there to laugh with me and they were always there to put their arms around me when I cried," shares Hazel Dixon, a cancer survivor at the age of 87.



EVENT IMPACT

Hosting yet another sold out crowd, the 2023 Winter Ball brought in more than \$200,000 to benefit the Marshall Cancer Care Center which celebrated its 10th Anniversary in July.

The numbers tell the story. Since the "Closer to Home" campaign raised \$3 million and broke ground on the 2-story, 22,000 square-foot facility with its tall glass atrium and the latest technology built in, the Marshall Cancer Care Center has treated more than 126,000 patients, administered more than 100,000 infusion medicines and delivered more than 44,000 radiation treatments. The number of employees has doubled in a decade and physicians have increased from three to five.

Nothing, however, resounds as loudly as the patients' own words when they share their experience such as the one highlighted above.





WOMEN'S HEALTH LUNCHEON

SPRING 2024

GUNTERSVILLE CITY HARBOR EVENT CENTER

Hosted by the Marshall Women's Guild, the Women's Health Luncheon brings women together to **educate** them on the latest women's health issues, **encourage** them to be more proactive about their own health and **engage** them in the lifesaving work of the Foundation for Marshall Medical Centers. The event features a discussion on women's health followed by a keynote address.

| SPONSORSHIP BENEFITS | BRONZE \$275 | SILVER \$550 | GOLD \$1,100 | PLATINUM \$1,650 | PRESENTING \$2,750 (only one available) |
|---|---------------------------------|---------------------------------|--------------------------------------|---------------------------------------|---|
| Event tickets | 2 tickets with reserved seating | 4 tickets with reserved seating | 1 Table of 8 in a prominent location | 2 tables of 8 in a prominent location | 2 tables of 8 in a prominent location |
| Opportunity to put item in attendee welcome bags | ✓ | ✓ | ✓ | ✓ | ✓ |
| Branding on tables | Logo on your table | Logo on your table | Logo on your table | Logo on all tables | Logo on all tables |
| Mention in event program and on event slideshow | Name | Name | Logo | Logo | Logo on cover and individual slide |
| Opportunity to give invocation or toast | | | | ✓ | |
| Opportunity to introduce keynote speaker | | | | | ✓ |
| Booth space at the event for promotional purposes | | | | | ✓ |

"The need for infant ventilators to stabilize critical newborns prior to transport was identified and we knew it was a 'big ask.' You all are a blessing in the lives of these babies, their families and their caregivers," wrote the MMC Pediatric Care Team



EVENT IMPACT

The 2023 Women's Health Luncheon built on the excitement of the previous year as one of the most well attended events hosted at the Guntersville City Harbor Event Center. With over 280 women in attendance overlooking Lake Guntersville, funds raised topped \$38,000 while guests enjoyed lunch, our "Bring Home the Bag" drawing, an informative healthcare panel and hilarious keynote from comedian, Lisa Mills.

Funds raised allowed the Foundation to purchase four infant ventilators for the Labor & Delivery departments at Marshall Medical Centers North and South. These ventilators improve Marshall Medical Center's ability to provide excellence in care, and allow our Pediatric Care Team more confidence when caring for our critical newborns.





SPORTING CLAYS CLASSIC

SEPTEMBER 6, 2024

BRIGHT STAR SPORTING CLAYS

The Foundation's annual Sporting Clays Classic includes a friendly 100-round sporting clays tournament complimented by food, live music, games and awards. Held at Bright Star Sporting Clays in Horton, Alabama, the event allows participants and sponsors to build relationships, entertain clients, encourage camaraderie and support the philanthropic mission of Marshall Medical Centers.

| SPONSORSHIP BENEFITS | BRONZE \$825 | SILVER \$1,650 | GOLD \$3,250 | PLATINUM \$5,500 | PRESENTING \$8,250 (only one available) |
|---|--|-----------------------------|-----------------------------|------------------------------|---|
| Team entries | 1/2 (\$450) discount for one team | 1 Team of 4 Shooters | 2 Teams of 4 Shooters | 3 Teams of 4 Shooters | 4 Teams of 4 Shooters |
| Additional invitations to lunch | 2 | 2 | 4 | 6 | 8 |
| Opportunity to put items in shooters' bags | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary golf cart for shooters (upon request) | | | ✓ | ✓ | ✓ |
| Flight preference | | Third Choice | Second Choice | First Choice | First Choice |
| Signage at shooting stations | Name on bronze sign | Logo on sign at one station | Logo on sign at one station | Logo on sign at each station | Logo on each station stand |
| Branding on tables | | | Logo on all tables | Logo on all tables | Logo on all tables |
| Logo on shooters' bags and on event posters | | | | | ✓ |
| SNACK CART SPONSOR (only one available!) | For \$500 you will receive your company logo on the snack cart, \$250 off a team of 4 shooters, and 2 additional invitations to lunch. Must be able to provide drivers for snack cart in morning and afternoon flight! | | | | |



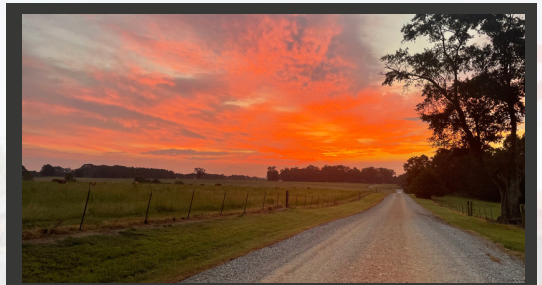
"I have no complaints with my treatment, care or the facility or staff. They went above and beyond. I am very impressed with this hometown facility. We have THE BEST close to home!" - Actual Inpatient Testimonial



EVENT IMPACT

A beautiful day made the 2023 Sporting Clays Classic more than just successful, but a perfect outing for our morning and afternoon shooters. Participants enjoyed time outdoors while contributing to the \$67,000 raised to benefit the many programs of the Foundation, including our ability to invest in capital upgrades across Marshall Medical Centers.

Thanks to these fundraising efforts, the Foundation was able to make major investments in the historic bed tower expansion at Marshall Medical Center South, which opened in June and ensures that our patients have access to more critical care beds and state of the art facilities than ever before.





PINK PUMPKIN RUN

OCTOBER 26, 2024

LAKE GUNTERSVILLE

The 15th Annual Pink Pumpkin Run will feature a USATF certified 5K and 10K, a 1 Mile Fun Run, early registration and packet pick up, music, children’s activities and the popular Pink Pancake Brunch. The Pink Pumpkin Run is Marshall County’s premier running event benefiting breast cancer services at Marshall Medical Centers and attracting a diverse group of participants, spectators and volunteers from across the Southeast!

| SPONSORSHIP BENEFITS | BRONZE \$275 | SILVER \$550 | GOLD \$1,100 | PLATINUM \$2,750 | PRESENTING \$5,500 (only one available) |
|---|-----------------|-----------------|------------------|---------------------|---|
| Complimentary race entries (any event) | 2 | 4 | 6 | 10 | 20 |
| Booth space in sponsor tent on race day | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to put items in runners' bags | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing on runner's bags, race day banners and registration website | Name | Name | Logo | Logo | Logo with prominent placement |
| Option for custom social media graphic (upon request) | | ✓ | ✓ | ✓ | ✓ |
| Yard signs along race course | | | 1 sign with logo | 2 signs with logo | 4 signs with logo |
| Opportunity to address runners via sound tent | | | | ✓ | ✓ |
| Opportunity to kick off Awards Ceremony | | | | | ✓ |



THE FOUNDATION FOR
MARSHALL MEDICAL CENTERS
PINK PUMPKIN RUN
BENEFITING BREAST CANCER AWARENESS

"Here I am cancer free 10 years later...I have a paver with my name on it right out front that we got when the center first opened," says Kelly Fountaine, one of the Marshall Cancer Care Center's first breast cancer survivors.



EVENT IMPACT

The 2023 Pink Pumpkin Run was themed "Pink on Parade" with hundreds of people out in force under blue skies to run for a cause.

Proceeds from the event reached over \$50,000 and funds Marshall Medical's Mammography Assistance Program. Through this program, 3D mammograms are given free of charge to indigent women in Marshall County giving them a 41% higher chance of detecting breast cancer in the early stages.

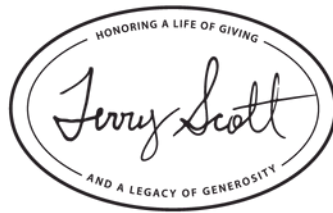
More than 5,000 women have received a mammogram thanks to this program and the support the Pink Pumpkin Run receives each year.



Thank You!

The Foundation for Marshall Medical Centers owes a special thank you to our 2023 Multi-Event Partners in Healthcare Philanthropy who have chosen to be sponsors at the highest level throughout the year.

ROBINS & MORTON



Old Town Stock House | Dermatology of North Alabama | Bill & Laura Casey | Cadence Bank
Marshall-DeKalb Electric Cooperative | Little Critters Pediatric Dentistry | Jane Kohl
Total Dental Care | Marshall County Economic Development Council | David and Peggy Hayes





MULTI-EVENT SPONSORSHIPS

Sponsoring at the multi-event level is your opportunity to join us for maximum impact, visibility and budgeting purposes. Exclusive benefits of the multi-event sponsorship levels are detailed below while individual sponsorship opportunities are listed on the previous pages.

| EXCLUSIVE BENEFITS | BRONZE \$2,750 | SILVER \$5,000 | GOLD \$10,000 | PLATINUM \$17,000 | PRESENTING \$25,000 (only one available) |
|---|-------------------------------------|-------------------------------------|-----------------------------------|---------------------------------------|--|
| Quarterly payment option | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to lock in price for 3 years at the same level | ✓ | ✓ | ✓ | ✓ | ✓ |
| Signature event benefits | Bronze level benefits at all events | Silver level benefits at all events | Gold level benefits at all events | Platinum level benefits at all events | Presenting level benefits at all events |
| Mention in quarterly "Memorable Moments" e-blast sent in 2024 | Name | Name | Logo | Logo | Logo |
| Mention on Foundation's website | Name | Name | Logo | Logo | Most prominent logo |
| Community partner seal in digital and physical format | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media thank you post | Group | Group | Individual | Individual | Individual |
| Naming opportunity in new Marshall South Patient Tower | | | With 5 year commitment | With 3 year commitment | With 2 year commitment |

2024 SPONSOR CONFIRMATION



Thank you for your interest in becoming a Partner in Healthcare Philanthropy with The Foundation for Marshall Medical Centers! Your support benefits the life-saving work done at Marshall Medical Centers every day. Please fill out the following form and return with your payment to the address below.

Organization _____
Contact Person _____
Address _____ City, State, Zip _____
Email _____
Website _____
Telephone _____ Fax _____

PARTNERSHIP OPPORTUNITIES

Multi-Event Sponsor 2024 (see page 12 for details)

- ☐ Presenting (\$25,000) ☐ Platinum (\$17,000) ☐ Gold (\$10,000) ☐ Silver (\$5,000) ☐ Bronze (\$2,750)
☐ I would like to pay in quarterly installments on March 1, June 1, Sept. 1, Dec. 1, 2024
☐ I would like to lock in this rate and commit to auto-renew at this level for 3 years.

Individual Event Sponsor (see page 3-10 for details)

Winter Ball

- ☐ Presenting (\$11,000) ☐ Platinum (\$8,250) ☐ Gold (\$5,500) ☐ Silver (\$2,750) ☐ Bronze (\$1,650)
☐ Patron Party Add-On (\$2,500) ☐ Auction Donation Item: _____ FMV: \$ _____

Women's Health Luncheon

- ☐ Presenting (\$2,750) ☐ Platinum (\$1,650) ☐ Gold (\$1,100) ☐ Silver (\$550) ☐ Bronze (\$275)

Sporting Clays Classic

- ☐ Presenting (\$8,250) ☐ Platinum (\$5,500) ☐ Gold (\$3,250) ☐ Silver (\$1,650) ☐ Bronze (\$825)
☐ Snack Cart (\$500) ☐ Door Prize Item: _____ FMV: \$ _____

Pink Pumpkin Run

- ☐ Presenting (\$5,500) ☐ Platinum (\$2,750) ☐ Gold (\$1,100) ☐ Silver (\$550) ☐ Bronze (\$275)

I would like to waive all sponsorship benefits and become a **Community Partner** with an outright donation of:

- ☐ \$10,000 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ Other amount: \$ _____

Method of Payment: ☐ Please invoice me ☐ Check enclosed made payable to "The Foundation for MMC"

☐ Credit card: ☐ AMEX ☐ Discover ☐ Mastercard ☐ VISA / Card Number _____
CVV Code _____ Expiration _____ Name on card _____ Signature: _____

I understand and agree to abide by the rules, deadlines and marketing requirements of the Foundation for Marshall Medical Centers as communicated in this packet. I understand that all benefits will begin with a signed commitment, and thus my signature reflects a binding contract and holds my company or myself accountable for all fees agreed upon within this proposal. I also understand that sponsorships are subject to approval by the Foundation for Marshall Medical Centers which reserves the right to refuse any sponsorship deemed inappropriate or unsuitable to the advancement of the mission and objectives of the health system. The Foundation for Marshall Medical Centers reserves the right to cancel an event due to any circumstances which would make the event non-viable. If an event is canceled or postponed, sponsors will have the option to either transfer registration to the same event at the future date or allow the sponsorship to be donated to the Foundation for Marshall Medical Centers. If an event is canceled, sponsors will be informed via email.

Contact Name

Signature on behalf of organization (required)

Date (required)



THE FOUNDATION
for Marshall Medical Centers

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Fax: (256) 571-3462 | info@foundationformmc.org | foundationformmc.org



FOR A DIGITAL COPY OF THE
CONFIRMATION FORM, SIMPLY
SCAN THIS QR CODE WITH THE
CAMERA APP ON YOUR PHONE.





THE FOUNDATION for Marshall Medical Centers

2320 Homer Clayton Drive
Guntersville, AL 35976

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(256) 571-8026

The Foundation for Marshall Medical Centers works to develop the relationships and financial resources necessary to support the Medical Centers and its mission of improving the health and well-being of our patients and their families.

THANK YOU FOR YOUR SUPPORT!



/FoundationforMMC



@FoundationforMMC