



## **Elmhurst Hospital Center's 180<sup>th</sup> Anniversary Gala Information Packet and Order Form**

Elmhurst Hospital Center's 180<sup>th</sup> Anniversary Gala will be held on May 17<sup>th</sup>, 2012 at Terrace on the Park in Flushing, NY.

The tentative schedule for the Gala is as follows:

Pre Reception:	6:30 - 7:30 pm
Dinner and Awards	
Ceremony:	7:30 - 9:30 pm
Dancing:	9:30 - 11:30 pm

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**Gala Purpose:** This event is a fundraiser for our new Women's Healthcare Services Pavilion, a modern, state-of-the art facility slated to open late this year. The new Pavilion will allow us to plan for future needs and provide additional space for enhanced gynecological services, pregnancy and prenatal care, nutrition and childbirth classes, and diabetes education.

**How You Can Support Us:** There are many ways to show your support for Elmhurst Hospital Center's mission of expanding OB/GYN outpatient treatment for women in Queens. We would love for you to attend our Gala (see information on ticket prices immediately below), but in the event that you can't join us, you can also show your support by either becoming an event sponsor, purchasing a journal ad, or making a contribution to the Elmhurst Hospital Center Auxiliary.

**Anniversary Gala: Thursday, May 17<sup>th</sup>, 2012**

### **Tickets:**

#### **Individual Seats**

- Early-Bird Special:** \$150, if payment received on or before **April 20<sup>th</sup>, 2012**
- \$175, if payment received after April 20<sup>th</sup>, 2012
  
- Table of Ten: \$1,500

**Sponsorship Options--The following is a summary of the corporate sponsorship opportunities by level (Response Deadline--April 30, 2012):**

**☐ \$100,000—Official Event Sponsor/Distinguished Patron**

- Recognition on EHC's Women's Health Pavilion Benefactor Wall
- VIP Seating for 3 tables of 10
- Inclusion of logo on invitation and all promotional items
- Mention in all press releases related to event
- Sponsor name/logo appears in Gala Awards program
- Product placement opportunities
- Logo recognition on event banner
- Photo opportunities
  
- Inclusion in 60-sec "Thank You Sponsors" spot featured during event
- 1 12x12 engraved brick on EHC's Walkway of Honor
- VIP invitation to ribbon-cutting for new Women's Healthcare Services Pavilion
- Recognition in all Elmhurst Hospital Center publications
- Logo recognition on EHC TV screens and EHC Employee website for 1 year
- Logo recognition on EHC Gala webpage for 1 year
- 1 Gold Page Journal Ad

**☐ \$25,000—Outstanding Benefactor**

- Recognition on EHC's Women's Health Pavilion Benefactor Wall
- VIP seating for 10 at Gala dinner
- Sponsor name/logo appears in Gala Awards program
- Logo recognition on event banner
- Photo opportunities
- Recognition in all press materials
  
- Inclusion in 60-sec "Thank You Sponsors" spot featured during event
- 1 12x12 engraved brick on EHC's Walkway of Honor
- VIP invitation to ribbon-cutting for new Women's Healthcare Services Pavilion
- Recognition in all Elmhurst Hospital Center publications
- Logo recognition on EHC TV screens and EHC Employee website for six months
- Logo recognition on EHC Gala webpage for six months
- 1 Silver Page Journal Ad

**☐ \$50,000—Patron**

- Recognition on EHC's Women's Health Pavilion Benefactor Wall
- VIP Seating for 2 tables of 10
- Sponsor name/logo appears in Gala Awards program
- Logo recognition on event banner
- Photo opportunities
- Recognition in all press materials
  
- Inclusion in 60-sec "Thank You Sponsors" spot featured during event
- 1 12x12 engraved brick on EHC's Walkway of Honor
- VIP invitation to ribbon-cutting for new Women's Healthcare Services Pavilion
- Recognition in all Elmhurst Hospital Center publications
- Logo recognition on EHC TV screens and EHC Employee website for 1 year
- Logo recognition on EHC Gala webpage for 1 year
- 1 Gold Page Journal Ad

**☐ \$10,000--Benefactor**

- Reserved seating for 10 at Gala dinner
- Sponsor name/logo appears in Gala Awards program
- Logo recognition on event banner
  
- Inclusion in 60-sec "Thank You Sponsors" spot featured during event
- 1 12x12 engraved brick on EHC's Walkway of Honor
- VIP invitation to ribbon-cutting for new Women's Healthcare Services Pavilion
- Recognition in all Elmhurst Hospital Center publications
- Logo recognition on EHC internal TV screens and EHC Employee website for three months
- Logo recognition on EHC Gala webpage for three months
  
- 1 Bronze Page Journal Ad

**☐ \$5,000—Friend**

- 1 6x9 engraved brick on Elmhurst Hospital Center's Walkway of Honor
- Reserved seating for 10 at Gala dinner
- Recognition in all Elmhurst Hospital Center publications
- Logo recognition on EHC TV screens and EHC Intranet for 1 month
- ½ page Journal Ad

**☐ \$2,500—Supporter**

- Reserved seating for 10 at Gala dinner
- Recognition in all Elmhurst Hospital Center publications
- Logo recognition on EHC TV screens and Intranet for 1 month

**EHC Gala Journal: The 180th Anniversary & Awards Program Journal**  
**Advertising Options:**

- Outside Back Cover           \$5,000
- Inside Front Cover           \$3,500
- Inside Back Cover           \$2,500
- Gold Page                   \$2,000
- Silver Page                  \$1,500
- Bronze                       \$1,250
- White Page                  \$1,000
- Half Page                   \$ 500
- Quarter Page               \$ 300
- Business Card               \$ 150

**Journal Ad Specifications:** The following information specifies the size and type of file formats, proofs and media we can and cannot accept, general guidelines and contact information: The Commemorative Journal trim Size is 8 x 10 ½; printed web-offset; bound.

Full page ads: 7” wide x 9” high  
Half page ads: 7” wide x 4.5” high  
Quarter page ads: 3.5” wide x 4.5” high  
Business cards: 3.5” wide by 2.25” high

**FILE FORMATS ACCEPTED:** Artwork should, whenever possible, be submitted as high-resolution PDF or JPEG documents and e-mailed to **EHCGALA@nychhc.org**. If you are sending us a camera-ready or business card ad by mail, please do not staple or tape the artwork. Use paperclips, if necessary, to avoid damage. For more information on ad submissions, please call Atiya Butler at 718.334.3845.

**MEDIA ACCEPTED:** PC Formatted CD-Rom 250MB Zip, 100MB Zip. Please label all Media w/Issue Date, Company Name (Advertiser), Contact Name, Phone Number and clearly marked: Elmhurst Hospital Center 2012 Anniversary Gala.

**DEADLINE FOR JOURNAL AD SUBMISSIONS:** All ads must be submitted with payment payable to **The Elmhurst Hospital Center Auxiliary** no later than **April 30, 2012**.

Please list me in the journal as: \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

I have enclosed \$\_\_\_\_\_ for:

- \_\_\_Ticket(s) at \$150 per person (if payment sent and received on or before April 20<sup>th</sup>, 2012)
- \_\_\_Ticket(s) at \$175 per person (if payment sent and received after April 20<sup>th</sup>, 2012)
- \_\_\_Table(s) of 10 at \$1,500 per table
- Event Sponsorship
- Journal AD

I cannot attend EHC's Anniversary Gala but would like to make a tax-deductible contribution to the Elmhurst Hospital Center Auxiliary in the amount of \$\_\_\_\_\_ .

**All checks must be made payable to The Elmhurst Hospital Center Auxiliary. Please mail completed packet and a check to:**

The Elmhurst Hospital Center Auxiliary, c/o Elmhurst Hospital Center Volunteer Office, 79-01 Broadway, Elmhurst, NY 11373. Journal ads are tax-deductible, Federal Identification Number 11-1879800.

For additional information, please contact Atiya Butler, Elmhurst Hospital Center's Assistant Director of External Affairs, at 718.334.3845.