WakeMed is committed to improving the health and well-being of our community by providing outstanding and compassionate care to all.

The WakeMed Foundation’s purpose is to give back to the health system, our patients, staff and our community in numerous ways throughout the year. Together with our supporters, we are making a meaningful difference.

In addition to being a donor, businesses and organizations can support WakeMed through the sponsorship of activities and events. These are great opportunities to highlight your support of our mission and gain marketing exposure to WakeMed employees, business leaders, physicians, philanthropists and community leaders.

**Sponsors Make It All Possible**

Sponsor partnerships allow the Foundation to cover the cost of events and guarantee that 100% of philanthropic giving can directly impact patient care. With your partnership, we can further support the services and programs provided by WakeMed Health & Hospitals.

For more information about sponsorship opportunities, please contact foundation@wakemed.org or 919.350.7656.
Appreciation Gala

March – Raleigh Convention Center

The Appreciation Gala is one of the largest community-attended events in Wake County serving as a “thank you” event to recognize our most generous donors. Attendees include those community leaders, grateful patients, corporate partners, volunteers, employees and physicians that support the WakeMed Foundation as members of the Society of 1961. Expected attendance is 1,200.

WakeMed Foundation Sponsorship Opportunities

Presenting Sponsor - $50,000
(Exclusive – one (1) available)
- “Presented by” recognition and prominent logo placement on all event marketing materials
- Opportunity to customize based on marketing needs
- Sponsorship exclusivity and first right of refusal to continue sponsorship in subsequent years
- 20 gala seats (two tables) with premier seating
- Photo opportunity with talent – determined by talent
- Invitation to attend private gala pre-reception and access to express check-in
- Elect program participant to give welcome remarks from podium (approx. 2 minutes)
- Logo on gala webpage with link to company website
- Logo in gala program
- Logo on display at gala
- Verbal recognition from the podium

Entertainment Sponsor - $35,000
- 10 gala seats (one table) with preferred seating
- Photo opportunity with talent – determined by talent
- Invitation to attend private gala pre-reception and access to express check-in
- Industry exclusivity and first right of refusal to continue sponsorship
- Logo on display during entertainment
- Logo on gala webpage with link to company website
- Logo in gala program
- Logo on display at gala
- Verbal recognition from the podium

Reception Sponsor - $25,000
- 10 gala seats (one table) with preferred seating
- Invitation to attend private gala pre-reception and access to express check-in
- Logo on event signage during reception
- Logo on gala webpage with link to company website
- Logo in gala program
- Logo on display at gala
- Verbal recognition from the podium

Dinner Table Sponsor - $15,000
- 10 gala seats (one table) with preferred seating
- Invitation to attend private gala pre-reception and access to express check-in
- Logo on gala webpage with link to company website
- Name listed on dinner menu
- Logo in gala program
- Logo on display at gala
- Verbal recognition from the podium

Pre-Reception Program Sponsor - $10,000
- Eight (8) gala seats
- Invitation to attend private gala pre-reception and access to express check-in
- Name listed on gala webpage
- Name listed in gala program

Program Sponsor - $6,000
- Six (6) gala seats
- Name listed on gala webpage
- Name listed in gala program

Community Sponsor - $3,000
- Four (4) gala seats
- Name listed on gala webpage
- Name listed in gala program

Event Sponsor - $1,500
- Two (2) gala seats
- Name listed in gala program
During the annual Kick It 4 Kids tournament, teams go head-to-head in fundraising and on the field. Each year, winning teams are named the “Champions for Kids” during the tournament based on the most money raised, the “most spirited” team and overall tournament champions for both the spirit and competitive bracket. One hundred percent of dollars raised from the tournament directly benefit programs and services at WakeMed Children’s. Expected attendance is 300+ and includes WakeMed employees, hospital leadership, grateful patients, corporate partners and community members.

Presenting Sponsor - $7,500
Includes industry exclusivity and first right of refusal to continue sponsorship
• “Presented by” and logo recognition on banner at event at 100% billing
• Company logo printed on all event T-shirts (approx. 300) at 100% billing
• 2-minute presentation opportunity during the kickball tournament
• Opportunity for company promotional table at event
• One complimentary team registration (Value: $400)
• Sponsor recognition on select employee communication channels
• Verbal recognition at tournament
• Logo recognition with link to company website on event webpage
• Invitation to attend the Donor Appreciation Gala in the spring

Supporting Sponsor - $2,500
• Company name printed on all event T-shirts (approx. 300) at 50% billing
• One complimentary team registration (Value: $400)
• Opportunity for company promotional table at event
• Sponsor recognition on select employee communication channels
• Verbal recognition at tournament
• Name recognition with link to company website on event webpage
• Invitation to attend the Donor Appreciation Gala in the spring

Field Sponsor - $1,500
• Company name printed on all event T-shirts (approx. 300)
• One complimentary team registration (Value: $400)
• Opportunity for company promotional table at event
• Sponsor recognition on select employee communication channels
• Verbal recognition at tournament
• Name recognition with link to company website on event webpage
• Invitation to attend the Donor Appreciation Gala in the spring

Water Sponsor - $500
• Name prominently displayed next to water station(s)
• Verbal recognition at tournament

Snack Sponsor - $500
• Name prominently displayed next to snack station(s)
• Verbal recognition at tournament
Help make the holidays sparkle a little brighter at WakeMed Children’s by supporting the annual Cheers 4 Children event. During the event, you’ll enjoy music, drinks and heavy hors d’oeuvres as you mix and mingle. One hundred percent of dollars raised will directly benefit programs and services at WakeMed Children’s. Expected attendance is 150 and includes community leaders, hospital leadership, donors, physician leaders and young professionals.

Presenting Sponsor - $7,500
Includes industry exclusivity and first right of refusal to continue sponsorship
- “Presented by” recognition and prominent logo placement on all event marketing materials at 100% billing
- Logo on event webpage with link to company website
- Logo on display at event at 100% billing
- Sponsor recognition on select employee communication channels
- Verbal recognition during event program
- Invitation to attend the Donor Appreciation Gala in the spring

Supporting Sponsor - $5,000
- Logo on event webpage with link to company website
- Logo on display at event at 50% billing
- Sponsor recognition on select employee communication channels
- Verbal recognition during event program
- Invitation to attend the Donor Appreciation Gala in the spring

Food & Beverage Sponsor - $2,000
- Logo on event webpage with link to company website
- Name prominently displayed next to food and beverage stations
- Name listed in event program
- Invitation to attend the Donor Appreciation Gala in the spring

Tree Sponsor - $750
Trees, each highlighting a different area of need, will be on display during the event. Event attendees will be asked to make a donation and decorate the trees with ornaments.
- Name prominently displayed next to donation tree
- Name listed in event program
- Name listed on tree donation website

Wine Pull Sponsor - $500
- Name prominently displayed at Wine Pull
- Name listed in event program

Ornament Sponsor - $250
Ornaments festively decorated by local artists will be on display during the event and included in a silent auction.
- Name prominently displayed next to silent auction
- Name listed in event program
**Love Light & Trim The Tree With Twinkle**

*First Monday in December – 6 to 8 pm – WakeMed Raleigh Campus*

The Love Light Tree tradition began in 1985 with the generosity of Dr. Bill and Colleen Lee, who donated the first Love Light Tree in memory of their son, Matthew William Lee (March 5, 1979 – Nov. 26, 1984). Today, the tradition continues as Love Light donations are made in honor or memory of someone special. Each year the tree is lit by one of the WakeMed’s former pediatric patients. Following the tree lighting, attendees are invited to participate in Trim the Tree with Twinkle. This festive event includes crafts, ornament making, hot cocoa and pictures with Santa. The event is open to the public. Expected attendance is 400-500 and includes WakeMed leadership and employees, grateful patients and local community families.

### Presenting Sponsor - $5,000

- Includes industry exclusivity and first right of refusal to continue sponsorship
- “Presented by” recognition and logo placement on all event marketing materials at 100% billing
- Logo on event webpage with link to company website
- Elect program participant to give welcome remarks from podium
- Verbal recognition during event program
- Logo on display at event at 100% billing
- Opportunity for company representative to pass out Love Light candles
- North Pole Express Pass to see Santa
- Sponsor recognition on select employee communication channels
- Invitation to attend the Donor Appreciation Gala in the spring

### Twinkle Sponsor - $2,000

- Logo placement on all event marketing materials at 50% billing
- Logo on event webpage with link to company website
- Verbal recognition during event program
- Logo on display at event at 50% billing
- Opportunity for company representative(s) to greet guests alongside Twinkle
- Logo included on Twinkle craft sheets
- Sponsor recognition on select employee communication channels
- Invitation to attend the Donor Appreciation Gala in the spring

### Santa Sponsor - $2,500

- Logo placement on all event marketing materials at 50% billing
- Logo on event webpage with link to company website
- Verbal recognition during event program
- Logo on display at event at 50% billing
- Logo displayed on take-home magnet frame given to guests
- North Pole Express Pass to see Santa
- Sponsor recognition on select employee communication channels
- Invitation to attend the Donor Appreciation Gala in the spring

### Kid’s Art & Crafts Table Sponsor

(six available) - $500

- Name listed on all event marketing materials
- Company logo included on craft table signage
- Opportunity to supply company representatives to staff the table

### Refreshment Sponsor - $500

- Name listed on all event marketing materials
- Company logo included on refreshment table signage
- Opportunity to supply company representatives to staff the refreshment station
WakeMed Foundation Education Program

The WakeMed Foundation offers several scholarship and award opportunities throughout the year to help WakeMed staff advance their knowledge and clinical skills to improve the care and well-being of our patients.

Growing Skilled Caregivers Partner-In-Education Investment - $25,000
includes industry exclusivity and first right of refusal to continue sponsorship

- Year-round
- Approximately 9,500 WakeMed employees
- WakeMed system-wide

Benefits:
- Opportunity for co-branding with the WakeMed Foundation Education Program
  - "WakeMed Foundation Education Presented By" recognition and logo placement on all program materials
  - Logo placement on promotional materials distributed to WakeMed employees
  - Logo placement on online employee application software
  - Logo placement on recipient certificates presented by CEO at Education Luncheon
- Verbal acknowledgment as a Partner-In-Education at the annual Education Luncheon
- Recognition and logo placement in Education Luncheon slideshow display
- Verbal acknowledgment as a Partner-In-Education during the annual Donor Appreciation Gala program
- Invitation to attend the Donor Appreciation Gala in the spring
- Invitation to attend the annual Education Luncheon held in the spring

Education Conference Sponsor - $10,000
includes industry exclusivity and first right of refusal to continue sponsorship

- Three conferences held annually (in collaboration with Wake AHEC)
- Approximately 100-280 participants per conference

Benefits:
- "Presented by" recognition and logo placement on all Education Conference materials
- Verbal recognition during Education Conference programming
- Signage at Education Conference
- Four seats to each Education Conference
- Invitation to attend the annual Education Luncheon in the spring
- Invitation to attend the Donor Appreciation Gala in the spring
Education Luncheon

March – WakeMed Andrews Center

The luncheon honors all annual scholarship recipients. Expected attendance is 150 and includes WakeMed leadership, employees, Foundation Board members, community and corporate volunteers, and Education fund donors.

Presenting Sponsor - $5,000
Includes industry exclusivity and first right of refusal to continue sponsorship
• “Presented by” recognition and logo placement on luncheon-specific invitation and program materials
• Opportunity to give welcome announcement
• Verbal recognition during programming
• Sponsor recognition in event slideshow
• Sponsor recognition in program materials
• Invitation to attend luncheon
• Invitation to attend the Donor Appreciation Gala in the spring

Supporting Sponsor - $1,500
• Verbal recognition during program
• Sponsor recognition in event slideshow
• Sponsor recognition in program materials
• Invitation to attend luncheon

Table Sponsor - $500
• Verbal recognition during program
• Sponsor recognition on table
• Invitation to attend luncheon
WakeMed Gives Employee Giving Campaign

October – WakeMed System-wide

WakeMed Gives is an employee giving campaign that provides an opportunity for all employees, including executives and physicians, to make a donation to support WakeMed patients, their families and our extraordinary team. Hundreds of employee ambassadors are recruited to spread the message of giving and impact to over 9,500 employees system-wide.

Presenting WakeMed Gives Campaign Sponsor - $15,000
- Logo placement included on employee giving brochure
- Company name/logo included in “WakeMed Gives” mentions
  - WakeMed Weekly and Microscope newsletters (select issues)
  - WakeMed Gives intranet site
  - Management, physician and department presentations
- Logo displayed at WakeMed Gives events including kick-off event
- Opportunity to set up a promotional table and pass out information at kick-off event(s)
- Logo placement on WakeMed Gives employee T-shirt

Kick-Off Breakfast Sponsor (system-wide) - $6,000
- Logo placement on signage at all campaign kick-off events on Raleigh, Cary and North campuses and any additional Healthplex, corporate sites or Physician Practice locations
- Opportunity to set up a promotional table and pass out information at kick-off event(s)

Executive Campaign Sponsor - $3,000
- Logo included with executive giveaway
- Invitation to attend executive kick-off event
- Invitation to attend the Donor Appreciation Gala in the spring

Physician Campaign Sponsor - $3,000
- Logo placement on Physician Campaign documents and marketing materials
- Invitation to attend physician social
- Invitation to attend the Donor Appreciation Gala in the spring

Physician Campaign Sponsor - $3,000
- Logo placement on Physician Campaign documents and marketing materials
- Invitation to attend physician social
- Invitation to attend the Donor Appreciation Gala in the spring

WakeMed Gives T-Shirt Sponsor - $3,000
- Logo placement on WakeMed Gives employee T-shirt
- Invitation to attend the Donor Appreciation Gala in the spring

WakeMed Foundation Sponsorship Opportunities
Naming Opportunities

Recognition and naming opportunities allow us to thank and recognize donors – whether they are individuals, corporations, foundations or organizations – with a lasting tribute. If you are interested in learning more about naming opportunities at WakeMed through a donation to the Foundation, please contact us at foundation@wakemed.org or 919.350.7656.
Our Mission

WakeMed is committed to improving the health and well-being of our community by providing outstanding and compassionate care to all.

Our Vision

To be the preferred partner for quality care and health through collaboration and transformation of care delivery.

Our Mission

The WakeMed Foundation is the philanthropic partner of WakeMed, supporting the health and well-being of our community.

Our Vision

To impact the lives of patients by supporting WakeMed’s aspirational goals.

For more information about sponsorship opportunities, please contact foundation@wakemed.org or 919.350.7656.