

# 2020 HASBRO CHILDREN'S HOSPITAL HEROES BALL

## REVISED SPONSORSHIP BENEFITS

Unfortunately, the 2020 Heroes Ball has been canceled due to COVID-19. Although we will not be able to gather for this special event, Hasbro Children's Hospital still needs your support, perhaps more than ever, to ensure our children receive the best possible medical care available.



Proceeds from the Heroes Ball are used to establish and grow significant programs throughout Hasbro Children's. These unrestricted funds provide financial resources to support areas of greatest need, including patient services, educational programs, and innovative research.

Your sponsorship gift to the Heroes Ball will be re-designated to a charitable donation in support of Hasbro Children's Hospital's greatest needs.

### SPONSORSHIP RECOGNITION

#### **PRESENTING SPONSOR \$50,000**

- Branding opportunities on all event materials including the event invitation
- Inclusion of a representative to serve on the event committee
- Inclusion in media releases
- Logo on pre- and post-event digital and print recognition.
- Logo on event banner displayed in Hasbro Children's Hospital for at least one month pre-event
- Prominent logo recognition on the event website
- **Logo on recognition banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)**
- **Social media acknowledgment**
- **Logo recognition on the Hasbro Children's Hospital website about the Heroes Ball**
- **Logo on e-mails about the Heroes Ball to Hasbro Children's Hospital donors**
- **Logo and mention in the content of the article regarding the Heroes Ball in a Hasbro Children's Hospital major donor publication**
- **Photo opportunity at the hospital**
- **Mention in the thank you video to be shared with donors and posted on the event website**
- **Name recognition on any one of several consolidated Every Child, Every Day campaign recognition walls located within the hospital**
- **Name recognition on the Every Child, Every Day campaign Wall of Gratitude located on the upper lobby of the hospital**

#### **PLATINUM SPONSOR \$25,000**

- Logo on all event materials
- Inclusion in media releases
- Logo on the event website
- Logo in a Hasbro Children's Hospital major donor publication
- **Logo on post-event digital and print recognition.**
- **Logo on recognition banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)**
- **Social media acknowledgment**
- **Logo recognition on the Hasbro Children's Hospital website about the Heroes Ball**
- **Photo opportunity at the hospital**
- **Mention in the thank you video to be shared with donors and posted on the event website**
- **Name recognition on any one of several consolidated Every Child, Every Day campaign recognition walls located within the hospital**
- **Name recognition on the Every Child, Every Day campaign Wall of Gratitude located on the upper lobby of the hospital**

(Cont'd)

[heroesball.org](http://heroesball.org)

updated 4.27.20

# 2020 HASBRO CHILDREN'S HOSPITAL HEROES BALL

## REVISED SPONSORSHIP BENEFITS

### SPONSORSHIP RECOGNITION (Cont'd)

#### GOLD SPONSOR \$15,000

- Logo on the event website
- Logo on post-event digital and print recognition.
- Logo on recognition banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)
- Social media acknowledgment
- Logo recognition on the Hasbro Children's Hospital website about the Heroes Ball
- Logo in a Hasbro Children's Hospital major donor publication
- Photo opportunity at the hospital
- Name recognition on the *Every Child, Every Day* campaign Wall of Gratitude located on the upper lobby of the hospital

#### SILVER SPONSOR \$10,000

- Logo on the event website
- Logo on post-event digital and print recognition.
- Logo on recognition banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)
- Social media acknowledgment
- Logo recognition on the Hasbro Children's Hospital website about the Heroes Ball
- Logo in a Hasbro Children's Hospital major donor publication
- Photo opportunity at the hospital
- Name recognition on the *Every Child, Every Day* campaign Wall of Gratitude located on the upper lobby of the hospital

#### BRONZE SPONSOR \$7,000

- Logo on the event website
- Name recognition banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)
- Name recognition on post-event digital and print recognition.
- Social media acknowledgment
- Name recognition on the Hasbro Children's Hospital website about the Heroes Ball
- Name recognition in a Hasbro Children's Hospital major donor publication
- Name recognition on the *Every Child, Every Day* campaign Wall of Gratitude located on the upper lobby of the hospital

#### COPPER SPONSOR \$3,500

- Name recognition on the event website
- Name recognition on banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)
- Name recognition on post-event digital and print recognition.
- Social media acknowledgment
- Name recognition on the Hasbro Children's Hospital website about the Heroes Ball
- Name recognition in a Hasbro Children's Hospital major donor publication

#### BENEFACTOR \$1,250

- Name recognition on the event website
- Name recognition on banner displayed in Hasbro Children's Hospital for at least one month (late summer/early fall)
- Name recognition on the Hasbro Children's Hospital website about the Heroes Ball
- Name recognition in a Hasbro Children's Hospital major donor publication

*Under the Internal Revenue Code, the amount of the contribution that is tax deductible for income tax purposes is limited to the excess of the amount paid for the sponsorship over the fair market value of the benefits received.*

*If you do not wish to receive mail solicitations from Rhode Island Hospital, or from other Lifespan institutions, please email [privacyofficer@lifespan.org](mailto:privacyofficer@lifespan.org), call 866-626-0888 or 401-444-6500 and leave a message, or write to Lifespan Privacy Officer, 225 Carolina Ave, Providence, RI 02905.*

### For more information:

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