

Sponsorship Package

The Dallas-Fort Worth Hospital Council presents

The 63rd Annual Awards Luncheon

October 20, 2011
Arlington Convention Center

Reception - 11:00 a.m.
Luncheon - 12:00-2:00 p.m.



Healthcare Leaders

AAL

Annual Awards Luncheon
Arlington - 2011



Keynote speaker
Ted Koppel
Historic television reporter and 26-year host of ABC's *Nightline*



Distinguished Health Service Award
Mayor Mike and Rosie Moncrief



Young Healthcare Executive of the Year
Ashley McClellan
HCA's Medical Center of Lewisville

Please join us for this special day when hospital trustees and healthcare leaders are honored for their commitment to North Texas and their belief that better health makes a better community.

Dear Friend of the Council,

Please allow me to tell you about the Dallas-Fort Worth Hospital Council's **Annual Awards Luncheon**. This event is an opportunity to honor hospital trustees and healthcare leaders from across North Texas. The luncheon, on **Oct. 20, 2011** at the **Arlington Convention Center**, will attract more than 1,000 attendees coming together in the belief that better health makes a better community.

We will present the historic Distinguished Health Service Award to **Mayor Mike and Rosie Moncrief**. Mr. Moncrief, the former Mayor of Fort Worth, and his wife Rosie have been great contributors to the health of Texans for many years. Our keynote speaker is **Ted Koppel**, historic TV news reporter and host of ABC's *Nightline* for 26 years.

Sponsorship opportunities are available. These will allow you exposure and recognition at our most impressive event of the year. Whether you would like to share your support for this year's recipient or simply the opportunity to enjoy VIP seating and prime advertising, we have created this sponsorship package exclusively for non-hospitals. The following pages include information explaining the levels of support. We appreciate your consideration.

If you are interested, please complete the enclosed form and return it to DFWHC by **September 30, 2011**. For additional information, please feel free to call me at **972-719-4900**.

Sincerely,



W. Stephen Love
President/CEO
The Dallas-Fort Worth Hospital Council



**Steve
Love**

President/CEO
Dallas-Fort Worth
Hospital Council



AAL Event Information



Date: October 20, 2011
Location: Arlington Convention Center
Keynote: Ted Koppel
Expected Attendance: 1,100
CEOs in Attendance: 40
Executives in Attendance: 200

A salute to North Texas hospital trustees and leaders, the Annual Awards Luncheon takes place every fall and honors individuals who have made an historic impact on local healthcare. The program features nationally known keynote speakers.

Awards presented this year include:

- The Distinguished Health Service Award:
Mayor Mike and Rosie Moncrief
- Young Healthcare Executive of the Year:
Ashley McClellan, HCA's Medical Center of Lewisville

Attendance:

2001: 1,200
2002: 1,000
2003: 1,100
2004: 1,000
2005: 1,100
2006: 1,200
2007: 1,000
2008: 1,050
2009: 1,000
2010: 1,000
2011: 1,100 expected

Former Keynote Speakers

2002: Frank Abagnale
2003: Newt Gingrich
2004: Bob Arnot
2005: John Stossel
2006: General Tommy Franks
2007: John Bolton
2008: Linda Ellerbee
2009: Joe Scarborough
2010: Paula Zahn



Joe Scarborough, 2009



Paula Zahn, 2010

Healthcare Leaders

AAL

Annual Awards Luncheon
Arlington - 2011

AAL Platinum Sponsor



Platinum Sponsor \$15,000

Non-DFWHC members, please add \$500 to above fee.

Only two sponsorships available, industry exclusive.

Logo visibility

- Gobo (name in lights)
- Event emails
- Event program
- Event signage
- Logo on picture "matt" for attendees
- Work with DFWHC to increase sponsor activation for event and further branding opportunities

Media visibility

- Color ad on Power Point loop
- Full-page color ad in program with choice placement
- Full-page color ad in Interlocutor, the DFWHC magazine (circulation 1,200)
- Identified as Sponsor in press releases
- Banner ad on DFWHC website for one year
- Recognized as Sponsor from podium
- Literature placed on attendee seats
- Promotional item placed on tables
- Logo featured on Luncheon webpage

Event benefits

- Two tables of 10 in VIP area

Corporate branding

- Right to promote company as supporter of DFWHC's Annual Awards Luncheon
- Complimentary Associate Membership for one year (\$1,200 value)



AAL **SOLD** Media Sponsor



Media Sponsor \$10,000

Only two sponsorships available, in-kind publications and advertising.

Logo visibility

- Event emails
- Event program
- Event signage
- Work with DFWHC to increase sponsor activation

Media visibility

- Color ad on Power Point loop
- Full-page color ad in program, to be printed by sponsor, with choice placement
- Full-page color ad in Interlocutor, the DFWHC magazine (circulation 1,200)
- Identified as Sponsor in press releases
- Recognized as Sponsor from podium
- Literature placed on attendee seats
- Promotional item placed on tables
- Logo featured on Luncheon webpage

Event benefits

- One table of 10 in VIP area

Co-Corporate branding

- Right to promote company as supporter of Annual Awards Luncheon
- Complimentary Associate Membership for one year (\$1,200 value)
- Two full-page color ads in sponsor's media publication
- Coverage of the event in sponsor's media publication



Healthcare Leaders

AAL

Annual Awards Luncheon
Arlington - 2011

AAL Gold Sponsor



Gold Sponsor \$10,000

Non-DFWHC members, please add \$500 to above fee. Only three sponsorships are available, industry exclusive.

Logo visibility

- Event program
- Sponsor signage
- Event Power Point presentation loop

Media visibility

- Full-page color ad in program
- Half-page color ad in Interlocutor, the DFWHC magazine (circulation 1,200)
- Identified as Gold Sponsor in press releases
- Recognized as a Gold Sponsor from the podium
- Literature placed on attendee seats
- Promotional item placed on tables
- Logo featured on the Luncheon webpage
- Mentioned in Interlocutor, the DFWHC magazine

Event benefits

- One table of 10 in VIP area

Corporate branding

- Have the right to promote the company as proud supporter of DFWHC's Annual Awards Luncheon
- Complimentary Associate Membership for one year (\$1,200 value)



Healthcare Leaders

AAL

Annual Awards Luncheon
Arlington - 2011

AAL Silver and Bronze Sponsor



Silver Sponsor \$5,000

Non-DFWHC members add \$500 to above fee.

Name visibility

- Event program
- Sponsor signage
- Event Power Point presentation loop

Media visibility

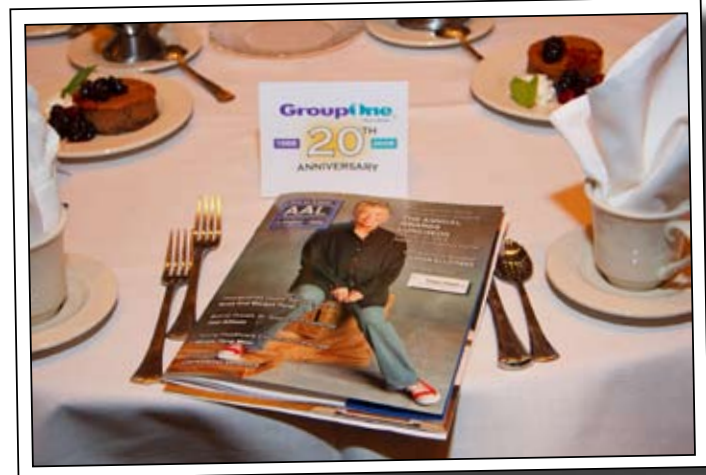
- Half-page color ad in program
- Recognized as a sponsor from the podium
- Name and link featured on the Luncheon webpage
- Mentioned in *Interlocutor*, the magazine for DFWHC

Event benefits

- One table of 10

Corporate branding

- Complimentary Associate Membership for one year (\$1,200 value)



Bronze Sponsor \$2,500

Non-DFWHC members add \$500 to above fee.

Name visibility

- Event program
- Sponsor signage
- Event Power Point presentation loop

Media visibility

- Quarter-page color ad in program
- Name and link featured on the Luncheon webpage
- Mentioned in *Interlocutor*, the magazine for DFWHC

Event benefits

- One table of 10

Corporate branding

- 50% off Associate Membership for one year



Healthcare Leaders

AAL

Annual Awards Luncheon
Arlington - 2011

AAL Sponsor Form



Company (print or type): _____

Contact Person: _____

E-mail: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Business phone: _____

NON-HOSPITAL SPONSORSHIPS (Non-DFWHC members add \$500 to below fees)

***Platinum \$15,000 _____**

***Gold \$10,000 _____**

Silver \$5,000 _____

Bronze \$2,500 _____

***We're sorry, but restrictions apply to Platinum and Gold Sponsorships.** These levels are industry exclusive. Due to previously sold sponsorships, law firms are not eligible for these two categories.

____ Send bill (Please list billing information)

____ Check enclosed. Please make all checks payable to DFWHC

Charge to: ____ Visa ____ MC ____ American Express

Account number: _____ Exp.: _____

Signature: _____ Please print: _____

Please mail, fax or e-mail form to:

MAIL
DFWHC
250 Decker Drive
Irving, TX 75062

FAX
469-648-5086

E-MAIL
membership@dfwhc.org

QUESTIONS
Kristin Alexander
kalexander@dfwhc.org

Chris Wilson
chrisw@dfwhc.org

Healthcare Leaders

AAL

Annual Awards Luncheon
Arlington - 2011