

**SATURDAY,  
FEBRUARY 24  
6 PM**

National Peanut  
Festival Fairgrounds,  
ALFA Building #2

FORMAL ATTIRE



## 2024 GALA FUNDING PROJECT

### Neonatal Transport Isolette

The isolette transports sick and premature babies in the Wiregrass to our Level III Neonatal Intensive Care Unit (NICU) at Southeast Health Medical Center. The isolette, and its life-saving equipment, are the same found in our hospital NICU and is fully staffed with a dedicated care team.



### ATTENDEE DEMOGRAPHICS

Approximately 300 guests are expected to attend including Southeast Health executives, healthcare professionals, business and philanthropic leaders.

### COMMUNITY VISIBILITY

Sponsors receive visibility before, during and after THE Gala. This will include print ads, digital ads, printed save the date announcements, logo placement on unique event swag, the Southeast Health Foundation website, and the Southeast Health Foundation social media platforms.

### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Promote your company with exclusive brand placement at THE Gala and showcase your commitment to healthcare in the community. By sponsoring components of the event, you can associate your brand with some of the most creative and anticipated aspects of the evening. All opportunities include advertising benefits, tickets, and recognition in the event program. If you do not see an advertising benefit you would like, ask about our custom packages.



1922 Fairview Avenue  
Dothan, Alabama 36303

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SEHealthFoundation.org

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# SPONSOR OPPORTUNITIES



## The Gold Medalist Sponsorship • \$25,000

### PRESENTING SPONSOR

- ✔ Naming rights to the event – “THE Gala presented by YOUR COMPANY”
- ✔ Logo displayed on promotional materials including billboards, save the date, print advertisement
- ✔ Sixteen (16) tickets to the Gala reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Formal recognition as Presenting Sponsor during the evening
- ✔ Half page color ad on the back cover of the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media platforms
- ✔ Featured Facebook post at the business location and opportunity to provide value to end user
- ✔ Opportunity to provide a 30-second commercial to air at the beginning of the program
- ✔ Approved sponsor message sent to Southeast Health Foundation database pre-event
- ✔ Invitation to accompany SE Health Foundation Board Chair on the promotional media tour
- ✔ Opportunity to include discount code or coupon in event program
- ✔ Opportunity to provide thank you message to event attendees post-event
- ✔ Opportunity to provide a question on post-event attendee survey

## The Athlete Transport Sponsorship • \$12,000

### VALET SPONSOR

- ✔ Company name/logo prominently displayed on signage at valet station
- ✔ Company name/logo on valet tags in each attendee's vehicle
- ✔ Twelve (12) tickets to the Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Full page, color ad on the inside, back cover of the event program
- ✔ Recognition on event signage and in media releases
- ✔ Logo/ company name featured on the Foundation website and social media outlets
- ✔ Opportunity to provide a promotional item with company logo in guests' vehicles

## The Sports Fuel Sponsorship • \$10,000

### GOURMET FOOD STATION SPONSOR

- ✔ Company name/logo prominently displayed on signage at all gourmet food stations
- ✔ Company name/logo on all dinner napkins located at gourmet food stations & throughout venue
- ✔ Ten (10) tickets to the Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Full page color ad in the event program
- ✔ Recognition on event signage and in media releases distributed by the Foundation
- ✔ Company name/logo featured on the Foundation website and social media outlets
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo on packaging

## The Strength & Stamina Sponsorship • \$10,000

### WINE SPONSOR

- ✔ Company name/logo on cocktail napkins located at all wine & champagne bar stations
- ✔ Company name/logo on commemorative wine charm given to attendees
- ✔ Ten (10) tickets to the Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Full page color ad in the event program
- ✔ Recognition on event signage and in media releases distributed by the Foundation
- ✔ Company name/logo featured on the Foundation website and social media outlets

## The Peak Performance Sponsorship • \$10,000

### BEER SPONSOR

- ✔ Company name/logo prominently displayed on signage at all beverage & beer & wine bar stations
- ✔ Company name on all beverage napkins located at all beer stations
- ✔ Ten (10) tickets to the Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Full page color ad in the event program
- ✔ Recognition on event signage and in media releases distributed by the Foundation
- ✔ Company name/logo featured on the Foundation website and social media outlets

# SPONSOR OPPORTUNITIES



## The Victory Sponsorship • \$10,000

### FUND-A-NEED SPONSOR

- ✔ Company name/logo in commemorative event program as the Fund-A-Need sponsor
- ✔ Recognition as lead gift/matching gift donor during the Fund-A-Need auction
- ✔ Company name/logo on commemorative gift for Fund-A-Need donors
- ✔ Opportunity to provide a 30-second commercial to air prior to the Fund-A-Need
- ✔ Ten (10) tickets to the Gala with reserved group seating
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Opportunity to provide a 30-second commercial to air prior to the Fund-A-Need
- ✔ Full page color ad in the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media platforms

## The Podium Sponsorship • \$10,000

### PRODUCTION SPONSOR

- ✔ Company name/ logo on event signage with recognition as the event's production sponsor
- ✔ Company name/logo in commemorative event program as the production sponsor
- ✔ Ten (10) tickets to the Gala with reserved group seating
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Full page color ad in the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media outlets

## The Games Sponsorship • \$10,000

### SILENT AUCTION SPONSOR

- ✔ Naming Company name/ logo on all silent auction bid sheets
- ✔ Opportunity to provide ink pens with company logo on all silent auction bid sheets
- ✔ Ten (10) tickets to the Gala with reserved group seating
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Full page color ad in the event program
- ✔ Recognition on event signage and in media releases distributed by the Foundation
- ✔ Company name/logo featured on the Foundation website and social media platforms

## The Torch Relay Sponsorship • \$8,000

### KICK OFF SPONSOR

- ✔ Naming rights to the kick-off party – "THE Gala 2024 Kick-Off Party presented by YOUR COMPANY"
- ✔ Logo displayed on kick-off party promotional materials including save the date and invitation
- ✔ Recognition on kick-off party signage and in media releases
- ✔ Reserved seating at the kick-off party for eight (8)
- ✔ Eight (8) tickets to the Gala with reserved group seating
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Formal recognition as the kick-off party sponsor during the gala program
- ✔ Half page color ad in the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media platforms
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo

## The Cauldron Sponsorship \$8,000

### LIVE AUCTION SPONSOR

- ✔ Auction item slide presentation
- ✔ Eight (8) tickets to the Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Half page color ad in the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media platforms
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo

## The Fanfare Sponsorship \$8,000

### DECOR SPONSOR

- ✔ Company name/ logo on event signage with recognition as the event's decor sponsor
- ✔ Company name/logo in commemorative event program as the decor sponsor
- ✔ Eight (8) tickets to the Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Half page color ad in the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media platforms
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo

## The Anthem Sponsorship • \$8,000

**ENTERTAINMENT SPONSOR**

- ✔ Company name/logo on all entertainment signage
- ✔ Company name/logo in commemorative event program in featured entertainment section
- ✔ Company name/logo recognition in 3x photobooth pictures
- ✔ Eight (8) tickets to THE Gala with reserved group seating
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Half page color ad in the event program
- ✔ Recognition on event signage and in media releases coordinated by the Foundation
- ✔ Company name/logo featured on the Foundation website and social media platforms
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo

## The Opening Ceremony Sponsorship • \$8,000

**CHAMPAGNE RECEPTION SPONSOR**

- ✔ Company name/ logo prominently displayed on Champagne bar during the Champagne Reception
- ✔ Recognition during Champagne Reception
- ✔ Company name/logo on commemorative champagne flutes
- ✔ Eight (8) tickets to THE Gala with reserved group seating
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Half page color ad in the event program
- ✔ Recognition on event signage and in media releases
- ✔ Company name/logo featured on the Foundation website and social media platforms
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo

## The Silver Medalist • \$5,000

**8 TOP TABLE**

- ✔ Logo displayed on promotional materials
- ✔ Eight (8) tickets to THE Gala with reserved group seating at event
- ✔ Champagne Reception
- ✔ Wine & beer included
- ✔ Listing in the event program
- ✔ Opportunity to provide a party favor (guest take-a-way) with company logo on packaging

*\*Promotional recognition provided for table sponsor is limited to one business per table*

## The Bronze Medalist • \$3,000

**4 TOP TABLE**

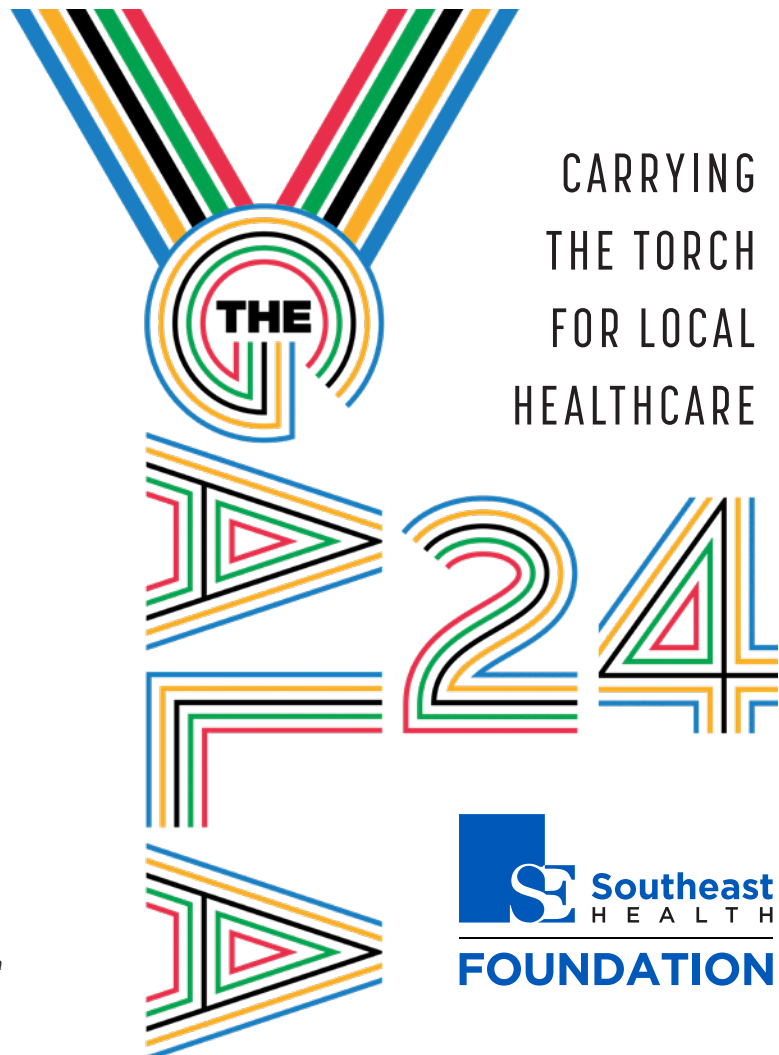
- ✔ Four (4) tickets to THE Gala with reserved seating for your group (you share a table with another group of 4)
- ✔ Champagne Reception
- ✔ Wine & beer included

## The Spectator • \$185

**INDIVIDUAL TICKET**

- ✔ One (1) ticket to the Gala
- ✔ Champagne Reception
- ✔ Wine & beer included

*All ticket holders are guaranteed a seat in the open seating section. You will not be assigned a table number at check-in, but you will select your seat from the tables in the open seating section*





# SPONSORSHIP COMMITMENT FORM

## KEY DEADLINES

To receive all sponsorship benefits, reply by  
**December 13, 2023** for recognition on the  
printed invitation and by **February 1, 2024**  
for recognition in the event program.

## PLEASE FILL OUT THE INFO BELOW AND RETURN THIS FORM

*Mailing address:*

1922 Fairview Avenue  
Dothan, Alabama 36301

*or by email:*

SEHFoundation@SoutheastHealth.org

Business Name

Contact Name

Contact Title

Phone Number

Fax Number

Mailing Address

City

State

Zip

Email Address

## EXCLUSIVE SPONSORSHIPS

<input type="checkbox"/> The Gold Medalist ( <i>Presenting</i> ) Sponsorship	\$25,000
<input type="checkbox"/> The Athlete Transport ( <i>Valet</i> ) Sponsorship	\$12,000
<input type="checkbox"/> <del>The Sports Fuel (<i>Gourmet Food Stations</i>) Sponsorship</del>	<del>\$10,000</del>
<input type="checkbox"/> The Strength & Stamina ( <i>Wine</i> ) Sponsorship	\$10,000
<input type="checkbox"/> <del>The Peak Performance (<i>Beer</i>) Sponsorship</del>	<del>\$10,000</del>
<input type="checkbox"/> <del>The Victory (<i>Fund A Need</i>) Sponsorship</del>	<del>\$10,000</del>
<input type="checkbox"/> The Podium ( <i>Production</i> ) Sponsorship	\$10,000
<input type="checkbox"/> <del>The Games (<i>Silent Auction</i>) Sponsorship</del>	<del>\$10,000</del>
<input type="checkbox"/> The Torch Relay ( <i>Kick Off Party</i> ) Sponsorship	\$8,000
<input type="checkbox"/> <del>The Cauldron (<i>Live Auction</i>) Sponsorship</del>	<del>\$8,000</del>
<input type="checkbox"/> The Fanfare ( <i>Decor</i> ) Sponsorship	\$8,000
<input type="checkbox"/> The Anthem ( <i>Entertainment</i> ) Sponsorship	\$8,000
<input type="checkbox"/> The Opening Ceremony ( <i>Champagne Reception</i> ) Sponsorship	\$8,000

## TABLE OPTIONS

<input type="checkbox"/> The Silver Medalist ( <i>8 Top Table</i> )	\$5,000
<input type="checkbox"/> The Bronze Medalist ( <i>4 Top Table</i> )	\$3,000

## TICKET OPTIONS

<input type="checkbox"/> The Spectator ( <i>Individual Ticket</i> )	\$185
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\_\_\_\_\_ Enclosed is my payment cash, check or  
money order. Payable to Southeast Health Foundation.

\_\_\_\_\_ Please invoice me on \_\_\_\_\_  
(MM / DD / YYYY)

\_\_\_\_\_ I would like to make pledge payments and be  
invoiced on a monthly basis beginning in \_\_\_\_\_

(All sponsorships must be paid in full by June 30, 2024)

\_\_\_\_\_ Please charge the full amount to my:  
☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

\_\_\_\_\_ Name on card

\_\_\_\_\_ Card Number

\_\_\_\_\_ Expiration Date 3 or 4 digit code

\_\_\_\_\_ Authorized Signature