



CORPORATIONS CARE PROGRAM

Join business leaders from across the region and the country as they help improve care for patients and families facing advanced illness. The Capital Caring “Corporations Care” partnership program offers a wide range of visibility and recognition opportunities to advance corporate business objectives, while providing immediate benefit to some of our community’s most underserved families.

Through the ongoing support of Corporations Care partners, Capital Caring is able to provide each year more than \$3.3 million in care to patients with little or no insurance as well as bereavement programs to more than 5,300 children and adults free of charge, and other innovative programs and services. This world-class, compassionate care is truly life-changing and creates a legacy of hope for those left behind.

This is what your support in 2018 will do for our community:

- **\$100,000**—Six months of physician services, providing hospice and palliative care to patients
- **\$50,000**—One month of hospice care for 10 people
- **\$25,000**—Portable ultrasound unit to help care for patients wherever they call home
- **\$15,000**—One month of care for 3 people
- **\$10,000**—One bed for an inpatient center to provide acute care for those in need
- **\$5,000**—One month of care for 1 person

The materials included in this packet outline the sponsorship opportunities associated with Capital Caring's 2018 signature special events and detailed descriptions of the recognition benefits at each level.

If you prefer, the Capital Caring team would also be happy to customize a strategic partnership that will best meet your specific business and philanthropic needs.

Furthermore, Corporations Care partners will receive additional benefits throughout the year including invitations to Business Buzz networking events, recognition in the Capital Caring annual report and quarterly e-newsletter, and more.

About Capital Caring

Since 1977, Capital Caring has helped families throughout Northern Virginia—now south to Richmond, west to our sister organization, West Virginia Caring, as well as the District of Columbia and Prince George's County, Maryland make the most of every moment by offering coordinated care, comfort, and dignity to those living with advanced illness. On any one day we care for more than 1,300 patients wherever they call home—in a private home, assisted living facility, nursing home, hospital, or one of our four inpatient centers. This care is provided by clinical staff working out of our nine “neighborhood” offices. Almost 95 percent of our patients remain at home throughout their care and death.

One of the leading nonprofit hospice/palliative care providers in the country, we remain committed to our mission of simply improving care by focusing on the core of our work: patient-centered, world-class hospice and palliative care. In addition, our robust signature programs—Point of Hope Counseling, TeleCaring™, We Honor Veterans, Pet Peace of Mind®, and Virginia Physician Orders for Scope of Treatment (POST)—continue to thrive and distinguish Capital Caring's impact on the community from that of other local providers.

For more information about Capital Caring, visit www.capitalcaring.org.

Thanks to Our 2017 Champions of Care

Adler Financial
Access National Bank
Allstate
American Cancer Society
Cancer Action Network
BB&T
BrightStar Care
Campion Asset Management
Chantilly Crushed Stone
Congressional Federal Credit Union
Dentons
DHG Healthcare
Development Resources, inc.
Direct Cremation Services of Virginia
Discovery Communications
Fairfax Memorial Funeral Home/Fairfax Memorial Park
Guernsey, Inc.
Hamilton Insurance Agency
Healthsperien
HomeCare.com
Inova
LifeCare Medical Transports
Lifematters
Magellan Healthcare
MVB Bank
Medline
Morgan Lewis
mumms® Software
Murphy Funeral Home
Powhatan Nursing Home
Providence Hospital
PS I PS Digital
Right at Home
United Bank
Washington Area Toyota Dealers
WilBea Medical Equipment
Wise Hospice Options

“Capital Caring is such a peaceful and spiritual place for families to be surrounded by love. Supporting Capital Caring helps provide the resources to help families through their journey and find hope after loss. We encourage you to visit, volunteer, and make corporate donations to help families make the most of every moment.”

—Lisa and Alan Zuccari, Hamilton Insurance Agency



Hospice Comes to Washington Reception

Thursday, May 10, 2018

6 to 10 p.m.

InterContinental Washington D.C.—The Wharf

801 Wharf St. SW

Washington, DC 20024



About the Event

For more than 10 years, Capital Caring's Hospice Comes to Washington reception has celebrated the critical momentum to increase hospice utilization rates in the District of Columbia. The incredible accomplishment of increasing utilization rates by more than 40 percent has significantly improved the quality of care for countless patients and families. Capital Caring's expansion of care in the area through its extensive hospice and palliative care programs, and most recently through the opening of the new Capital Caring Center I Washington, D.C., Northeast D.C.'s only inpatient hospice center, has helped break down many of the barriers to care for local residents.

In 2018, Capital Caring is excited to expand the focus of this event to better represent the organization's work to improve care not only in the District of Columbia, but in underserved communities across the region. This year's reception will highlight the importance of engaging the community in support of hospice and palliative care.

Nearly 200 health leaders, business representatives, community care liaisons, policy makers, family members, donors, and volunteers will attend the annual event to recognize advances in this critical work. Guests will enjoy a hosted bar, hors d'oeuvres, networking opportunities, award program, and more.

(OVER PLEASE)

Title Sponsor—\$50,000

- 30 tickets to the Hospice Comes to Washington Reception
- Opportunity for remarks by a company executive at the Hospice Comes to Washington Reception on May 10
- Company recognition with logo on event signage, collateral, invitations, and recognition on all event media.

Silver Sponsor—\$25,000

- 20 tickets to the Hospice Comes to Washington Reception
- Company recognition with logo on event signage, collateral, invitations, and recognition on all event media.

Bronze Sponsor—\$15,000

- 15 tickets to the Hospice Comes to Washington Reception
- Company recognition with logo on event signage, collateral, invitations, and recognition on all event media.

Champion Sponsor—\$10,000

- 10 tickets to the Hospice Comes to Washington Reception
- Company recognition with logo on event signage, collateral, invitations, and recognition on all event media.

Benefactor—\$5,000

- 6 tickets to the Hospice Comes to Washington Reception
- Company recognition with logo on event signage, collateral, invitations, and recognition on all event media.

Friend—\$2,500

- 4 tickets to the Hospice Comes to Washington Reception

Hospice Cup

Saturday, September 15, 2018

Annapolis, Maryland

Multiple Events and Locations
throughout the Day

About the Event

Over the past 37 years, the annual Hospice Cup sailing regatta in Annapolis, Maryland, has raised more than \$8 million for hospice care in our region. Through the Hospice Cup event, Capital Caring can leverage direct sponsorships and donations to advance our hospice, palliative care and bereavement programs, while also offering the fun and excitement of a day on the water.

All funds raised by Capital Caring stay with the organization and each participating hospice is awarded a percentage of additional funds based on the amount raised each year.

Hospice Cup participation is one of the highlights of Capital Caring's annual events schedule and offers a unique opportunity for supporters to receive recognition through both Capital Caring and the Hospice Cup platforms. Guests will also enjoy live music at the Shore Party, fine catered fare, open bar, sailor awards presentation, and the chance to watch the races aboard a luxury motor yacht.



(OVER PLEASE)

Admiral \$15,000

- 14 Event-Day tickets for Spectator Boat or Shore Party (or combo)
- Full-page ad in race program
- VIP seating at the Shore Party
- Invitation to all Hospice Cup events
- Event site signage and recognition
- Logo and link on Hospice Cup website
- Recognition on all event media

Commodore \$10,000

- 10 Event-Day tickets for Spectator Boat or Shore Party (or combo)
- Full-page ad in race program
- VIP seating at the Shore Party
- Invitation to all Hospice Cup events
- Logo and link on Hospice Cup website
- Recognition on all event media

Captain \$5,000

- 8 Event-Day tickets for Spectator Boat or Shore Party (or combo)
- Half-page ad in race program
- Invitation to all Hospice Cup events
- Logo and link on Hospice Cup website
- Recognition on all event media

Helmsman \$2,500

- 6 Event-Day tickets for Spectator Boat or Shore Party (or combo)
- Quarter-page ad in race program
- Invitation to all Hospice Cup events
- Listing on Hospice Cup web page
- Recognition on all event media

Navigator \$1,500

- 4 Event-Day tickets for Spectator Boat or Shore Party (or combo)
- Invitation to all Hospice Cup events
- Recognition in Race Program
- Listing on Hospice Cup web page
- Recognition on all event media

Sailor \$500

- 2 Event-Day tickets for Spectator Boat or Shore Party (or combo)
- Listing in race program

Sailboat crew opportunities are also available. For more information, contact Katie Tran-Lam at ktranlam@capitalcaring.org or call (703) 531-2386.



Passion for Caring Gala

Saturday, October 13, 2018

5:30 p.m. Reception

7 p.m. Program and Dinner

Marriott Marquis Washington, D.C.

901 Massachusetts Ave., NW
Washington, DC 20001



About the Event

The annual Passion for Caring Gala is Capital Caring's most widely attended event, with more than 500 guests attending in 2017 and more expected in 2018 as the event moves into the heart of the District of Columbia at the stunning Marriott Marquis in CityCenterDC. Amid some of the City's most luxurious shopping and dining destinations, Capital Caring will gather innovators in healthcare, business, and government along with some of the area's leading philanthropists for a fun and inspirational evening to advance care in our community.

This elegant affair will include a cocktail reception and silent auction, followed by dinner, live auction, live music, dancing, hosted bar, and a photo booth. The program will highlight the impact that generous community support has made on patients and families through the wide range of programs Capital Caring offers. Guests will also have the opportunity to hear directly from Capital Caring's President and CEO, Malene Davis, about the profound impact of the Corporations Care program.

Each sponsorship level (with benefits) detailed below helps provide vital financial support. If you prefer, the Resource Development team will also be happy to work with you to customize a Gala package that will align with your specific business and philanthropic priorities.

(OVER PLEASE)

Exclusive Presenting Platinum Sponsor—\$100,000

- 4 premier placement tables of 10 seats
- Exclusive sponsorship of the Gala Preview Party in June 2018, with speaking opportunity for corporate representative and invitations for 10 guests. (Sponsorship must be confirmed by May 4 to ensure exclusivity.)
- Opportunity for an executive to deliver remarks at the event
- Premium placement of one full-page color ad in the event program
- Exclusive recognition and primary logo placement as the event's "Presenting Platinum Sponsor" on all event communications and media*
- Opportunity to include a promotional item in the Gala Swag Bag for each guest

Gold Sponsor—\$50,000

- 3 premier placement tables of 10 seats
- Recognition at the Gala Preview Party in June 2018 and invitations for 10 guests (Sponsorship must be confirmed by May 4.)
- Full-page color ad in the event program
- Logo placement and recognition as a Gold Sponsor on all event communications and media*
- Opportunity to include a promotional item in the Gala Swag Bag for each guest

À la Carte Sponsorship Opportunities

- Dessert Sponsor: \$2,500
- Bag Sponsor: \$2,500
- Specialty Drink Sponsor: \$5,000
- Live Auction Sponsor: \$5,000
- Photo Booth Sponsor: \$5,000
- Table Centerpiece Sponsor: \$10,000
- Event Video Sponsor: \$15,000
- Music & Entertainment Sponsor: \$15,000
- After Party Sponsor: \$20,000

Silver Sponsor—\$25,000

- 2 premier placement tables of 10 seats
- Recognition at the Gala Preview Party in June 2018 and invitations for 5 guests (Sponsorship must be confirmed by May 4.)
- Half-page color ad in the event program
- Company name and recognition as a Silver Sponsor on all event communications and media*
- Opportunity to include a promotional item in the Gala Swag Bag for each guest

Bronze Sponsor—\$15,000

- 1 premier placement table of 10 seats
- Invitations for 5 guests to the Gala Preview Party in June 2018 (Sponsorship must be confirmed by May 4.)
- Half-page ad in the event program
- Company name and recognition as a Bronze Sponsor on all event communications and media*
- Opportunity to include a promotional item in the Gala Swag Bag for each guest

Champion—\$10,000

- 1 table of 10 seats
- Company name and recognition as a Champion Sponsor on invitations and event program
- Invitations for 4 guests to the Gala Preview Party in June 2018 (Sponsorship must be confirmed by May 4.)
- Company name and recognition as a Champion Sponsor on all event communications and media*

Benefactor—\$5,000

- 5 seats at the dinner
- Company name and recognition as a Champion Sponsor on invitations and event program
- Invitations for 2 guests to the Gala Preview Party in June 2018 (Sponsorship must be confirmed by May 4.)
- Company name and recognition as a Benefactor in the event program*

** Recognition in printed materials is subject to print deadlines.*



Corporations Care Sponsorship Confirmation Form

☒ **Yes, I would like to join Capital Caring's Corporations Care Program by confirming my sponsorship of the following:**

Event Name(s): _____

Sponsorship Total: _____

Your Name/Title: _____

Your Phone and Email: _____

Marketing Person Name/Contact Information (if different): _____

Organization Name*: _____

Street Address: _____

City, State/Zip Code: _____

Office Phone: _____

Email: _____

Payment method: ☐ Visa ☐ Mastercard ☐ Discover ☐ American Express ☐ check enclosed ☐ or, send invoice

Card #: _____ Expiration Date: _____ Security Code: _____

Guest Names As Applicable: _____

**Name as you wish it to appear in publicity materials.*

Please send payment information/check and completed confirmation form to:

Capital Caring
Attn: Resource Development
2900 Telestar Court
Falls Church, VA 22042