

40TH ANNIVERSARY

*Passion for Caring*

gala

SATURDAY, NOVEMBER 11, 2017

6:00 - 11:00 P.M.

MGM NATIONAL HARBOR RESORT

40  
YEARS

Capital Caring

OF ADVANCED ILLNESS CARE AND SUPPORT

# capital caring

**T**his year, Capital Caring proudly celebrates its 40th anniversary! Since 1977, Capital Caring has served more than 100,000 patients and families in a growing number of neighborhoods throughout the National Capital Region and beyond with hospice and palliative care, as well as bereavement and counseling services, to meet the region's ever-increasing healthcare needs.

Thanks to the support and commitment of our donors, we are privileged to care for more than 1,300

patients and their families every single day, regardless of their financial resources. We continue to grow our services as well as our service area throughout Maryland, Virginia, West Virginia, and Washington, DC. Last year alone, Capital Caring expanded to eight neighborhood offices, opened its third inpatient center located in Washington, DC (adding to the Capital Caring Halquist Center in Arlington and Capital Caring Adler Center in Loudoun County) and we look forward to opening our fourth in Greenbelt, Maryland this year.

As we celebrate 40 years of service to the community, we remain privileged to continue the core of our work, centered on world-class hospice and palliative care. In addition, our signature programs: TeleCaring™, We Honor Veterans, Pet Peace of Mind, Pathways to Grace, and VA POST continue to grow and thrive.



## ***Passion for Caring Gala***

Our 40th Anniversary *Passion for Caring Gala*—to be held on Saturday, November 11—will showcase Capital Caring's history of innovation and achievement, and give us the opportunity to celebrate this milestone in a ballroom that holds more than 800 guests with our friends, supporters and champions who have helped make this possible.

This elegant affair will be held in the stylish Grand Ballroom, the premiere event venue in the newly-opened MGM National Harbor

Resort. The event will include a cocktail reception followed by dinner, live and silent auctions, live music, dancing, a photo booth and dessert. We will have discounted room rates for those wishing to make this their own evening getaway. Don't miss your opportunity to join hundreds of leaders in the healthcare industry, loyal donors, corporate partners, community supporters and Capital Caring's trustees and executive leadership, as they gather to commemorate Capital Caring's 40 years of service.

We are excited with the prospect of you joining us this year to provide the vital financial support we need to continue to care for moms, dads and children by sponsoring our *Passion for Caring Gala* through one of sponsorship packages below. We're happy to work with you to customize a package that will align with your business and philanthropic priorities.

**For more information, please contact Jeff Kost, Vice President of Resource Development, at 703-531-2399 or [jkost@capitalcaring.org](mailto:jkost@capitalcaring.org).**

# sponsorship opportunities

## Exclusive Presenting Platinum Sponsor—\$100,000

- Exclusive recognition and primary logo placement as the event's "Presenting Platinum Sponsor" on: save-the-date postcards, email blasts, event program, press releases, social media posts, and media announcements\*
- Logo in signage and crediting in on-stage visuals
- Opportunity for an executive to deliver remarks at the event
- Premium placement of one full-page color ad in the event program
- Opportunity to include a promotional item in the Gala Swag Bag for each guest
- Prominently placed logo and live link on Capital Caring's website
- Donor recognition in Capital Caring's annual report
- Four premium placement tables of ten seats

## Gold Sponsor—\$50,000

- Logo placement and recognition as a Gold Sponsor on: save-the-date postcards, email blasts, event program, press releases, social media posts, and media announcements\*
- Logo in signage and crediting in on-stage visuals
- Full-page color ad in the event program
- Opportunity to include a promotional item in the Gala Swag Bag for each guest
- Logo and live link on Capital Caring's website
- Donor recognition in Capital Caring's annual report
- Three tables of ten seats

### ***A la Carte Sponsorship Opportunities***

Dessert Sponsor .....	<b>\$2,500</b>
Specialty Drink Sponsor .....	<b>\$5,000</b>
Live Auction Item Sponsor.....	<b>\$5,000</b>
Photo Booth Sponsor .....	<b>\$5,000</b>
Table Centerpiece Sponsor .....	<b>\$10,000</b>
Event Video Sponsor .....	<b>\$15,000</b>
Music & Entertainment Sponsor .....	<b>\$15,000</b>

## Silver Sponsor—\$25,000

- Company name and recognition as a Silver Sponsor on: save-the-date postcards, email blasts, event program, press releases, social media posts, and media announcements\*
- Logo in signage and crediting in on-stage visuals
- Half-page color ad in the event program
- Opportunity to include a promotional item in the Gala Swag Bag for each guest
- Logo and live link on Capital Caring's website
- Donor recognition in Capital Caring's annual report
- Two tables of ten seats

## Bronze Sponsor—\$15,000

- Company name and recognition as a Bronze Sponsor on: save-the-date postcards, email blasts, event program, press releases, social media posts, and media announcements\*
- Logo in signage and crediting in visuals on stage
- Half-page ad in the event program
- Opportunity to include a promotional item in the Gala Swag Bag for each guest
- Logo and live link on Capital Caring's website
- Donor recognition in Capital Caring's annual report
- One table of ten seats

## Champion—\$10,000

- Company name and recognition as a Champion Sponsor on: invitations and event program\*
- Logo in signage and crediting in on-stage visuals
- Recognition on Capital Caring's website
- Donor recognition in Capital Caring's annual report
- One table of ten seats

## Benefactor—\$5,000

- Company name and recognition as a Benefactor in the event program\*
- Listing in signage and crediting in on-stage visuals
- Recognition on Capital Caring's website
- Donor recognition in Capital Caring's annual report
- Five seats

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



“We were so pleased to sponsor Capital Caring’s *Passion for Caring Gala*. We made many valuable connections with Gala guests and supporters. And we had a wonderful time celebrating the fine work that Capital Caring provides to the community.”

—Greg Albright, Founding Partner, Production Solutions / PS Digital

### **Thanks to our Wonderful *Passion for Caring Gala* Sponsors from Years’ Past!**

AARP

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Booz Allen Hamilton

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Guernsey, Inc.

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thanks