



CORPORATIONS CARING

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 Caring” partnership 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.



Nearly **7,000**
Hospice
Patients
Served Annually



More than
\$3.3 Million in
Charity Care
Provided Each Year



Nearly **90% of**
Revenue Goes
Directly to Hospice
and Palliative Care



More than **5,500**
Bereaved Children
and Adults Receive Free
Grief Counseling Annually

This is what your support in 2019 will do for our community:

- **\$50,000**—Two portable ultrasound units to help care for patients wherever they call home
- **\$25,000**—Provides bedside art and music therapy for pediatric patients for one year
- **\$15,000**—Two beds for an inpatient center
- **\$5,000**—One month of care for 1 person without insurance

The materials included in this packet outline the sponsorship opportunities associated with Capital Caring's 2019 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 Caring partners will receive additional benefits throughout the year including invitations to executive 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 Virginia, 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 1,200 patients wherever they call home—in a private home, assisted living facility, nursing home, hospital, or one of our four inpatient centers.

One of the leading nonprofit hospice and palliative care providers in the country, Capital Caring remains committed to our mission 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™, Children's Hospice and Palliative Care Program, Capital Caring Veteran's Initiative, 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.

“Supporting Capital Caring helps provide the resources for as many beautiful, caring, and respectful moments as possible during the hospice journey and for hope after loss. I encourage you to donate personally and through your corporation to make these moments possible.”

—Terence E. Burns, CFA, President and Founder, Campion Asset Management, Personal Donor, Corporate Sponsor and Volunteer at Capital Caring

Thanks to Our Champions of Care

Adler Financial
Allstate
American Cancer Society
Cancer Action Network
BB&T
BrightStar Care
Campion Asset Management
Capital One
CareFirst BlueCross
BlueShield
Chantilly Crushed Stone
Citrin Cooperman
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
Healthspieren
HomeCare.com
Inova
LifeCare Medical Transports
Lifematters
Magellan Healthcare
MVB Bank
Medline
Morgan Lewis
Murphy Funeral Home
Powhatan Nursing Home
Production Solutions
Right at Home
Sheehy Toyota of Fredericksburg
Sheehy Toyota of Stafford
United Bank
Wise Hospice Options

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

Washington Redskins Season

Washington Redskins Partnership Opportunities

In 2018, Capital Caring launched a unique approach to strengthen and cultivate important relationships with a diverse pool of individual, community and corporate donors by partnering with the Washington Redskins. The goals of the partnership are to: show appreciation to supporters, deepen relationships with current donors, introduce Capital Caring into new markets, and provide once-in-a-lifetime experiences for individuals and families in our care.



Capital Caring's inaugural year started in a suite at FedExField where a group of children from our bereavement programs attended a Taylor Swift Concert Experience, complete with transportation, food, and special gifts, all courtesy of generous individual and corporate sponsors. It would not have been possible without them.

We closed out the season hosting a group of veterans, veteran organizations and companies, and veteran-minded influencers at a Redskins game where there was valuable networking, education, and awareness building around mutual interests. In between, Capital Caring hosted dozens of companies, organizations and individuals, including appreciation events for valued referral partners for their role in providing increased access to high quality hospice for those in need.

(OVER PLEASE)

2019 Sponsorship Opportunities

“The Tailgate”—\$25,000

- Exclusive sponsorship of food/catering in suite for each home game (including 2 pre-season and 8 regular season)
- 2 tickets per home game in the suite
- In-suite signage with recognition of exclusive sponsorship
- 2 tickets to Capital Caring’s 2019 Gala
- Recognition and logo on Capital Caring’s website
- Recognition in Capital Caring’s social media (Facebook, Twitter)
- Recognition in Capital Caring’s annual report

“The Quarterback”—\$15,000

- 10 tickets and 2 VIP parking passes for one mutually agreed upon game
- In-suite signage with recognition of sponsorship for mutually agreed upon game
- Opportunity to provide promotional items for suite guests
- Half table (5 seats) at Capital Caring’s 2019 Gala
- Recognition and logo on Capital Caring’s website
- Recognition in Capital Caring’s social media (Facebook, Twitter)
- Recognition in Capital Caring’s annual report

“The Coach”—\$5,000

- 2 tickets for up to 2 mutually agreed upon home games
- 2 tickets to Capital Caring’s 2019 Gala
- Recognition listing on Capital Caring’s website
- Recognition in Capital Caring’s social media (Facebook, Twitter)
- Recognition in Capital Caring’s annual report

“The Cheerleader”—\$2,500

- 2 tickets to a mutually agreed upon game in the suite
- 2 tickets to Capital Caring’s 2019 Gala
- Recognition listing on Capital Caring’s website
- Recognition in Capital Caring’s social media (Facebook, Twitter)
- Recognition in Capital Caring’s annual report

Special Event Opportunities & Tickets

When Capital Caring participates in special events at FedExField such as concerts, sponsorship opportunities will be available. Please let us know if you would be interested in hearing more about them throughout the year or in learning more about a customized Redskins sponsorship package.

Capital Caring’s Washington Redskins Suite is available for business purposes for certain game days. Please contact Eric Schmidt, Special Assistant to the CEO and Special Events & Partner Relations for specific game and pricing information, eschmidt@capitalcaring.org or 703-531-6229.

Hospice Cup

Saturday, September 14, 2019

Annapolis, Maryland

Multiple Events and Locations
throughout the Day

About the Event

Over the past 38 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

- 12 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

- Event-Day package to include 6 tickets for Spectator Boat and 8 tickets to Shore Party
- Half-page ad in race program
- Invitation to all Hospice Cup events
- Logo and link on Hospice Cup website
- Recognition on all event media

Navigator \$1,500

- 4 Event-Day tickets for Spectator Boat and Shore Party
- 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 and Shore Party
- Listing in race program



Passion for Caring Gala

Saturday, November 16, 2019

5:30 p.m. Reception

7 p.m. Program and Dinner

The Ritz-Carlton, Tysons Corner

1700 Tysons Blvd.

McLean, VA 22102



About the Event

The annual Passion for Caring Gala is Capital Caring's most widely attended event with guests including Capital Caring donors and corporate supporters, members of the Board of Trustees and senior leadership, many of Washington area's leading philanthropists, innovators in healthcare, business, and government. The 2019 Gala will remind guests that there is "No Place Like Home" with a Wizard of Oz-inspired theme and focus on the more than 90 percent of patients and families Capital Caring serves in their own home.

This elegant and inspirational affair will include a cocktail reception and silent auction, followed by dinner, live auction, live music by ENCORE, 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 in-home for those facing advanced illness.

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, with speaking opportunity for a corporate representative and invitations for 10 guests
- Opportunity for an executive to deliver remarks at the Gala
- 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 including the invitation, press release, and program book*

Gold Sponsor—\$50,000

- 3 premier placement tables of 10 seats
- Recognition at the Gala Preview Party and invitations for 10 guests
- Full-page color ad in the event program
- Logo placement and recognition as a Gold Sponsor on all event communications and media including the invitation, press release, and program book*

À la Carte Sponsorship Opportunities

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

Silver Sponsor—\$25,000

- 2 premier placement tables of 10 seats
- Recognition at the Gala Preview Party and invitations for 5 guests
- Full-page color ad in the event program
- Company name and recognition as a Silver Sponsor on all event communications and media including the invitation, press release, and program book*

Bronze Sponsor—\$15,000

- 1 premier placement table of 10 seats
- Invitations for 5 guests to the Gala Preview Party
- Full-page ad in the event program
- Company name and recognition as a Bronze Sponsor on all event communications and media including the invitation, press release, and program book*

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
- Company name and recognition as a Champion Sponsor on invitation and event program*

Benefactor—\$5,000

- 5 seats at the dinner
- Invitations for 2 guests to the Gala Preview Party
- Company name and recognition as a Benefactor in the event program*

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