



**Doernbecher Children's Hospital Foundation
14th Annual Heart of Doernbecher
Sponsorship Proposal**

**Saturday, April 21, 2012
Portland Art Museum**

Join us in our fight against childhood illness and disease.



**Doernbecher Children's
Hospital Foundation**
Oregon Health & Science University



2012 Heart of Doernbecher Auction

Join us in our fight against childhood illness and disease.

Nothing is as important as the health of a child

The commitment and generosity of thousands of donors – individuals, companies, foundations and organizations – helps make comprehensive and innovative healthcare, education and research possible at OHSU Doernbecher Children's Hospital. As part of Oregon Health & Science University, the state's only academic health center, Doernbecher has specialists in every major area of pediatrics including cancer, heart disease, cardiac surgery, diabetes, kidney disease, trauma, neonatal and pediatric intensive care. In fact, U.S. News and World Report has ranked OHSU Doernbecher Children's Hospital in numerous pediatric subspecialty areas in the 2011-12 children's hospital rankings. Ultimately, it's the kids of this region and beyond who directly benefit from Doernbecher's ranking as a premier children's hospital.

What will you be remembered for?

We invite you to make a difference in our community by becoming a sponsor of the 2012 Heart of Doernbecher auction. The auction brings together 400 community leaders from Oregon and southwest Washington and has raised over \$6 million for OHSU Doernbecher Children's Hospital. This year marks the 14th anniversary of the event and will feature dinner, music, silent and live auctions, and a touching testimonial from a Doernbecher patient. OHSU Doernbecher Children's Hospital is an unparalleled resource that serves children from Oregon, southwest Washington and surrounding states. Doernbecher offers the state's broadest range of healthcare services specifically for children. We hope you'll join us in supporting the healing, teaching and discovery happening at Doernbecher Children's Hospital by being a part of the 2012 Heart of Doernbecher Auction.

Your help makes a difference

Since 1998, funds raised from the auction have supported research and hospital improvements, the expansion of the Kenneth W. Ford Northwest Children's Cancer Center, the Friends of Doernbecher Endowment Fund for Medical Care, the Child Life Endowment Fund, the pediatric emergency department renovation and a comprehensive Pediatric Epilepsy Monitoring Unit.

Funds raised from the 2012 auction will support our neonatal intensive care unit, also known as the Doernbecher Neonatal Care Center (DNCC). Every year, Doernbecher cares for hundreds of newborns and babies from throughout the Northwest in our 46-bed facility. The DNCC is the place where other neonatal intensive care units across the region refer their most seriously ill newborns.



Presenting Sponsor - \$30,000

- Event will be promoted as "Presented by" on all materials
- Premium seating for a table of 10
- Logo on invitations, save the date cards, catalog, website and event signage
- Logo in two Portland Business Journal and Portland Monthly event ads
- Opportunities for custom logo placement on event materials and during event
- Logo on marketing piece sent to all guests
- One page letter from company representative in the catalog
- Full page ad in the auction catalog
- Recognition and participation in evening's oral auction program
- Post-event press release highlighting your involvement
- Listing in Hero News, semiannual Doernbecher Foundation Newsletter
- Champagne served with dinner
- Special gift in appreciation of sponsorship

Gold Sponsor - \$15,000

- Seating for a table of 10
- Logo on invitations, save the date cards, catalog, website and event signage
- Logo in two Portland Business Journal and Portland Monthly event ads
- Logo on marketing piece sent to all guests
- Opportunities for custom logo placement on event materials and during event
- Full page ad in the auction catalog
- Post-event press release highlighting your involvement
- Listing in Hero News, semiannual Doernbecher Foundation Newsletter
- Champagne served with dinner
- Special gift in appreciation of sponsorship

Silver Sponsor - \$10,000

- Seating for a table of 10
- Listing on invitations, save the date cards, catalog, website and event signage
- Listing in two Portland Business Journal and Portland Monthly event ads
- Listing in marketing piece sent to all guests
- Half page ad in the auction catalog
- Post-event press release highlighting your involvement
- Listing in Hero News, semiannual Doernbecher Foundation Newsletter
- Champagne served with dinner
- Special gift in appreciation of sponsorship

Bronze Sponsor - \$5,000

- Seating for a table of 10
- Listing on invitations, save the date cards, catalog, website and event signage
- Listing in two Portland Business Journal and Portland Monthly event ads
- Listing in marketing piece sent to all guests
- Half page ad in the auction catalog
- Listing in Hero News, semiannual Doernbecher Foundation Newsletter
- Champagne served with dinner
- Special gift in appreciation of sponsorship



2012 Heart of Doernbecher Auction

Sponsorship & Ticket Tax Deduction

Table Information:

Individual Ticket	\$200	(\$100 tax deductible portion of your payment)
General Table	\$2,000	(\$1,000 tax deductible portion of your payment)
Patron Ticket	\$300	(\$190 tax deductible portion of your payment)
Patron Table	\$3,000	(\$1,900 tax deductible portion of your payment)

Sponsorship Information:

Presenting Sponsor (1)	\$30,000	(\$28,750 tax deductible)
Gold Sponsor	\$15,000	(\$13,750 tax deductible)
Silver Sponsor	\$10,000	(\$8,750 tax deductible)
Bronze Sponsor	\$5,000	(\$3,750 tax deductible)

Fair market value is \$100 per general ticket,
\$110 per patron ticket, and \$125 per sponsor ticket.

For more information contact Carolanne Wipfli at 503-220-8341 or wipfli@ohsu.edu.
www.doernbecherfoundation.org
www.facebook.com/heartofdoernbecher



Sponsorship Agreement

Company or Individual's Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

Sponsorship Opportunities:

- Presenting Sponsor (\$30,000) Gold Sponsor (\$15,000)
- Silver Sponsor (\$10,000) Bronze Sponsor (\$5,000)

To become a sponsor of the 2012 Heart of Doernbecher Auction, send this completed form with payment to:

2012 Heart of Doernbecher
Doernbecher Children's Hospital Foundation
1121 SW Salmon Street, Suite 100
Portland, Oregon 97205

Payment Method:

- Enclosed is a check payable to Doernbecher Children's Hospital Foundation
- Charge Visa/MasterCard/Discover/Amex #: _____
 Credit Card ID # (3 digits on back of card or 4 digits on front of card-AMEX): _____
 Expiration Date: _____
 Name on Card: _____

Please mail an invoice

Agreements are due November 1, 2011 to be included on the event invitation. If you have any questions, please contact Carolanne Wipfli at 503-220-8341 or wipfli@ohsu.edu.

_____	_____	_____	_____
Sponsor Representative	Date	Doernbecher Representative	Date

Fund: 8FRHRT
DCHE2CAUCSP
(For DCHF office use only)



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Oregon Health & Science University