



***Hebrew HealthCare
Celebrate Life 2016***
Sponsorship, Table and Ticket Packages

Beneficiary

Hebrew HealthCare Dementia Care Services which provide direct support to the community and integrated services to residents, patients, clients, families and health care professionals throughout the Hebrew HealthCare system.

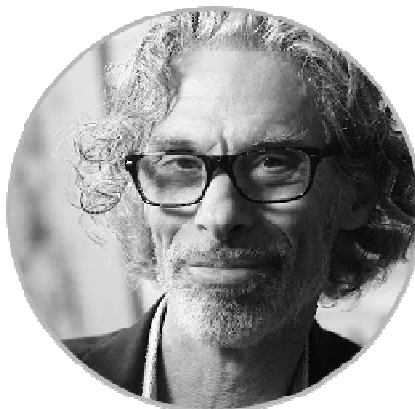
Sunday, April 17, 2016

The Bushnell Center for the Performing Arts

166 Capitol Avenue
Hartford, Connecticut
5:30 p.m. – 9:30 p.m.

Featured Keynote Speaker:

Bob Mankoff, Cartoon Editor of *The New Yorker*:



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Celebrate Life Evening Program

5:30 pm	Private reception with featured keynote speaker Bob Mankoff
5:30 pm	General reception: cocktails, hors d'oeuvres, and dinner-style buffet
7:30 pm	Evening Program and featured speaker, Bob Mankoff
9:00 pm	Dessert Reception with Bob Mankoff

2016 Celebrate Life Beneficiary: Dementia Care Services

The Alzheimer's Association estimates that in Connecticut an estimated 73,000 people have Alzheimer's disease and their caregivers provide 201 million hours of unpaid care. At Hebrew HealthCare, 77% of patients rely on inadequate Medicaid reimbursement and 70% have some form of dementia.

Dementia Care Services fill the gap between clinical care (covered by Medicaid) and unpaid caregiving (usually from families). The people who benefit from Dementia Care Services are low-income, elderly in the Hartford area and their families. Additionally, healthcare professionals in Connecticut and across the country benefit from our staff's expertise, research, and presentations.

Resources available through Dementia Care Services at little or no cost to low-income elderly patients and their families include:

- *Assessments:* Free dementia risk screening, individual consultations, information and referrals
- *Support groups:* For caregivers, early-onset Alzheimer's, Parkinson's and Connecticut's first Cantonese support group
- *Education:* Online and live courses through *Aging Care Academy*, books, videos and other print resources
- *Availability for conversation:* With interactive website with live-chat, interactive blogs, and newsletters
- *Therapy:* Cognitive rehabilitation to improve or maintain life skills for those with dementia

Hebrew HealthCare goes further than just providing excellent medical care we aim to help our clients *live*.

The need for Dementia Care Services grows as more people develop Alzheimer's and other dementia.

- *Every 7 seconds a Baby Boomer turns 60. This group on the verge of retirement makes up our country's fast-growing population. Over the next 40 years, an estimated 10 million baby boomers will develop Alzheimer's disease.*

Alzheimer's and dementia constitute an epidemic—a concern that healthcare organizations cannot ignore.

- *Every 67 seconds someone in the United States develops Alzheimer's. In 2050, an American will develop the disease every 33 seconds.*
- *Alzheimer's disease is the 6th leading cause of death in the US and the 5th leading cause of death for those aged 65 and older.*

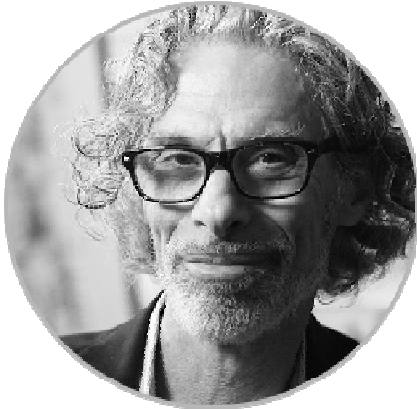
Caregivers and those living with this chronic disease need and want trained specialists. Staff that can help families cope with this chronic disease are an important part of the healthcare team.

- *A 2010 Met-Life study revealed that Baby Boomers fear developing Alzheimer's disease more than cancer or death itself.*
- *More than 60% of Alzheimer's and dementia caregivers rate the emotional stress of care giving as high or very-high; one-third report symptoms of depression.*

Hebrew HealthCare (HHC) has devoted its resources entirely to the needs of seniors and their families in the Hartford area since 1901. HHC is a nonprofit, non-sectarian health care provider offering a range of services to meet the needs of the aging population in our community. HHC offers long term care, dementia care, a geriatric hospital with a behavioral health unit (one of only two in the state), visiting nurses, hospice care, adult day services, and physical rehabilitation. Founded as a small care center for elderly Jews, HHC now serves over 3,000 families annually.

2016 Celebrate Life Featured Keynote Speaker

Cartoonist and Cartoon Editor of *The New Yorker*: Bob Mankoff



A cartoonist and the cartoon editor of *The New Yorker*, Bob Mankoff is one of the nation's leading commentators on the role of humor in American business, politics, and life.

He speaks on the appreciation of humor, the creative processes required to produce it, and **how humor works**. Bob's memoir titled *How About Never — Is Never Good For You?: My Life In Cartoons* is a *New York Times* bestseller. He is the author of *The Naked Cartoonist*, the first book to use cartooning as a means of exploring the creative process. Like his presentations, this entertaining journey through the art, craft and Zen of cartooning offers a unique perspective on how to be funnier and more creative.

Bob also conducts customized workshop seminars on creativity.

A **successful entrepreneur**, he created The Cartoon Bank (now a *New Yorker Magazine* company), the world's largest and most influential cartoon licensing businesses.

Bob edited *The Complete Cartoons of The New Yorker*, the best-selling coffee table book for holiday 2004, featuring all 68,647 cartoons ever

published in *The New Yorker* since its debut in 1925.

Bob has edited dozens of other cartoon books and published four of his own. He appears frequently on network talk shows, cable TV networks, and syndicated radio programs.

Cartooning and Creativity

In his hilarious presentations, Bob Mankoff uses cartoons to explore the audience members' potential for greater creativity:

- How to develop your creativity and your natural talents.
- How to find your own particular voice and message.

Plus an insider's look at the craft of cartooning itself — what a cartoon is (and what it is not) and what makes a good cartoon work.

Bob also explores how humor as a form of creativity is related to other fields like science that deal with ideas, how the cognitive techniques used in creating humor can be directly applied to other fields, and research on the ways that humor reduces stress and generates optimism by altering mood.

Sponsorship Opportunities

Choir Sponsor

\$10,000 (Pending)

- Ten (10) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Ten (10) Reserved Premier seats for featured Speaker
- 2 tickets to attend a Private Reception with Bob Mankoff
- Name of Sponsor on Choir Shirts
- PSAs on local Connecticut news station (pending)
- Corporate name on invitation and in the evening's program
- Corporate sponsor recognized from the Podium
- Acknowledgement in HHC publications

Ad recognition:

- Full page ad in tribute book
- 10 weeks of scrolling ad on Lobby Digital Display

Gallery Sponsor

\$10,000 (AVAILABLE)

- Ten (10) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Ten (10) Reserved Premier seats for featured Speaker
- 2 tickets to attend a Private Reception with Bob Mankoff
- PSAs on local Connecticut news station (pending)
- Corporate name on invitation and in the evening's program
- Corporate sponsor recognized from the Podium
- Acknowledgement in HHC publications
- Acknowledgement as Prize Sponsor for Caption Contest both at the event and via e-communications related to event marketing

Ad recognition:

- Full page ad in tribute book
- 10 weeks of scrolling ad on Lobby Digital Display

Private Reception Sponsor

\$5,000 (AVAILABLE)

- Ten (10) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Ten (10) Reserved Premier seats for featured Speaker
- 2 tickets to attend a Private Reception with Bob Mankoff
- PSAs on local Connecticut news station (pending)
- Corporate name on invitation and in the evening's program
- Corporate sponsor recognized from the Podium during Private Reception
- Acknowledgement in HHC publications

Ad recognition:

- Full page ad in tribute book
- 10 weeks of scrolling ad on Lobby Digital Display

Gift Bag Sponsor

\$5,000 (Pending)

- Ten (10) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Ten (10) Reserved Premier seats for featured Speaker
- 2 tickets to attend a Private Reception with Bob Mankoff
- PSAs on local Connecticut news station (pending)
- Corporate name on invitation and in the evening's program
- Corporate sponsor recognized from the Podium
- Acknowledgement in HHC publications
- Company name on Gift Bag and opportunity to add collateral into the gift bag

Ad recognition:

- Full page ad in tribute book
- 10 weeks of scrolling ad on Lobby Digital Display

Table Packages

Nurturing the Values

Healer

\$10,000 (multiple sponsors)

- Ten (10) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Ten Reserved Premier seats for featured Speaker
- 2 tickets to attend a Private Reception with Bob Mankoff
- Listing in the evening's program
- Your company logo on HHC website
- Acknowledgment in HHC publications

Ad recognition:

- Full page ad in tribute book
- 10 weeks of scrolling ad on Lobby Digital Display
- Recognition in Post-Event THANK YOU ad

Caregiver

\$5,000 (multiple sponsors)

- Ten (10) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Ten (10) Reserved Premier seats for featured Speaker
- 2 tickets to attend a Private Reception with Bob Mankoff
- Listing in the evening's program
- Corporate name on HHC website
- Featured corporate profile in e-newsletter

Ad recognition:

- Full page ad in tribute book
- 10 weeks of scrolling ad on Lobby Digital Display
- Recognition in Post-Event THANK YOU ad

Companion

\$2,500 (multiple sponsors)

- Four (4) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Four (4) Reserved preferred seats for featured Speaker
- Listing in the evening's program

Ad Recognition:

- Half-Page ad in Event tribute book
- 10 weeks of scrolling ad on Lobby Digital Display
- Acknowledgement in HHC publications

Individual Ticket Packages

Keeping the Promise

Inspire

\$1,500

- Two (2) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Two (2) reserved premier seats for featured Speaker
- Half- Page ad in event tribute book
- Recognition in HHC publication

Enrich

\$1,000

- Two (2) guest tickets to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- Two (2) reserved preferred seats for featured Speaker
- Half-page ad in the tribute book
- Recognition in HHC publication

Believe

\$250

- One (1) guest ticket to *Celebrate Life* including: cocktails, passed hors d'oeuvres, culinary stations and dessert reception
- One (1) reserved seat for featured Speaker

Digital Advertising Opportunities

The Virtual Ad Book will be saved on a USB drive and handed to 400 event attendees including prominent community leaders, corporate CEOs, legislative representatives, donors, family members, and volunteers. This exclusive marketing opportunity extends your company's name, logo and brand visibility beyond the 400 attendees to 6 months of exposure and visibility to thousands of individuals from the Greater Hartford region.

These ads will also croll during the event on all the large screens located at The Bushnell. In addition, will be also loaded onto Hebrew HealthCare's website providing post event visibility.

Advertisements of \$250 or more will also have their ad scrolling on a digital display located prominently in the Hebrew HealthCare's lobby for 6 months.

Advertising/Marketing Opportunities

Ad sizes and prices: **Digital Ads are in color.**

- \$1,000** Full-page (7 ½" x 10" vertical)
- \$ 500** Half-page (7 ½ x 4 ¾ " horizontal)
- \$ 250** Quarter-page (3 1/2" x 4 ¾ " vertical)
- \$ 100** Business Card (3 1/2" x 2" horizontal)
- \$ 50** Greeting (name only)

Greeting as follows: _____

*Digital Ad recognition will begin scrolling in HHC's lobby on April 2, 2016. All print ads are due by March 11 to guarantee placement in the Virtual Ad Book.

- Please run the same ad as last year.
- Ad copy attached. (No bleeds.)
- Ad to be mailed electronically. (Jpegs or PDFs accepted. Please send to ksprague@hebrewhealthcare.org and provide contact information with e-mail for follow up. Call 860-920-1880 with any questions.)
- Enclosed is a business card for my ad.

Payment Options

- Check Enclosed (Please make check payable to Hebrew HealthCare)
- Credit Card: Amex Visa Mastercard

Credit Card Number _____ Exp. Date _____

Signature _____

Send Ad for Virtual Ad Book to:

Hebrew HealthCare
Attention: Kyle Sprague
1 Abrahms Boulevard
West Hartford, CT 06117
Phone: (860) 920-1880
Fax: (860) 523-3816
ksprague@hebrewhealthcare.org