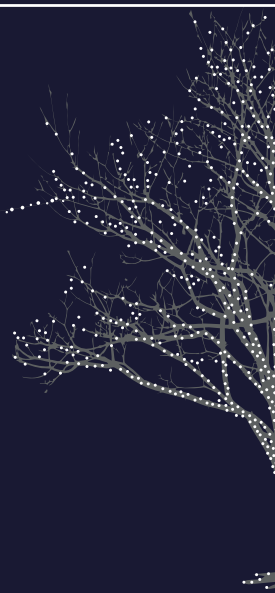




TREE OF LIGHTS

2021 Sponsorship Guide





Esther Muscari Desimini
President
Riverside Walter Reed Hospital



Kristen Beam Witt, M.S.
Associate Vice President & Chief
Philanthropy Officer

Tree of Lights is more than an event, it's a feeling and an appreciation - even though we're not in the tent, even though we're not together, the spirit is still there. Your contributions to your local health system, and words of encouragement to our team members, can and will make a difference.

Riverside Walter Reed Hospital has been an integral part of this community since we opened our doors over forty years ago. Charitable contributions through the Riverside Foundation help us meet the needs of every patient who turns to us for care - with safety, kindness, compassion and respect. As a not-for-profit, community based health organization, Riverside does not turn away anyone in need. In 2019, Riverside Walter Reed Hospital provided over \$19 million in uncompensated care and treatment for uninsured and underinsured patients.

This year continues to be different, and has been a tough one for our team members, but our commitment to care has not waived. We believe our mission is not just about providing "good" care - it's about providing the best care possible. Riverside aims to provide resources that equip our caregivers and facilities with the finest tools to care for our patients and their families.

We are incredibly grateful for your consideration of continued support.

MIDDLE PENINSULA CANCER CENTER

Riverside will double the current Oncology Infusion Center capacity from eight to sixteen bays, expand nurse workstations and support areas, renovate the on-site lab, generate five additional exam rooms, enlarge, and enhance the waiting areas, and construct an enclosed connector between the Cancer Center and the Hospital. The Cancer Center is also home to Riverside's Oncology Nurse Navigator who serves as a personal guide, resource and support system for patients and families from diagnosis through treatment at no additional cost.



BREAST HEALTH CENTER

An outpatient and spa-like clinic for women will offer digital and 3D mammography, ultrasound, and breast MRI's and have the capability to support diagnostic services such as stereotactic and breast ultrasound biopsies, and nuclear medicine breast imaging.



CARDIOVASCULAR DIAGNOSTICS LAB

This state-of-the-art lab will feature critical advanced technology to aid in the treatment of heart disease:

- Nuclear Medicine Diagnostic Imaging
- Transesophageal Echocardiography
- Peripheral Vascular Disease Testing





2021 TREE OF LIGHTS: MAKING SPIRITS BRIGHT

THE OFFICIAL KICK-OFF TO THE MOST WONDERFUL TIME OF THE YEAR IS COMING TO YOU WITH A LIVE VIDEO PREMIERE!

Join us on Friday, December 3 for Tree of Lights: Making Spirits Bright as we live premiere a special holiday message on Facebook. You'll hear from Riverside Walter Reed Hospital, updating you on our multimillion-dollar expansion; bringing cutting-edge treatments and technologies to the Middle Peninsula. Additionally, leaders from across the system will share important messages about the resiliency and dedication our team members have shown throughout the year. You'll have the opportunity to share comments and words of encouragement to our frontline team members who have had a challenging year, tirelessly battling COVID-19.

Enjoy your gourmet meal delivery courtesy of Gloucester's own Scoot's BBQ and Olivia's, specialty wine from The Williamsburg Winery and more. Sit back, relax and enjoy the show!

And, don't forget, to prepare for our online auction. There will be plenty of amazing items for you to bid on, helping you find the perfect holiday gift for your family and friends!

WHY BECOME A SPONSOR?

Partnering with Riverside as a Tree of Lights Sponsor places your organization among a distinguished group of supporters that value the importance of a strong local health organization for your employees, family and loved ones. Our sponsorship community benefits from:

BRAND VISIBILITY

Tree of Lights is one of the highest profile community and fundraising events of the year, and is set to grow. There are extraordinary brand promotion opportunities on marketing collateral and multi-channel media coverage.

EMPLOYEE ENGAGEMENT

Investing charitably in areas your employees value and appreciate always increases their commitment to your business. This year's Tree of Lights can also provide opportunities for volunteer engagement and team building, helping to brand your business as employees and their families get involved with our hospital's fundraising efforts.

CREATIVE STRATEGIC ALIGNMENTS

We want to work directly with you to help ensure your specific goals and objectives are met. Together we will look for ways to maximize the impact of your partnership.

EXCELLENT SPONSORSHIP BENEFITS

Our Tree of Lights sponsorship opportunities offer a variety of levels of commitment to suit your budget, with corresponding benefits. Our Home for the Holidays media outreach and video premiere will provide a high visibility for all our partners.

2021 SPONSOR LEVELS



	PRESENTING SPONSOR	DINNER SPONSOR	HOSPITALITY SPONSOR	ILLUMINATION SPONSOR	REGISTRATION SPONSOR	PATRON SPONSOR
SPONSORSHIP LEVEL	\$10,000	\$5,000	\$2,500	\$1,200	\$600	\$300
MENTION IN VIDEO VIGNETTE	●	●	●			
RECOGNITION ON DINNER PACKAGES IN PARTY PACK	●	●				
RECOGNITION ON BEVERAGE OR DESSERT ITEM IN PARTY PACK	●		●			
COMPANY LOGO ON AUCTION SITE	●	●	●	●		
PREMIUM RECOGNITION ON SOCIAL MEDIA	●	●	●	●		
RECOGNITION ON SOCIAL MEDIA					●	●
NAME RECOGNITION IN PROGRAM	●	●	●	●	●	●
NUMBER OF VIP PARTY PACKS	12	6	5	4	2	1
NUMBER OF SERVINGS	24	12	10	8	4	2

TO BECOME A SPONSOR OR LEARN MORE | (757) 234-8740 or RiversideFoundation@rivhs.com



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