

Sponsorship

MARCH 5, 2020 | 6PM | CARMEL COUNTRY CLUB



Ginger Zee *Speaks*

ON MENTAL HEALTH

AN EVENING BENEFITING
ATRIUM HEALTH'S BEHAVIORAL HEALTH PROGRAM



**Atrium Health
Foundation**

AtriumHealthFoundation.org/BehavioralHealth

Presented by

AccessOne®

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Ginger Zee

NY TIMES BEST-SELLING AUTHOR
CHIEF METEOROLOGIST, ABC NEWS

As the chief meteorologist at ABC News, **Ginger Zee** covers the nation's weather headlines on "Good Morning America" and across all ABC News broadcasts and digital platforms. With the release of her New York Times best-selling memoir "Natural Disaster: I Cover Them, I am One," readers learn about the personal storms Zee endured along the difficult path that took her from a depressed fledgling meteorologist to the first female chief meteorologist at a network. Ginger has covered almost every major weather event for the past 15 years, and she not only shares her passion for meteorology but, more importantly, presents the human side of these storms.



"I cover natural disasters, and I've struggled with being one in my personal life. My job in some ways has helped me get through my own personal storms just by seeing the disasters as a metaphor of a universal human experience and has given me invaluable perspective along the way."

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IMPACT

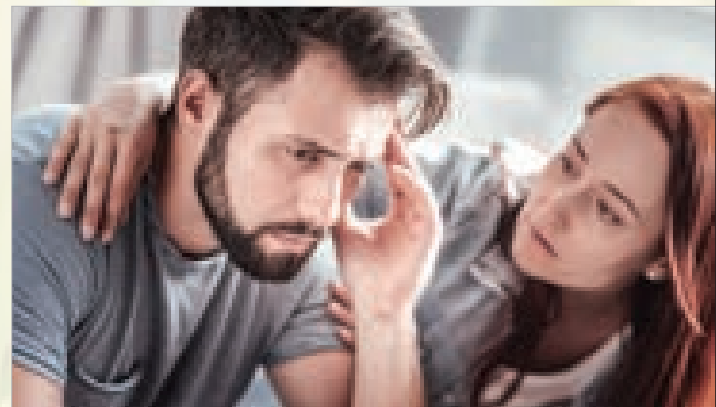
Atrium Health has been recognized by the National Council on Behavior Health for its innovations in behavioral health

30 primary care practices providing virtual care to behavioral health patients

22 Emergency Departments providing telepsychiatry, impacting over 12,000 patients a year

12 peer to peer specialists integrated into the recovery model

Behavioral health is an area of critical need for our community: one in five adults in America experience a mental illness. No one should be alone on the journey to recovery from a mental illness or substance abuse issue. Atrium Health's comprehensive, integrated system of inpatient, outpatient, school-based, crisis and residential treatment programs makes it the most comprehensive behavioral healthcare provider in the region. Atrium Health Behavioral Health is committed to treating the whole person and to promoting wellness in all its forms. Atrium Health's team of behavioral health professionals help patients create a new path for life through treatment.



TRANSFORMING BEHAVIORAL HEALTH

There has never been a greater demand in our community for access to behavioral health and substance abuse services.

Approximately 670,000 people in our service area have anticipated behavioral health outpatient needs. Unfortunately, as the need for services continues to grow, the funding for these services has been cut dramatically. As a result, patients are seeking care in emergency rooms or often waiting for days for treatment in a psychiatric facility.

With support from philanthropy, Atrium Health – which serves as the safety net provider for behavioral health services in the region – is addressing these needs. From funding behavioral health integration in primary care, to virtual care and peripartum depression programs, philanthropy continues to make a tremendous impact.

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Proceeds from past Behavioral Health fundraising events have supported several behavioral health-related patient programs and capital projects at Atrium Health, including:

- Zero Suicide Program (suicide prevention screenings)
- Indoor Courtyard Renovations at Behavioral Health Billingsley
- Rehabilitation Gym at Behavioral Health Billingsley

ZEROSuicide
IN HEALTH AND BEHAVIORAL HEALTH CARE

GYMNASIUM (Proposed Construction)

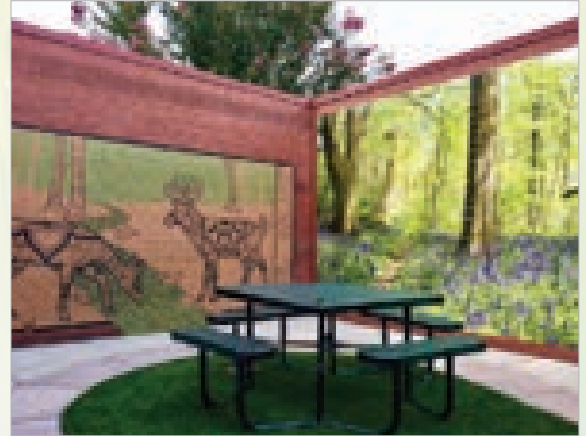


EXISTING



PROPOSED GYMNASIUM

COURTYARD RENOVATIONS (Completed in 2018)



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Sponsorship Opportunities

Presenting Sponsor Level: \$50,000 **SOLD**

Event Recognition

- Two (2) tables* at event with name placards
- Logo displayed on screen at the event
- Special pre-event meet and greet opportunity with Ginger Zee
- Speaking opportunity at event
- Logo on branded giveaway for each event guest
- Name prominently displayed in event program

Web/Social Media/Promotion Recognition

- Recognition as event sponsor prominently displayed on event landing page
- Company featured in Atrium Health Foundation magazine, *Momentum*, distributed to over 7,000 donor households, businesses, and community organizations
- Opportunity to appear on media segment to speak about our partnership and your support
- Logo featured in *Charlotte Business Journal* "Thank You" advertisement
- Mention as Presenting Sponsor in social media posts

Pre-Event Recognition

- Logo featured on event posters placed in behavioral health clinics at Atrium Health

Gold Sponsor Level: \$25,000

Event Recognition

- One (1) table* at event with name placard
- Special pre-event meet and greet opportunity with Ginger Zee
- Special recognition during program
- Logo prominently displayed on event signage and program
- Company featured in Atrium Health Foundation magazine, *Momentum*, distributed to over 7,000 donor households, businesses, and community organizations
- Company name featured in *Charlotte Business Journal* advertisement
- Company featured on event website

You are saving lives
through your support
of the behavioral
health programs at
Atrium Health.

*Table includes eight (8) seats.

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Sponsorship Opportunities

Silver Sponsor: \$10,000

Event Recognition

- One (1) table* at event with name placard
- Special pre-event meet and greet opportunity with Ginger Zee
- Special recognition during program
- Name prominently displayed on event signage and program
- Company featured in Atrium Health Foundation magazine, *Momentum*, distributed to over 7,000 households, businesses, and community organizations
- Company featured on event website

Bronze Sponsor: \$5,000

Event Recognition

- One (1) table* at event with name placard
- Name displayed on event signage and program
- Company featured in Atrium Health Foundation magazine, *Momentum*, distributed to over 7,000 households, businesses, and community organizations
- Company featured on event website

Table Sponsor: \$2,500

Event Recognition

- One (1) table* at event with name placard
- Name displayed in event program
- Company featured in Atrium Health Foundation magazine, *Momentum*, distributed to over 7,000 households, businesses, and community organizations

Host Couple: \$500

Event Recognition

- Two (2) tickets to event
- Name displayed in event program

Individual Ticket: \$150

*Table includes eight (8) seats.

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(PLEASE PRINT)

Your Name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

How would you like your company name to appear in recognition materials?

Please send a high-resolution logo (.eps or .ai) to Kathleen.LeFever@atriumhealth.org.

Sponsorship Level _____

Check enclosed for \$ _____

Please make checks payable to Atrium Health Foundation with reference to the Behavioral Health Fund in the memo line.

RETURN COMPLETED FORM TO:

Atrium Health Foundation
ATTN: Ellyn Brotherton
208 East Boulevard, Charlotte, NC 28203
704-355-4298 or Ellyn.Brotherton@atriumhealth.org

Visit AtriumHealthFoundation.org/BehavioralHealth to pay online using our secure form.

Contributions are tax deductible to the extent allowed by the IRS. Atrium Health Foundation tax ID number is 56-6060481. Flexible payment schedules available. **For more information, please contact Ellyn Brotherton at (704) 355-4298 or Ellyn.Brotherton@atriumhealth.org.**

Thank you for your support!

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