

Visiting Nurse | Hospice Atlanta Corporate Partnership Opportunities



Big-To-Do

Benefiting The Children's Program

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VISITING NURSE
HOSPICE ATLANTA

Georgia's Nonprofit Homecare & Hospice Provider

Reach Your Target Markets

- 18,000 Patients and Families
- 700 Employees
- 300 Volunteers
- 15,000 Donors
- 2,500 Doctor and Hospital Referral Network
- 1,500 Signature Event Attendees
- 1,500 Speaker Bureau Event Attendees

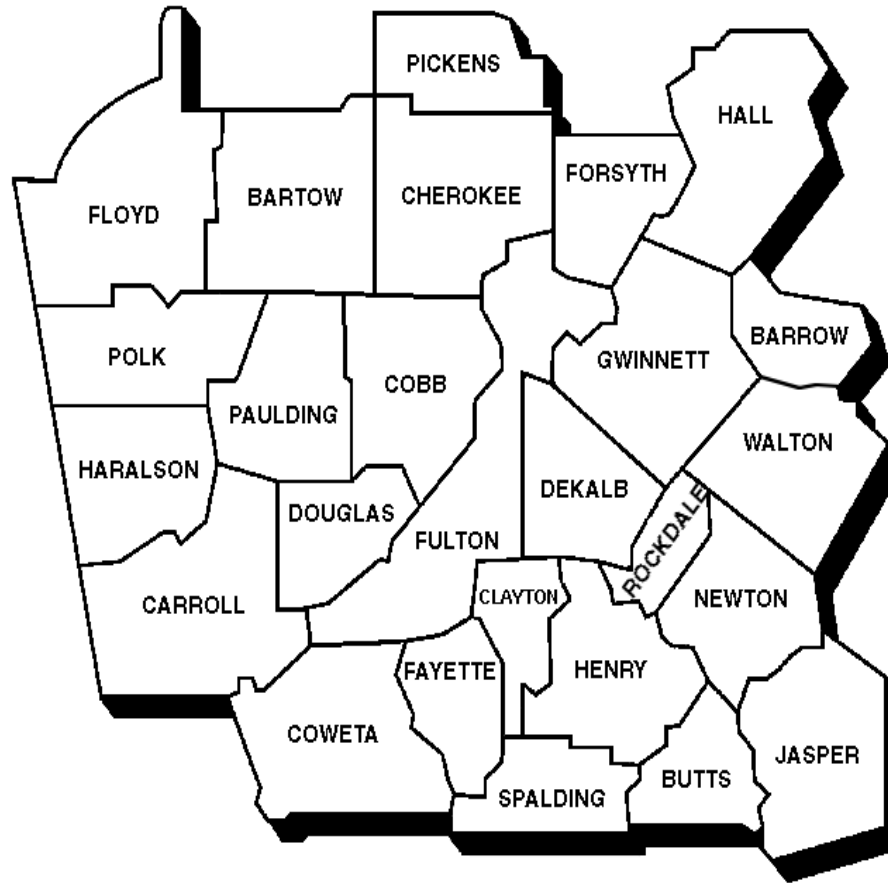


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Serving 26 Metro-Atlanta Counties

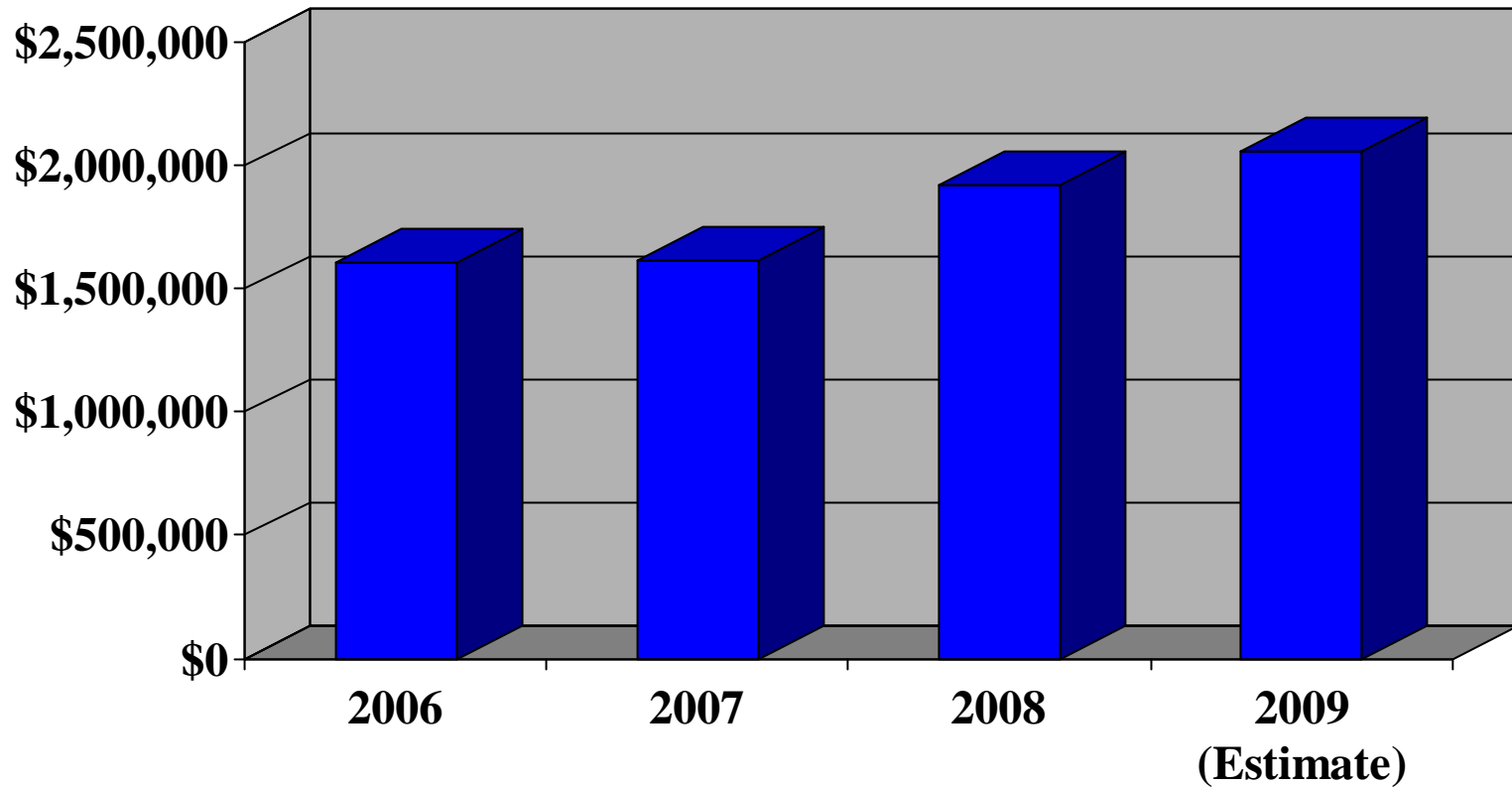
More Than 18,000 Patients Served Annually



**VISITING NURSE
HOSPICE ATLANTA**

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\$2 Million+ Uncompensated Care At least 1/3 of Patient Population is Low Income



**VISITING NURSE
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Visiting Nurse | Hospice Atlanta Services

- **Hospice Atlanta** – Team of more than 100 professionals and 300 trained volunteers provide end-of-life care for patients in their homes or in the Hospice Atlanta Center.
- **Palliative Care** – Improve quality of life for patients with chronic or life-limiting illnesses who do not formally qualify or are not ready for hospice care. Offer counseling and psycho-social service coordination for the patient's family and caregivers.
- **Children's Program** – Serves pediatric patients and their families with home health, hospice and bereavement programs.
- **Home Healthcare** – Team of 250 professionals (nurses, home healthcare aids, social workers and therapists) provide infusion therapy, wound care, stroke rehabilitation, and skilled healthcare within patient's homes.
- **Medical House Call** – Doctor and medical team provide primary healthcare services and state-of-the-art diagnostic tests in the patient's home.



Visiting Nurse | Hospice Atlanta Services

- **Long-Term Care Management** – Team of nurses and social workers determine long-term care needs and coordinate access to local resources for older adults and their family members.
- **Mental Health Program** – Home healthcare is now available to patients with a primary mental health diagnosis including Alzheimer's, dementia, depression plus other mental health illnesses. Patients are provided support to help them improve management of their illness.
- **Healthy Transitions** – Post acute care in partnership with hospital systems improves discharge coordination and reduces hospital re-admissions. Community care partnerships with senior living communities proactively assesses high risk seniors and enhances utilization of community resources.
- **Patient Connections** – Leading the way with healthcare information technology including telemonitoring, digital wound care imaging and improved point of care medical record technology.
- **Personal Care** – Personal care aids provide assistance with activities of daily living to enable frail, elderly to remain in their own homes safely.



19th Annual Big-To-Do

Benefiting The Children's Program
Sunday, April 25, 2010



- A family favorite held at Zoo Atlanta featuring activities for children of all ages including a treasure hunt, carnival games, train and carousel rides, animal demonstrations, rock climbing, music, and dinner.
- More than 1,000 guests attend including children, parents, grandparents and foundation and corporate representatives participate to help raise more than \$100,000. Funding last year helped us serve 255 children.
- The Children's Program meets the comprehensive medical, physical, emotional, and spiritual needs of pediatric patients and their loved ones through home healthcare, hospice, and Camp STARS bereavement programs.

The Children's Program Cause Marketing Year-Long Partner \$25,000/Year

- The cause marketing sponsor will partner with Visiting Nurse I Hospice Atlanta for a three-year commitment to building brand awareness and raising funds for The Children's Programs.

- The sponsor's brand will have marketing access to the following: *Look Homeward* three times a year (11,000 circulation), annual report, website and employee intranet, program brochures, event invitations, programs, signs, tickets, t-shirts, press kits, social websites, speaker bureau literature, employee and volunteer training packets.

- Access to purchase Big-To-Do tickets at a discount for promotions.

- Option to create children's care package for distribution to children and families in hospice care or participating in Camp STARS programs.

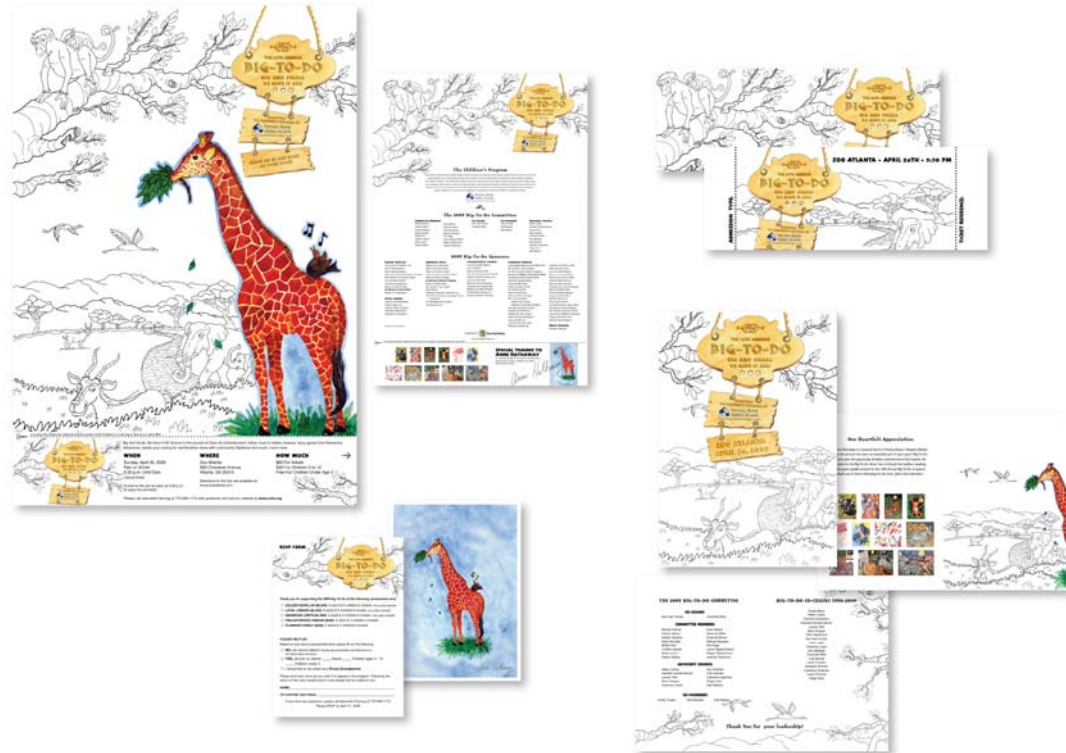


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Big-To-Do Presenting Sponsor \$15,000

- A custom marketing program that shares the goals of Big-To-Do and your organization.
- Promotion as presenting sponsor in all marketing for the Big-To-Do event including invitations, programs, t-shirts, signs, tickets, corporate magazine, website, social media, press kit, and radio promotion.
- Twelve event tickets for employee attendance or for company promotions.
- Access to Speakers Bureau events relating to Big-To-Do.



Big-To-Do Center Stage Sponsor \$10,000



- A custom marketing program that shares the goals of Big-To-Do and your organization.
- Brand name recognition in all marketing for the Big-To-Do event including invitations, programs, t-shirts, signs, tickets, corporate magazine, website, social media, and press kit.
- Eight event tickets for employee attendance or for company promotions.
- Opportunity to create a brand experience on event day at Zoo Atlanta featuring your brand through stage design, demonstration, or sampling to event attendees.



VISITING NURSE
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Big-To-Do Games Sponsor \$7,500

- A custom marketing program that shares the goals of Big-To-Do and your organization.
- Brand name recognition in all marketing for the Big-To-Do event including invitations, programs, t-shirts, signs, tickets, corporate magazine, website, social media, and press kit.
- Four event tickets.
- Dedicated signage at featured game area.
- Opportunity for your company volunteers to wear your brand's outfit at dedicated game display.



VISITING NURSE
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Friends of Big-To-Do Sponsors



- Golden Gorillas (\$5,000): 8 adult & 8 children's tickets
- Loyal Lemurs (\$2,500): 6 adult & 6 children's tickets
- Generous Joeys (\$1,000): 4 adult & 8 children's tickets
- Philanthropic Pandas (\$500): 4 adult & 4 children's tickets
- Flamingo Family (\$250): 2 adult & 2 children's tickets
- Individual tickets: Adults - \$60, Children ages 3-12 (\$30), Children under 3 free (individual tickets holders not included on program)

Golden Gorillas, Loyal Lemurs, Generous Joeys, Philanthropic Pandas, and Flamingo Family sponsors will be listed in event program.