



Underwriting Opportunities - 2011/12

Medical Forums (multiple venues)

High attendance at medical panel discussions in 2007 through 2011 proved that the Vero Beach community is hungry for information on how to live a healthy life. Topics range from learning what to do when seconds count to how to combat sleeping disorders. Building upon well-received presentations to capacity crowds at Orchid Island, John’s Island, Windsor, The Moorings, Quail Valley, Grand Harbor, Oak Harbor and Bent Pine, new programs will be developed to meet the demand and will be presented at these venues and others.

Medical Forums for the full season 2011-2012.....\$20,000

Ad Campaign and Direct Mail

With expert guidance from the IRMC creative team, the Foundation developed a series of testimonial ads placed in *Vero Beach Magazine* in 2008 that continued into 2011. The ads were converted into a direct mail program featuring major donors telling their stories as to why they passionately support IRMC. With underwriting the Foundation could continue this successful program.

Ad campaign and direct mail underwriter for 2011-2012.....\$15,000

Educational Video for Community Programs

Foundation videos are professionally produced as behind-the-scenes, armchair tours of IRMC, profiling physicians and patients. The 2009 and 2011 videos have been shown to more than 6,000 people each year at Foundation events ranging from John’s Island and The Moorings Club to the Majestic Theater. DVDs are distributed widely and are also available for viewing on the Foundation’s Web site.

2011-2012 video..... \$10,000

Major Donor Recognition Reception

Each year, Indian River Medical Center Foundation hosts an exclusive major donor recognition reception to honor our *Sustaining Eagles* who have made cash contributions of \$10,000 or more to the Indian River Medical Center Foundation in that year. Attendance is significant, welcoming over 100 major donors representing a variety of residential communities within Vero Beach.

Recognition Reception 2011-2012..... \$10,000

Foundation Newsletter

Advocate is published 2-3 times per year and circulated to 20,000 homes on the barrier island and adjacent communities. Among the issues is the annual donor recognition section, paying tribute to all who have contributed to IRMC via the Foundation over the previous year. This is produced in lieu of a more costly annual report..

2011-2012 Advocate.....\$5,000

Web Site – www.irmcfoundation.org

Indian River Medical Center Foundation has an inter-active Web site that is informative and dynamic, providing cross marketing exposure from the Foundation’s newsletter *Advocate*, ad campaigns and direct mail, as well as regularly scheduled communication to the approximately 2,500 members of *The Eagle Society*. The Web site allows for underwriting and advertising opportunities and will grow in its importance as a primary communications tool for the Foundation.

Website underwriter for 2011-2012.....\$5,000



Underwriting Opportunities - 2011/12

Registry of Benefactors

This is an annual directory of Foundation donors ranging from *Legacy Society* membership to all levels of *The Eagle Society*. The registry is a standard item in new *Eagle Society* membership solicitations and is distributed each year at Thanksgiving with an appropriate message to all Society donors. Community members, donors, physicians and their office staff use the registry as a “quick reference” to identify Foundation donors.

Registry of Benefactors Underwriter for 2011-2012.....\$5,000

Friends Program

Friends of the Foundation is a specially selected and trained group of donor volunteers who extend the reach of the Foundation into the medical center by making daily visits to members of *The Eagle Society* and other Foundation friends who are inpatients. Sponsor identification is offered on gift bags, note cards within the gift bags and on the business cards of the *Friends* representatives. Sponsor provided pens are optional. More than 1,000 visits made annually, of which 300 are to *Eagle Society* members, who receive the gift bag of comfort items.

Friends Program Underwriter for 2011-2012.....\$5,000

Eagle Society Dinners (multiple available)

Indian River Medical Center Foundation hosts a series of *Eagle Society* dinners to recognize those individuals who have supported the medical center on an ongoing basis. These dinners are held in premier gated communities and are attended by noted area physicians who speak with guests about their specialty areas and provide information about the hospital and its services. May include dinner with the doctors at select communities.

One Dinner\$5,000

Legacy Society Luncheon

The Legacy Society luncheon is held annually as a thank you to our generous friends who have chosen to support the work of Indian River Medical Center Foundation through estate gifts. We honor this extraordinary group of individuals with a holiday luncheon at one of the area’s exclusive country clubs and present them with a small token of appreciation.

2011-2012 Luncheon.....\$2,500

Planned Giving Newsletters

Planned giving is an important area of growth for Indian River Medical Center Foundation. In addition to a quarterly planned giving newsletter that is sent to over 14,000 households in and around Indian River County, two trade publications are sent out by our Planned Giving Office – one to the gifts and estate industry planning professionals and one to physicians.

Planned Giving Newsletters for 2011-2012.....\$3,000

For more information about sponsorship opportunities, contact
Julia T. Keenan at 772.226.4952 or email: julia.keenan@irmc.cc