



Together the impact is greater.



# Corporate Philanthropy

## SPONSORSHIP OPPORTUNITIES 2022

**UPSTATE**  
FOUNDATION

Where your gift impacts the  
health of the entire region.



Where your gift impacts the  
health of the entire region.

## ABOUT THE FOUNDATION

The Upstate Foundation was founded in 1976 as a **501(c)3 not-for-profit corporation**. The corporation is a public charity designed to receive and administer gifts and bequests exclusively for charitable purposes with a focus on the provision of **patient health care**, the **education** of health care providers, scientific **research**, and **community health and well-being**. The Upstate Foundation is also the primary vehicle for receiving and distributing philanthropic gifts for Upstate Medical University.

The Foundation has 26 full- and part-time staff members, who with a 41-member board of directors, manage more than 1,000 funds; conduct multi-year, multi-million-dollar capital campaigns and endowment campaigns; administer alumni associations for the Upstate colleges of Nursing and Health Professions; implement named giving and planned giving programs; run annual campaigns for Upstate University Hospital, Upstate Golisano Children's Hospital and the Upstate Cancer Center; sponsor several major fundraising events and assist many third-party events annually. In addition, the Foundation is home to the local chapter of the Children's Miracle Network Hospitals. The Foundation is largely self-supporting. Its assets managed total over \$250 million.

For more information about the  
Upstate Foundation, visit  
**[www.UpstateFoundation.org](http://www.UpstateFoundation.org)**.

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The Upstate Foundation is a qualified 501(c)(3)  
tax-exempt organization.

Information in this publication is subject to change.

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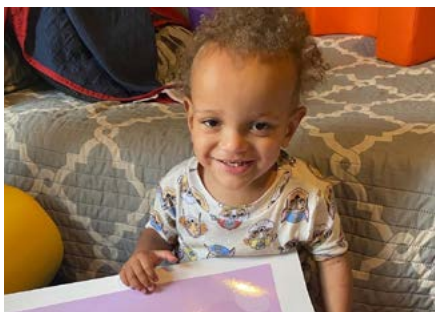
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**Follow** the support of individuals, organizations and companies  
on Facebook at The Upstate Foundation and LinkedIn.

**All sponsor levels** receive acknowledgment in the Upstate  
Foundation *Donor Appreciation Report*.

Please call **315-464-4416** to verify event dates or check our  
Events page online at **[www.UpstateFoundation.org/events](http://www.UpstateFoundation.org/events)**.



PATIENT CARE



EDUCATION



RESEARCH

## TO OUR CORPORATE AND BUSINESS PARTNERS:

As a corporate partner with the Upstate Foundation, **you play a vital role** in helping Upstate Medical University advance its threefold mission of excelling in patient care, pioneering scientific research, and educating the next generation of doctors, nurses, health care professionals and scientists.

**Your company's support** of the events, scholarships and annual giving opportunities highlighted in this Sponsorship Opportunities booklet will touch the lives of many and make a real difference in the health and well-being of our community.

Our corporate development team welcomes the opportunity to develop a **custom sponsorship package** tailored to your company's philanthropic interests and goals. Please call 315-464-4416.

Thank you for your consideration of a partnership with the Upstate Foundation.

Sincerely,

Eileen M. Pezzi, MPA

Vice President for Development  
Upstate Medical University



Upstate Foundation has attained Platinum distinction – the highest level of recognition – from GuideStar, the leading source of information on nonprofit organizations.

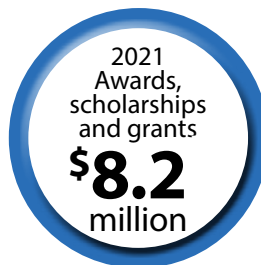
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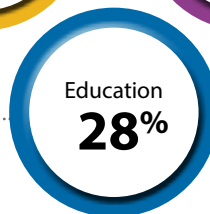
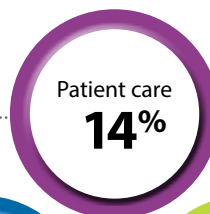
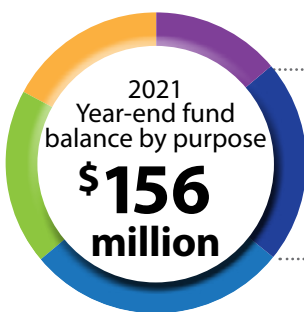
### Dramatic growth

Total assets managed has increased more than tenfold over the past 20 years, from \$25 million to over \$259 million.



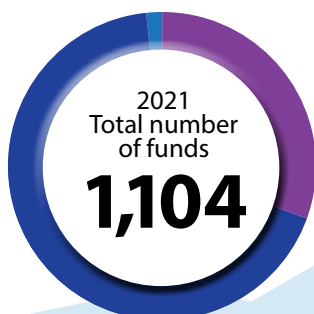
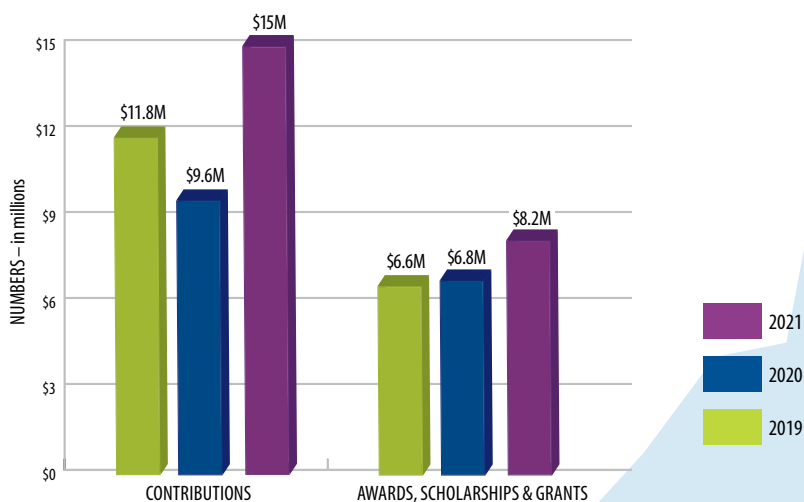
### 2021 Awards, scholarships and grants

Over the past 20 years, funding that the Foundation gives each year in the form of awards, scholarships and grants has grown from \$2.46 million to a five-year average of \$6.8 million.



### Three-year performance – (2019-2021, Covid)

Total raised: \$36 million  
Total awarded: \$21 million







## FATHER DAUGHTER VALENTINE BALL – February 8, 2022

### Virtual event

#### PRESENTING SPONSOR – \$3,000+

- Listed as Presenting Sponsor with company logo on digital, email and print materials
- Recognition during event as Presenting Sponsor
- Web placement
- 6 sponsor reservations (6 couples)  
for access to private event links and sponsor gift boxes

#### GOLD SPONSOR – \$1,500

- Company logo on digital, email and print materials
- Recognition during event as Gold Sponsor
- Web placement
- 4 sponsor reservations (4 couples)  
for access to private event links and sponsor gift boxes

#### SILVER SPONSOR – \$550

- Company name on print materials
- Recognition during event as Silver Sponsor
- 2 sponsor reservations (2 couples)  
for access to private event links and sponsor gift boxes

#### BRONZE SPONSOR – \$250

- Recognition during event as Bronze Sponsor
- 1 sponsor reservation (1 couple) for access to private event links and sponsor gift box

**Note:** Check landing page for updates: [www.UpstateFoundation.org/FDVBevent](http://www.UpstateFoundation.org/FDVBevent)





## RADIOTHON – February 24 & 25, 2022

Live radio broadcast, in partnership with iHeartMedia (live broadcast on Y94, NewsRadio 570 WSYR) and support from CNY Central to help sick and injured children at Upstate Golisano Children's Hospital. Your sponsorship will be recognized over live radio to thousands of listeners during Radiothon, and on the Upstate Foundation's event landing page.

### PRESENTING SPONSOR

Call for details

### DAY SPONSOR - \$3,000

- On-air interview
- Company name on print materials including posters, mailers, hospital monitors
- Company name mentioned in hourly thank-you messages throughout one day of Radiothon
- Opportunity for you and your employees to be phone bank volunteers (not available in 2022)

### HOSPITALITY SPONSOR - \$2,000

- On-air interview
- Company name mentioned as hospitality sponsor in thank-you messages throughout one day of Radiothon
- Product placement opportunity: coffee, breakfast and lunch for 25 volunteers and radio talent
- Opportunity for you and your employees to be phone bank volunteers (not available in 2022)

### PHONE BANK SPONSOR - \$1,500

- On-air interview
- Company name mentioned as phone bank sponsor in thank-you messages for a two-hour period during one day of Radiothon
- Opportunity for you and your employees to be phone bank volunteers (not available in 2022)

### POWER HOUR SPONSOR - \$1,000

- On-air interview
- Company name mentioned during the sponsored hour
- Company sponsors one hour of Radiothon to help raise on-air donations for that specific hour and matches, up to a specific dollar amount, pledges that are phoned in during the hour
- Opportunity for you and your employees to be phone bank volunteers (not available in 2022)

### MIRACLE MATCH HOURLY SPONSOR - \$500 min

- Company sponsors one hour of Radiothon to help raise on-air donations for that specific hour and matches, up to a specific dollar amount, pledges that are phoned in during the hour
- Company name mentioned as miracle match hourly sponsor in thank-you messages throughout the hour

## PAIGE'S BUTTERFLY RUN – June 4

### NAMING SPONSOR - \$15,000

Information provided upon request

### 5K RACE PRESENTING SPONSOR - \$10,000

Information provided upon request

### 3K RACE PRESENTING SPONSOR - \$5,000

- Recognition as 3K Presenting Sponsor on PDF application, shirt, website, event thank-you banner and all media placements

### RACE BIB SPONSOR - \$5,000

- Name on the bib worn by all participants, recognition on PDF application, shirt, website and event thank-you banner

### REGISTRATION SPONSOR \$5,000

- Banner in registration area and recognition on PDF application, shirt, website and event thank-you banner

### COURAGE CORNER SPONSOR - \$5,000

- Recognition on PDF application, shirt, website and event thank-you banner

### TIMING SPONSOR - \$4,000

- Recognition as Timing Sponsor on PDF application, shirt, website and event thank-you banner

### TEE SPONSOR - \$3,500

- Company logo on the sleeve of event tee, worn by 2,000 people, seen by many more throughout the year. Additional recognition on the event thank-you banner and website

### KIDZONE SPONSOR - \$3,000

- Banner in the KidZone play area and recognition on PDF application, shirt, website and event thank-you banner

### CATERPILLAR CRAWL SPONSOR - \$3,000

- Recognition as Caterpillar Crawl Sponsor on PDF application, shirt, website and event thank-you banner

### COURSE SAFETY SPONSOR - \$2,500

- Recognition as Course Safety Sponsor (underwriting cost for traffic management) on PDF application, shirt, website and event thank-you banner

### PARKING SPONSOR - \$2,000

- Signage at parking, plus recognition on PDF application, shirt, website and event thank-you banner

### WATER STOP SPONSOR - \$2,000

- Signage at water stop, plus recognition on PDF application, shirt, website and event thank-you banner

### MILE MARKER SPONSOR - \$2,000

- Signage at mile marker, plus recognition on PDF application, shirt, website and event thank-you banner

### PLATINUM RIBBON SPONSOR - \$1,500

- Placement of logo on event shirt, plus recognition on PDF application, shirt, website and event thank-you banner

### GOLD RIBBON SPONSOR - \$1,000

- Recognition on website and event thank-you banner

### BLUE RIBBON SPONSOR - \$500 - \$750

- Recognition on website

## PEDALING 4 PAIGE – March 26

Sponsor levels include company logo on website and mention in social media and day-of recognition

### NAMING SPONSOR - \$2,500

- Recognized as the title sponsor for Pedaling 4 Paige
- 2 complimentary event registrations
- Company logo on Pedaling 4 Paige website and event collateral
- Company banner on display at event
- Mention in all social media and day-of recognition

### PRESENTING SPONSOR - \$1,500

- Recognized as the presenting sponsor for Pedaling 4 Paige
- Company name on event collateral
- Company banner on display at event

### INTERVAL SPONSOR - \$750

- Company name listed on event collateral
- Mention in one of the Spin Hours

## CLAMS 4 CURES CLAMBAKE – Sept. 10

Sponsor levels include company logo on website and mention in social media and day-of recognition

### TITLE SPONSOR - \$5,000

- 10 complimentary tickets to Clams 4 Cures
- Banner displayed at event
- Logo on event collateral, tickets, table signs

### RAFFLE SPONSOR - \$2,500

- 5 complimentary tickets to Clams 4 Cures
- Company banner displayed at raffle tables

### PRESENTING SPONSOR - \$1,500

- 2 complimentary tickets to Clams 4 Cures
- Banner displayed at event
- Logo on event collateral, tickets, table signs

### TICKET SPONSOR - \$1,000

- 1 complimentary ticket to Clams 4 Cures
- Company name listed on event collateral
- Company logo on all tickets

### FRIEND SPONSOR - \$500





## UPSTATE OPEN – July 21, 2022

### **PARTNERSHIP SPONSOR - \$25,000**

Information provided upon request

### **PRESENTING SPONSOR - \$10,000**

Information provided upon request

### **GIFT SPONSOR - \$6,000**

- One foursome
- Company name associated with golfer gift
- Program listing
- Company name on two tee signs

### **19TH-HOLE AWARDS**

### **RECEPTION SPONSOR - \$5,000**

- One foursome
- Sponsor signage at awards reception
- Program listing
- Company name on two tee signs

### **LUNCH SPONSOR - \$4,500**

- One foursome
- Company name or logo on signage in lunch area
- Program listing

### **CART SPONSOR - \$4,000**

- One foursome
- Company name or logo on signage in cart area
- Program listing

### **LONGEST DRIVE SPONSOR - \$3,500**

- One foursome
- Company name or logo on Longest Drive contest signs
- Program listing



### **HOLE-IN-ONE SPONSOR - \$3,500**

- One foursome
- Company name on Hole-In-One contest sign
- Program listing

### **CLOSEST-TO-THE-PIN SPONSOR - \$3,500**

- One foursome
- Company name or logo on Closest-to-the-Pin contest signs
- Program listing

### **BAG CHECK SPONSOR - \$3,000**

- One foursome
- Company name at bag check area
- Program listing

### **REFRESHMENT CART SPONSOR - \$2,500**

- One foursome
- Company name on refreshment cart
- Program listing

### **EAGLE SPONSOR - \$2,500**

- One foursome
- Company logo on tee sign at the turn
- Program listing
- Company name banner

### **BIRDIE SPONSOR - \$2,300**

- One foursome
- Program listing
- Company name on banner

### **TEE SPONSOR - \$1,000**

- Program listing
- Company name on banner

### **PAR SPONSOR - \$500**

- Company name on banner





The Towsley Pro-Am is an annual tradition and meaningful tribute to its namesake, Bill Towsley. Bill was a former IBEW Local 43 business manager and a valued member of the Community General Foundation board before his untimely death in 2010. The IBEW Local 43 and NECA Finger Lakes Chapter honor their friend and colleague by serving as the tournament's Presenting Sponsor each year. The Towsley Pro-Am's partnership with the CNY PGA is what makes it a unique tournament. A competitive spirit marks the day as amateurs and professionals play together on one of the region's premier golf courses at **Turning Stone Resort Casino**.

## TOWSLEY PRO-AM GOLF TOURNAMENT – August 1, 2022

### **PRESENTING SPONSOR – \$30,000** **IBEW LOCAL 43/NECA FINGER LAKES CHAPTER**

- Three foursomes joined by PGA pros, lunch, dinner, refreshments and gift
- Presenting Sponsor signage displayed at event and award presentation
- Special recognition during evening reception
- Listed as Presenting Sponsor on event invitation/registration form
- Listed as Presenting Sponsor in event advertising and publicity
- ***This is an exclusive sponsorship opportunity***

### **COURSE SPONSOR – \$10,000**

- Two foursomes joined by PGA pros, lunch, dinner, refreshments and gift
- Course Sponsor signage displayed on golf course
- Special recognition during evening reception
- Listed as Course Sponsor in event advertising and publicity
- ***This is an exclusive sponsorship opportunity***

### **DINNER SPONSOR – \$6,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Dinner Sponsor signage displayed at evening reception
- Listed as Dinner Sponsor in event advertising and publicity
- ***Limited to two (2) sponsors***

### **GOLF CART SPONSOR – \$5,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Golf Cart Sponsor signage displayed on golf carts (morning and afternoon flights)
- Listed as Golf Cart Sponsor in event advertising and publicity
- ***Limited to two (2) sponsors***

### **GOLFER GIFT SPONSOR – \$5,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Gift Sponsor recognized on gift card enclosed with golfer gift
- Listed as Gift Sponsor in event advertising and publicity
- ***Limited to two (2) sponsors***

### **PGA PRO SPONSOR – \$5,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- PGA Pro Sponsor signage displayed at event
- Listed as PGA Pro Sponsor in event advertising and publicity
- ***Limited to two (2) sponsors***

### **TOURNAMENT PRIZE SPONSOR – \$3,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Tournament Prize Sponsor signage displayed at event
- Special recognition during evening reception
- ***Limited to three (3) sponsors***

continued...



## TOWSLEY PRO-AM GOLF TOURNAMENT CONTINUED

### **BAG CHECK SPONSOR - \$3,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Bag Check Sponsor signage displayed at golfer bag check
- **Limited to three (3) sponsors**

### **LUNCH SPONSOR - \$3,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Lunch Sponsor signage displayed and special recognition at luncheon buffet
- **Limited to three (3) sponsors**

### **REFRESHMENT CART SPONSOR – \$3,000**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Refreshment Cart Sponsor signage displayed on golf carts that travel around the course serving beverages and snacks
- **Limited to three (3) sponsors**

### **ON-COURSE BEVERAGE SPONSOR - \$2,500**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- On-Course Beverage Sponsor signage displayed near beverage bins placed around the course
- **Limited to three (3) sponsors**

### **PUTTING GREEN SPONSOR - \$2,500**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Putting Green Sponsor sign displayed near putting green
- **Limited to three (3) sponsors**

### **DRIVING RANGE SPONSOR -- \$2,500**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Driving Range Sponsor sign displayed near driving range
- **Limited to three (3) sponsors**

### **FOURSOME SPONSOR - \$2,200**

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift

### **BREAKFAST SPONSOR - \$1,500**

- Breakfast Sponsor signage displayed at breakfast service
- Two complimentary invitations to the evening reception

### **SCOREBOARD SPONSOR - \$1,500**

- Scoreboard Sponsor signage displayed near tournament scoreboard
- Two complimentary invitations to the evening reception

### **FOURSOME PHOTOGRAPH SPONSOR - \$1,500**

- Signage displayed at the foursome photograph station
- Two complimentary invitations to the evening reception

### **TWOSOME SPONSOR - \$1,200**

- One twosome joined by a PGA pro, lunch, dinner, refreshments and gift
- Please note that twosome golfing opportunities are based on availability as most golfers register as foursomes.

### **HOLE-IN-ONE SPONSOR - \$1,000**

- Signage displayed at the Hole-In-One contest tee
- Two complimentary invitations to the evening reception

### **LONGEST DRIVE SPONSOR - \$1,000**

- Signage displayed at the Longest Drive contest tee
- Two complimentary invitations to the evening reception

### **CLOSEST-TO-THE-PIN SPONSOR - \$1,000**

- Signage displayed at the Closest-to-the-Pin contest tee
- Two complimentary invitations to the evening reception

### **GREEN SPONSOR - \$500**

- Company name/logo displayed on one green

### **TEE SPONSOR - \$500**

- Company name/logo displayed on one tee



**Walk/Run  
for Kids**

## WALK/RUN FOR KIDS – August 14, 2022

### 5K certified course • Otsiningo Park, Binghamton

Running and walking the trails together as a community partner sponsor, your company's support will touch the lives of many in the Southern Tier and Central New York, making a real difference in the health and well-being of the community and Upstate Golisano Children's Hospital.

By becoming a **Walk/Run for Kids** community partner sponsor, you are helping Upstate Golisano Children's Hospital patients and their families.

#### Every Sponsor

- Company logo on thank-you banner and event website
- Acknowledgment during announcements
- Event volunteer opportunities for employees
- Acknowledgment on social media

#### CHAMPION SPONSOR - \$10,000

Information available upon request

#### REGISTRATION SPONSOR - \$7,500

- Display corporate banner at Start/Finish line
- Company logo on registration sign
- Featured acknowledgment on social media
- Acknowledgment in email communication with event participants
- Company logo on event T-shirt
- 8 event registrations for company team
- Products and promotional materials distributed in participant packet

#### BIB SPONSOR - \$5,000

- Company name on event participant bibs
- Featured acknowledgment on social media
- Company logo on event T-shirt
- 6 event registrations for company team

#### WATER STOP SPONSOR - \$3,500

- Display corporate banner at water stop
- Company logo on event T-shirt
- 5 event registrations for company team

#### RUNNER TIMING SPONSOR - \$3,000

- Display corporate banner at timing station
- Company logo on event T-shirt
- 4 event registrations for company team

#### FINISHERS AWARD SPONSOR - \$2,500

- Company logo displayed at finish line
- Company logo on event T-shirt
- 3 event registrations for company team

#### KIDS' FUN RUN SPONSOR - \$2,000

- Company logo displayed at Fun Run
- Company logo on event T-shirt
- 2 event registrations for company team

#### ROUTE SPONSOR - \$1,500

- Company logo displayed at start line
- Company name on event T-shirt
- 1 event registration

#### WALKER SPONSOR - \$1,000

- Company logo on route sign
- Company name on event T-shirt

#### SUPPORT SPONSOR - \$250-\$999

- Company logo on route sign



## CALL IN FOR CANCER – October 20, 2022

Join us in our celebration with a live radio broadcast by iHeartMedia radio stations Y94 and NewsRadio 570 WSYR.

**Call In For Cancer** will support the needs of adults and children being treated for cancer locally at Upstate Cancer Center.

Your sponsorship will be recognized over live radio to thousands of listeners during **Call In For Cancer**.

### PRESENTING SPONSOR - \$10,000

- Company/Individual name on all printed materials including posters and mailers
- Company/Individual name advertised in hourly thank-you messages throughout event
- Recognition on the Upstate Foundation website's Call In For Cancer landing page
- Social media recognition
- Prerecorded check presentation and interview
- Opportunity for you and your employees to be phone bank volunteers (two-hour shift)

### COMMUNITY PARTNER SPONSOR - \$5,000

- Company/Individual name advertised in thank-you messages during drive times (6-7 am and 5-6 pm)
- Social media recognition
- Prerecorded check presentation and interview
- Opportunity for you and your employees to be phone bank volunteers (two-hour shift)

### PHONE BANK SPONSOR - \$2,500

- Company/Individual name advertised in thank-you messages during a two-hour phone bank shift
- Social media recognition
- Prerecorded check presentation and interview
- Opportunity for you and your employees to be phone bank volunteers (two-hour shift)

### POWER HOUR SPONSOR - \$1,500

- Company/Individual name advertised in thank-you messages during a one-hour Power Hour
- Social media recognition
- Prerecorded check presentation
- Opportunity for you and your employees to be phone bank volunteer (two-hour shift)

### CORPORATE HOUR SPONSOR - \$1,000

- Company name advertised in thank-you messages during a one-hour phone bank shift
- Social media recognition

### HOURLY OF HOPE SPONSOR - \$500

- Company/Individual name advertised in thank-you messages during a one-hour Hour of Hope





## UPSTATE FOUNDATION BENEFIT CONCERT – November 18, 2022

### SPECIAL UNDERWRITING SPONSOR LEVELS

Major recognition provided for underwriting sponsors in Gala publicity, signage and program.

#### PRESENTING SPONSOR

Information provided upon request

#### ARTIST SPONSOR - \$20,000

- Acknowledged as Artist Sponsor from the stage
- Prominently acknowledged as Artist Sponsor on signage
- Listed as Artist Sponsor in the program book
- Recognition in pre- and post-event publicity
- 24 Patron Party tickets with concert reserved section seating
- Full-page program ad

#### PATRON PARTY SPONSOR - \$15,500

- Prominently acknowledged as Patron Party Sponsor on signage
- Listed as Patron Party Sponsor in the program book
- Recognition in pre- and post-event publicity
- 20 Patron Party tickets with concert reserved section seating
- Full-page program ad

#### FOOD & BEVERAGE SPONSOR - \$12,500

- Listed as Food and Beverage Sponsor on signage and in the program book
- 14 Patron Party tickets with concert reserved section seating
- Full-page program ad

#### PRINTED PROGRAM SPONSOR - \$6,500

- Listed as Printed Program Sponsor on signage and in the program book
- 8 Patron Party tickets with concert reserved section seating
- Half-page program ad on back cover or inside back cover

*continued...*



## UPSTATE FOUNDATION BENEFIT CONCERT CONTINUED

### PATRON SPONSOR LEVELS

#### **HUMANITARIAN SPONSOR - \$10,000 +**

- Recognition signage at event
- Listed as Humanitarian Sponsor in the program book
- 12 Patron Party tickets with concert reserved section seating
- Full-page program ad

#### **PLATINUM SPONSOR - \$8,000**

- Recognition signage at event
- Listed as Platinum Sponsor in the program book
- 10 Patron Party tickets with concert reserved section seating
- Half-page program ad

#### **GOLD SPONSOR - \$5,250**

- Recognition signage at event
- Listed as Platinum Sponsor in the program book
- 6 Patron Party tickets with concert reserved section seating
- Half-page program ad

#### **SILVER SPONSOR - \$2,750**

- Recognition signage at event
- Listed as Silver Sponsor in the program book
- 4 Patron Party tickets with concert reserved section seating

#### **BRONZE SPONSOR - \$1,250**

- Listed as Bronze Sponsor in the program book
- 2 Patron Party tickets with concert reserved section seating

#### **FRIENDS OF FOUNDATION - \$325**

- 1 Patron Party/Concert ticket



*Medical Alumni Foundation for*  
**UPSTATE**  
MEDICAL UNIVERSITY

## COLLEGE OF MEDICINE

The Upstate Medical University College of Medicine has been educating students for over 175 years. The college graduates up to 170 physicians each year, many of whom remain in Central New York providing the backbone of medical care to our community. More than 3,000 physicians currently practicing in New York received their medical education at Upstate Medical University.

College of Medicine tuition has risen dramatically over the last 10 years. Not surprisingly, student indebtedness upon graduation is also on the rise. Many students graduate with debt of \$150,000 or more. You can help alleviate some of this financial burden by supporting important academic initiatives, such as scholarships, awards, textbook programs and other sponsorship opportunities, all while creating lasting bonds with the benefiting students and the Central New York community.

### **ENDOWED SCHOLARSHIPS - \$25,000 +**

You can permanently name a scholarship and receive lasting recognition. Market earnings from the endowment provide financial support to outstanding students in perpetuity.

### **ANNUAL SCHOLARSHIPS - \$50,000**

A one-time gift covers tuition for one year for a deserving medical student and may make the difference of whether an outstanding student can afford to attend medical school.

### **WHITE COAT CEREMONY SPONSOR - \$10,000**

The White Coat Ceremony is a prestigious event welcoming our newest medical students to the College of Medicine. This coating ceremony signifies the responsibilities associated with becoming a physician. A reception for students and family members follows. There are many opportunities for signage and press coverage at this event.

### **TEXTBOOK SPONSOR - \$5,000 - \$15,000**

There are some textbooks that every medical student needs and keeps. These can be purchased in volume at a great discount. Your sponsorship can purchase a textbook for each student in a particular class. Your corporate name will be placed in each book providing a lasting remembrance.

### **RECOGNITION**

- Corporate name and logo on all printed materials including our annual report, and on our website
- Photo and editorial coverage in publications that reach 20,000
- Signage at special events
- Press releases crediting your corporation



## COLLEGE OF NURSING

For more than half a century, the College of Nursing has been preparing nurses to meet the health care needs of Central New Yorkers. As the longest-established upper-division nursing school in the region, Upstate offers bachelor's and master's degree completion; post-master's certificates; nurse practitioner education in primary care, pediatrics and psychiatric mental health; and the Doctor of Nursing Practice (DNP) degree. Our graduates practice in hospitals, community health centers, private practice, public health agencies, long-term care facilities, schools, colleges and many other settings. They are current and future leaders in health care.

### ENDOWED SCHOLARSHIPS - \$10,000

Permanently name a scholarship and receive lasting recognition. Market earnings from the endowment provide financial support to outstanding students in perpetuity.

### ANNUAL TUITION SCHOLARSHIPS - \$7,000-\$32,000

This one-time gift provides full tuition for one year to a student who displays the highest level of excellence in her or his field of study.

- Corporate name and logo displayed on a plaque within the college
- Corporate name and logo displayed on a frameable certificate presented to the student
- Acknowledgment in the Nursing Alumni Association annual donor list

### WHITE COAT CEREMONY SPONSOR - \$3,500

The annual White Coat Ceremony is well-attended by students, family members and friends.

- Corporate name and logo as sponsor on all event signs
- Opportunity for brief remarks by corporate representative at event
- Corporate name and logo as sponsor in event program
- Acknowledgment in the Nursing Alumni Association annual donor list

### STUDENT RECEPTION AND SCHOLARSHIP AWARDS CEREMONY SPONSOR - \$3,000

The Student Reception and Scholarship Awards Ceremony in the fall is the first gathering of the new academic year, welcoming students back to campus and the digital classroom.

- Corporate name and logo as sponsor on all event signs
- Opportunity for brief remarks by corporate representative at event
- Corporate name and logo as sponsor in event program
- Acknowledgment in the Nursing Alumni Association annual donor list

### EDUCATIONAL ASSISTANCE AWARDS - \$1,000 min

Support a deserving student in the program of your choice with financial assistance toward her/his tuition or educational materials.

- Corporate name and logo displayed on a frameable certificate presented to the student
- Acknowledgment in the Nursing Alumni Association annual donor list

### STUDENT PROFESSIONAL DEVELOPMENT - \$500 min

Help students gain the benefit of attendance at and participation in professional conferences where they can gather additional insights, present their research projects and connect with future colleagues.

These opportunities all include acknowledgment in the Upstate Foundation *Donor Appreciation Report*.





## COLLEGE OF HEALTH PROFESSIONS

Approximately 60 percent of all health care providers are allied health professionals. Nearly 100 percent of graduates of the College of Health Professions pass the state and national examinations, become certified and find jobs within their field. In addition to several upper division bachelor's programs, the College of Health Professions offers several master's and one doctoral program.

The following programs are currently offered in the College of Health Professions:

Behavior Analysis Studies	Medical Imaging Science/X-ray	Physician Assistant
Clinical Perfusion	Medical Technology	Radiation Therapy
Medical Biotechnology	MedPrep MS in Medical Technology	Respiratory Therapy
Medical Imaging Science/CT and MRI	Physical Therapy	Ultrasound

### ENDOWED SCHOLARSHIPS - \$10,000

Permanently name a scholarship and receive lasting recognition. Market earnings from the endowment provide financial support to outstanding students in perpetuity.

### ANNUAL TUITION SCHOLARSHIPS - \$7,000-\$42,000

This one-time gift provides full tuition for one year to a student who displays the highest level of excellence in his or her field of study.

- Corporate name and logo displayed on a plaque within the college
- Corporate name and logo displayed on a frameable certificate presented to the student
- Acknowledgment in the Health Professions Alumni Association annual donor list

### WHITE COAT CEREMONY SPONSOR - \$5,000

As students begin their first year of study, each student is "coated" before family and friends, signifying the responsibilities associated with becoming a health professional.

- Corporate name and logo as sponsor on event signage
- Opportunity for brief remarks by corporate representative at event
- Corporate name and logo as sponsor in event program
- Acknowledgment in the Health Professions Alumni Association annual donor list

### REUNION SPONSOR - \$1,500

Sponsor a program reunion. Reunions may be held locally or at national meetings. Recognition in event invitation and other materials, at the event, and in the *Alumni Connection* newsletter. Opportunity for promotional giveaways at event.

### ALPHA ETA HONOR SOCIETY CEREMONY SPONSOR - \$1,000

Induction into Alpha Eta, the national honor society for the allied health professions, is highly prestigious, recognizing students for academic excellence, exceptional leadership and promise for achievement in their profession.

- Recognition on print and digital materials
- Opportunity to include a special congratulatory message in the printed program
- Acknowledgment in the Health Professions Alumni Association annual donor list

### EDUCATIONAL ASSISTANCE AWARDS - \$1,000 min

Support a deserving student with financial assistance toward his or her tuition or educational materials.

- Corporate name and logo displayed on a frameable certificate presented to the student
- Acknowledgment in the program for the annual White Coat Ceremony
- Acknowledgment in the Health Professions Alumni Association annual donor list

### STUDENT PROFESSIONAL DEVELOPMENT - \$500 min

Help students gain the benefit of attendance at and participation in professional conferences where they can gather additional insights, present their research projects and connect with future colleagues.

These opportunities all include acknowledgment in the Upstate Foundation *Donor Appreciation Report*.

## PRESIDENT'S SCHOLARSHIP ENDOWMENT

The ever-increasing competition to attract top-notch students is often defined by tuition, with many prospective students deciding where to attend school based on how much their education will cost. To that end, student scholarships are an invaluable resource in helping Upstate Medical University recruit students to its colleges of Medicine, Nursing and Health Professions. In addition, scholarships give Upstate an opportunity to reward academic achievement and assist financially needy students. The President's Scholarship Endowment is an important area in need of support.



### ONE-YEAR NAMED SCHOLARSHIP - \$6,000-\$10,000

For example: President's Scholarship Endowment supported by (your company name)

- Recognition during a ceremony at the appropriate college
- Corporate name listed as a donor in the alumni newsletter distributed free to graduates, students, faculty and employees
- Corporate name included in the award letter received by the student
- Acknowledgment in the Upstate Foundation *Donor Appreciation Report*

### BENEFACTOR - \$1,000

Provide an award to a deserving student in the colleges of Medicine, Nursing and Health Professions. Recognition at the appropriate ceremony and in the Upstate Foundation *Donor Appreciation Report*.

## TEDxSUNYUpstate

The inaugural event in 2021 featured 12-time Olympic medalist Dara Torres and podcaster Mark Shapiro, MD. The student-organized event was viewed around the world and drew more than 10,000 views on YouTube. Plans are also underway for a national innovation award.



### EVENT SPONSOR - \$5,000

- Corporate name on print and digital materials
- Recognition on TEDxSUNYUpstate website
- Social media recognition
- Corporate name and logo as sponsor on event signs



## ANNUAL FUNDS

Annual funds provide continuous support for three primary areas at Upstate:

- Upstate University Hospital and Upstate Community Hospital (called Friend in Deed)
- Upstate Golisano Children's Hospital
- Upstate Cancer Center

Annual funds are an important source of revenue for many programs, services, equipment needs and small research projects – and are frequently the only source of funding for priority initiatives.



### FRIEND IN DEED

**Friend in Deed** is the annual fund for unmet patient needs at Upstate University Hospital and Upstate Community Hospital. It plays an important role because it provides funding for valuable patient program and services, equipment and small research projects for which there are often no other sources of money.

Gifts to Friend in Deed can be designated to either hospital. A list of donors to Friend in Deed is displayed in both hospital lobbies.

### UPSTATE GOLISANO CHILDREN'S HOSPITAL

**Upstate Golisano Children's Hospital** offers a full spectrum of primary and specialized medical care for pediatric patients. The dedicated pediatric staff cares for patients in an inpatient setting that consists of general pediatrics, pediatric surgical unit, hematology/oncology, the only pediatric intensive care unit in a 22-county referral area, and the only dedicated pediatric emergency department between Rochester and Vermont.

As the region's only Level I trauma and burn center, the hospital offers a complete range of health care services for children from birth to 19 years of age.

A gift of \$250 or more is recognized on the Annual Donor Wall of Caring in Upstate Golisano Children's Hospital.

#### NAMING GIFTS

Naming gifts starting at \$5,000 will be recognized with a permanent plaque displayed at or near the appropriate location in the Upstate Golisano Children's Hospital.

## ANNUAL FUNDS

### UPSTATE CANCER CENTER

The **Upstate Cancer Center** treats patients from a 17-county service area. The Upstate Cancer Center delivers multidisciplinary patient care with over 90 board-certified physicians specializing in cancer care. The Upstate Cancer Center not only houses a large team of experts, but the newest technologies in cancer care for patients that are so advanced that the intraoperative suite is one of only 10 in the United States. And, research is a cornerstone at Upstate that drives advanced cancer treatments into practice; new practices result in better patient care and fewer treatment side effects.



A gift of \$100 or more is recognized on the Annual Donor Wall of Honor located in the lobby of the Upstate Cancer Center.

### NAMING GIFTS

The Cancer Center offers a wide variety of room, space and equipment and healing garden naming opportunities starting at \$2,500. By selecting a named gift and becoming a major donor to the Upstate Cancer Center, you will help to ensure the continuation of research, the newest technology and multidisciplinary care which add up to comprehensive and personalized patient treatment in a truly healing environment.

Naming gifts will be recognized with a permanent plaque displayed at or near the appropriate location in the Upstate Cancer Center.

For information on a named gift, please contact the Upstate Foundation at 315-464-4416.





## NAMED GIVING

To the Upstate Foundation, a name is a valued and treasured commodity. Its significance is evident by the number of successful endowment campaigns that have raised millions of dollars throughout the Foundation's history; by the hundreds of named funds the Foundation manages; and by the hundreds of named areas throughout our facilities and campus commemorating donor generosity. A name gives people a compelling reason to give, and named gifts keep legacies alive forever. These are reasons why the Foundation is pleased to offer named giving opportunities.

Name giving opportunities include establishing funds for patient care, education, research and community health and well-being. Benefactors may also designate a specific room or building in a person's honor or memory. Corporations, too, may want to consider named giving opportunities as a mutually rewarding partnership with the Upstate Foundation.

## DONOR-ADVISED FUNDS

**Let us assist you with your charitable giving.**

If philanthropy is one of your priorities, establishing a donor-advised fund at the Upstate Foundation may be the next best step toward achieving your charitable goals.

A donor-advised fund can be established by an individual or company at the Foundation in order to disburse charitable gifts to qualified not-for-profit organizations. This includes, of course, Upstate Medical University as well as local and national nonprofits that are meaningful to you. Simplify your giving and enjoy the tax advantages of a donor-advised fund.

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as of 1/01/2022



# UPSTATE FOUNDATION

Where your gift impacts the  
health of the entire region.

**UpstateFoundation.org**

**315-464-4416**



750 East Adams Street CAB 326 Syracuse, NY 13210

**Our mission:** Impacting patient care, education, research, and  
community health and well-being through charitable giving.