



Together the impact is greater.



Corporate Philanthropy

SPONSOR OPPORTUNITIES 2024

UPSTATE
FOUNDATION

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 to receive and administer gifts and bequests for charitable purposes with a focus on patient care, education, scientific research, and community health and well-being. A public charity with the ability to make distributions to any qualified nonprofit organization, the Upstate Foundation's primary orientation is supporting the mission of Upstate Medical University.

The Foundation's staff works with an engaged board of directors to manage over 1,200 funds; conduct multi-year, multi-million dollar capital and endowment campaigns; administer alumni associations for the colleges of Nursing and Health Professions; implement named giving and planned giving programs, and a grateful patient and family program; run annual campaigns for Upstate University Hospital, Upstate Golisano Children's Hospital and the Upstate Cancer Center; and sponsor several signature fundraising 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 with the assets it manages totaling nearly \$250 million.

For more information, visit
www.UpstateFoundation.org.

CONTENTS

Impact dashboard	2
-----------------------------------	---

2024 Annual Event Schedule*

22nd Annual Valentine Ball For All – February 7.	3
21st Annual Radiothon for Kids – February 13 & 14.	4
28th Annual Paige's Butterfly Run – June 8.	5
Pedaling 4 Paige TBA and Clams 4 Cures TBA	
40th Annual Towsley Pro-Am Golf Tournament – June 24	6
37th Annual Upstate Open – August 8	8
5th Annual Walk Run For Kids – September 21	9
6th Annual Call In for Cancer – October 17	10
34th Annual Upstate Gala – November 22.	11

**Event dates and information are subject to change.*

Education

Norton College of Medicine	13
College of Nursing	14
College of Health Professions	15
President's Scholarship Endowment.	16

Annual Funds

Friend in Deed	17
Upstate Golisano Children's Hospital	17
Upstate Cancer Center	18
Named Giving.	19
Donor-advised Funds	19

Follow the support of individuals, organizations and companies on [f](#) Facebook at The Upstate Foundation and [in](#) LinkedIn.

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



PATIENT CARE



EDUCATION



RESEARCH

TO OUR CORPORATE AND BUSINESS PARTNERS:

As a valued partner of 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 our 2024 signature events, scholarships, annual giving and named giving opportunities highlighted in this sponsor guide 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 sponsor package** tailored to your company's philanthropic interests and goals. Please call Eric Stensland, director of corporate development, at 315-464-5747 or email at StenslaE@upstate.edu.

Thank you in advance for your consideration and future 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 Candid (formerly GuideStar), the leading source of information on nonprofit organizations.

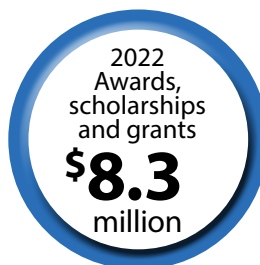
UPSTATE
FOUNDATION

Where your gift impacts the
health of the entire region.



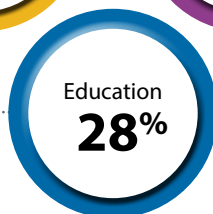
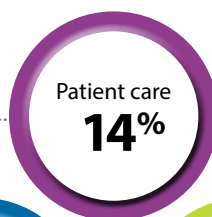
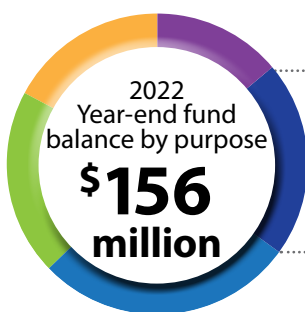
Dramatic growth

Total assets managed has increased more than tenfold over the past 25 years, from \$20.1 million to nearly \$225 million.



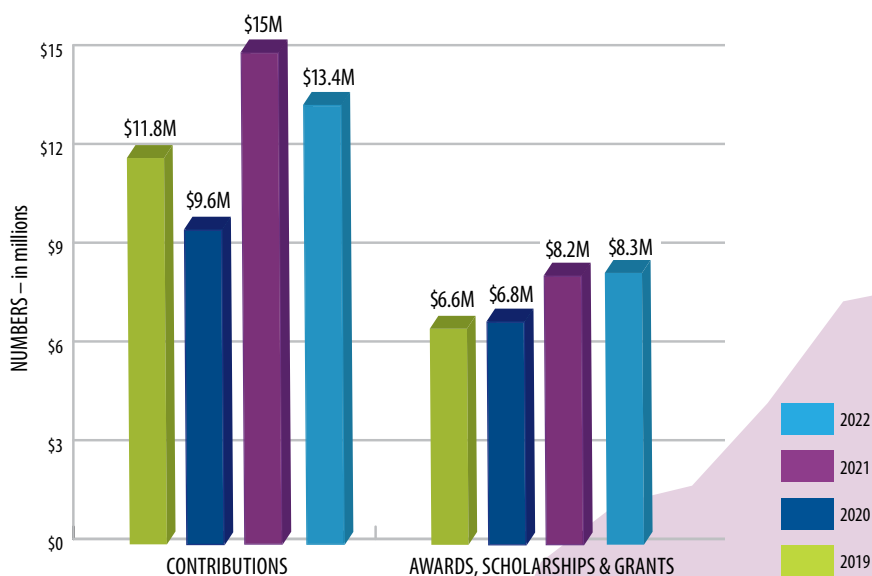
Awards, scholarships and grants

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.



Four-year performance – (2019-2022 Covid)

Total raised: \$49 million
Total awarded: \$29 million





Valentine Ball

For all!

Formerly Father Daughter Valentine Ball,
now open to every parent/guardian and child.

VALENTINE BALL FOR ALL – February 7

Beneficiary: Upstate Foundation Child and Adolescent Mental Health Campaign

The Upstate Foundation and Salt City Road Warriors are pleased to host **Valentine Ball for All**. This inclusive format replaces the Father Daughter Valentine Ball, and is open to any child or children (age 3 and up), and their parent(s), guardian or caregiver. Like the previous ball, there will be entertainment, special guests, face painting, photo booths, a craft project, gifts and so much fun!

PLATINUM SPONSOR – \$3,000+

- Listed as Platinum Sponsor with company logo on digital, email and print materials
- Recognition during event as Platinum Sponsor
- Event landing page recognition
- Full-page ad in program book
- Six adult tickets and six child tickets

GOLD SPONSOR – \$1,500

- Listed as Gold Sponsor with company logo on digital, email and print materials
- Recognition during event as Gold Sponsor
- Event landing page recognition
- Half-page ad in program book
- Four adult tickets and four child tickets

SILVER SPONSOR – \$550

- Listed as Silver Sponsor with company logo on print materials
- Recognition during event as Silver Sponsor
- Quarter-page ad in program book
- Two adult tickets and two child tickets

BRONZE SPONSOR – \$250

- Recognition during event as Bronze Sponsor
- Sponsor listing in program book
- One adult ticket and one child ticket

Note: Check landing page for updates:
<https://www.upstatefoundation.org/ValentineBall>



Radiothon for Kids



iHEART RADIOTHON FOR KIDS – February 13 & 14

Beneficiary: Upstate Golisano Children's Hospital

Live radio broadcast in partnership with iHeartMedia (NewsRadio 570 WSYR and Y94), along with 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.

PLATINUM SPONSOR - \$5,000

- Company name mentioned in hourly thank-you messages throughout two days of Radiothon
- On-air interview
- Company name on print materials including posters, mailers, hospital monitors
- Opportunity for you and your employees to be phone bank volunteers

DAY SPONSOR - \$3,000

- Company name mentioned in hourly thank-you messages throughout one day of Radiothon
- On-air interview
- Company name on print materials including posters, mailers, hospital monitors
- Opportunity for you and your employees to be phone bank volunteers

HOSPITALITY SPONSOR - \$2,500

- Company name mentioned as hospitality sponsor in thank-you messages throughout one day of Radiothon
- On-air interview
- Product placement opportunity: coffee, breakfast and lunch for 25 volunteers and radio talent
- Opportunity for you and your employees to be phone bank volunteers

PHONE BANK SPONSOR - \$1,500

- Company name mentioned as phone bank sponsor in thank-you messages for a two-hour period during one day of Radiothon
- On-air interview
- Opportunity for you and your employees to be phone bank volunteers

POWER HOUR SPONSOR - \$1,000

- 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

MIRACLE MOMENT SPONSOR - \$500 min

- Company name mentioned as a miracle moment sponsor

PAIGE'S BUTTERFLY RUN – June 8

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 Race Presenting Sponsor on PDF application, shirt, website, event thank-you banner and all media placements

RACE BIB SPONSOR - \$5,000

- Name on the race 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 T-shirt. Recognition on website and event thank-you banner

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 area, 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

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

NAMING SPONSOR - \$2,500

- Recognized as the Naming Sponsor for Pedaling 4 Paige
- 2 complimentary event registrations
- Company logo on Pedaling 4 Paige website and event collateral
- Company banner displayed at event
- Featured in 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 displayed at event

INTERVAL SPONSOR - \$750

- Company name on event collateral
- Mention in one of the spin hours

CLAMS 4 CURES CLAMBAKE – September

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

TITLE SPONSOR - \$5,000

- 10 complimentary tickets to Clams 4 Cures
- Company banner displayed at event
- Company 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
- Company banner displayed at event
- Company 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 TOWSLEY PRO-AM – June 24

Shenendoah at Turning Stone Resort Casino

Beneficiary: Clark Burn Center at Upstate University Hospital

The Upstate Towsley Pro-Am is a meaningful tribute to namesake Bill Towsley. Bill was a former IBEW Local 43 business manager and dedicated hospital volunteer until his death in 2010.

A partnership with the CNY Professional Golf Association (PGA) is what makes this tournament a unique experience as each foursome is paired with a PGA pro.



PRESENTING SPONSOR – \$30,000

- Three foursomes joined by PGA pros, lunch, dinner, refreshments and gift
- Featured as Presenting Sponsor on event invitation
- Presenting Sponsor signage featured on course and at lunch and dinner
- Special recognition announced at lunch and dinner
- Featured in publicity, sponsor banner and tournament program
- **This is an exclusive sponsor opportunity:**
IBEW Local 43/NECA Finger Lakes Chapter

GOLF COURSE SPONSOR - \$10,000

- Two foursomes joined by PGA pros, lunch, dinner, refreshments and gift
- Golf Course Sponsor signage featured on course and at lunch and dinner
- Special recognition announced at lunch and dinner
- Featured in publicity, sponsor banner and tournament program
- **This is an exclusive sponsor opportunity**

DINNER SPONSOR – \$6,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Dinner Sponsor signage featured on course and at dinner
- Special recognition announced at dinner
- Featured in publicity, sponsor banner and tournament program
- **Limited to three (3) sponsors**

19TH HOLE RECEPTION SPONSOR - \$5,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- 19th Hole Sponsor signage featured on course and at cocktail reception
- Special recognition announced at dinner
- Featured in publicity, sponsor banner and tournament program
- **Limited to three (3) sponsors**

GOLF CART SPONSOR - \$5,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Golf Cart Sponsor signage featured on all carts and GPS during morning and afternoon flights
- Featured in publicity, sponsor banner and tournament program
- **Limited to three (3) sponsors**

GOLFER GIFT SPONSOR - \$5,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Golfer Gift Sponsor signage featured at registration and company logo included on gift thank-you card
- Featured in publicity, sponsor banner and tournament program
- **Limited to three (3) sponsors**

PGA PRO SPONSOR - \$5,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- PGA Pro Sponsor signage featured on course and at PGA registration
- PGA Pro Sponsor signage at the Upstate Towsley Open when PGA pros compete for the cash purse
- Featured in publicity, sponsor banner and tournament program
- **Limited to three (3) sponsors**

PRIZE SPONSOR - \$3,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Prize Sponsor signage featured on course and at prize table
- Special recognition announced at award ceremony
- Featured in publicity, sponsor banner and tournament program
- **This is an exclusive sponsor opportunity:**
Woodbine Hospitality Group

40th Annual TOWSLEY PRO-AM CONTINUED

LUNCH SPONSOR - \$3,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Lunch Sponsor signage featured on course and at lunch
- Special recognition announced at lunch
- Featured in publicity, sponsor banner and tournament program
- **Limited to five (5) sponsors**

REFRESHMENT CART SPONSOR – \$3,000

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Refreshment Cart Sponsor signage featured on hospitality carts that serve complimentary beverages/snacks
- Featured in publicity, sponsor banner and tournament program
- **Limited to five (5) sponsors**

BAG CHECK SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Bag Check Sponsor signage displayed at golfer bag check station
- Featured in publicity, sponsor banner and tournament program

ON-COURSE BEVERAGE SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- On-Course Beverage Sponsor signage featured at four hydration stations
- Featured in publicity, sponsor banner and tournament program

PUTTING GREEN SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Putting Green Sponsor signage featured at putting green
- Featured in publicity, sponsor banner and tournament program

DRIVING RANGE SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Driving Range Sponsor signage featured at driving range
- Featured in publicity, sponsor banner and tournament program

HOLE-IN-ONE SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Hole-In-One Sponsor signage featured at contest tee
- Featured in publicity, sponsor banner and tournament program

LONGEST DRIVE SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Longest Drive Sponsor signage featured at contest tee
- Featured in publicity, sponsor banner and tournament program

CLOSEST-TO-THE-PIN SPONSOR - \$2,500

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Closest-To-The-Pin Sponsor signage featured at contest tee
- Featured in publicity, sponsor banner and tournament program

FOURSOME SPONSOR - \$2,200

- One foursome joined by a PGA pro, lunch, dinner, refreshments and gift
- Listed in publicity, sponsor banner and tournament program

BREAKFAST SPONSOR - \$1,500

- Breakfast Sponsor signage featured at breakfast buffet
- Listed in publicity, sponsor banner and tournament program
- Two complimentary invitations to cocktail reception and dinner

SCOREBOARD SPONSOR - \$1,500

- Scoreboard Sponsor signage featured at tournament scoreboard
- Listed in publicity, sponsor banner and tournament program
- Two complimentary invitations to the cocktail reception and dinner

TWOSOME SPONSOR - \$1,200

- Twosome paired with another twosome and a PGA pro, lunch, dinner, refreshments and gift
- Listed in publicity, sponsor banner and tournament program
- *Please note that twosome golfing opportunities are based on availability as most golfers register as foursomes*

GREEN SPONSOR - \$500

- Company logo featured on a green sign
- Listed in publicity, sponsor banner and tournament program

TEE SPONSOR - \$500

- Company logo featured on a tee sign
- Listed in publicity, sponsor banner and tournament program

UPSTATE OPEN

Turning Stone Resort Casino

Upstate Open will be played on two golf courses at Turning Stone, Shenendoah and Kaluhyat.

Beneficiary: pediatric and adult cancer care at the Upstate Cancer Center, and cancer research at Upstate Medical University

UPSTATE OPEN – August 8

ALL SPONSORS

- Company logo or name on day-of-event banner
- Company logo or name in program book at sponsor level

PARTNERSHIP SPONSOR - \$25,000

Information provided upon request

PRESENTING SPONSOR - \$12,000

- Two foursomes
- Recognized as Presenting Sponsor in event advertising and publicity materials
- Recognized as Presenting Sponsor on social media
- Company logo or name on flag banner
- Participant golf shirts
- Company logo or name on two tee signs (one tee sign on each course)

COURSE SPONSOR - \$10,000

- Two foursomes
- Recognized as Course Sponsor on social media
- Company logo or name on flag banner
- Participant golf shirts
- Company logo or name on one tee sign (one tee sign on one course)

GIFT SPONSOR - \$6,000

- One foursome
- Company logo or name associated with 288 golfer gifts
- Company logo or name on two tee signs (one tee sign on each course)

19TH-HOLE AWARDS

RECEPTION SPONSOR - \$5,000

- One foursome
- Company logo or name on sponsor signage at awards reception
- Company logo or name on two tee signs (one tee sign on each course)

GOLF CART SPONSOR - \$5,000

- One foursome
- Company logo or name on golf cart signage
- Company logo or name on golf cart GPS



LUNCH SPONSOR - \$4,500

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

LONGEST DRIVE SPONSOR - \$3,500*

- One foursome
- Company logo or name on Longest Drive hole contest sign

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

- One foursome
- Company logo or name on Hole-In-One contest sign

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

- One foursome
- Company logo or name on Closest-to-the-Pin contest sign

BAG CHECK SPONSOR - \$3,000

- One foursome
- Company logo or name in bag check area

REFRESHMENT CART SPONSOR - \$3,000*

- One foursome
- Company logo or name on refreshment cart

BREAKFAST SPONSOR - \$3,000

- One foursome
- Company logo or name on signage in breakfast area

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

- One foursome
- Company logo or name on refreshment stops

BIRDIE SPONSOR - \$2,500

- One foursome
- Company logo or name on one tee sign

TEE SPONSOR - \$1,000

- Company logo or name on one tee sign

PAR SPONSOR - \$500

FOURSOME - Morning \$2,000

FOURSOME - Afternoon \$2,200

**Request information and pricing for sponsorship on both Shenendoah and Kaluhyat.*



**Walk/Run
for Kids**

WALK/RUN FOR KIDS – September 21

5K USATF 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.

Become a **Walk/Run for Kids** sponsor, and you help Upstate Golisano Children's Hospital patients and their families.

ALL SPONSORS

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

CHAMPION SPONSOR - \$6,000

Information available upon request

REGISTRATION SPONSOR - \$4,500

- 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

RACE BIB SPONSOR - \$4,000

- Company name on event participant race 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 beginning of the route
- Company logo on event T-shirt
- 1 event registration

WALKER SPONSOR - \$1,000

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

SUPPORT SPONSOR - \$250-\$999



CALL IN FOR CANCER – October 17

Call In for Cancer is conducted in partnership with iHeartMedia (live broadcasts on NewsRadio 570 WSYR and Y94) along with support from CNY Central. The event supports the needs of adults being treated for cancer locally at Upstate Cancer Center. Your sponsorship will be recognized over live radio to thousands of listeners during the broadcast.

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
- Check presentation at Upstate Cancer Center
- 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
- Check presentation at Upstate Cancer Center
- 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
- Check presentation at Upstate Cancer Center
- 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

HOOR OF HOPE SPONSOR - \$500

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



UPSTATE GALA – November 22

SPECIAL UNDERWRITING SPONSOR LEVELS

Recognition provided for underwriting sponsors in Gala publicity, signage and program

PRESENTING SPONSOR

Information provided upon request

PATRON PARTY SPONSOR - \$15,500

- Acknowledged as sponsor on pre-event print materials, digital and social media
- Acknowledged on Patron Party signage
- Listed as Patron Party Sponsor on signage
- Recognition in event slideshow
- Listed as Patron Party Sponsor in Gala program
- Full-page ad in Gala program
- Acknowledged on Gala website with company link
- 20 Patron Party/Gala reserved seating tickets

FOOD AND BEVERAGE SPONSOR - \$12,500

- Acknowledged on food/beverage station signage
- Listed as Food and Beverage Sponsor on signage
- Recognition in event slideshow
- Listed as Food and Beverage Sponsor in Gala program
- Full-page ad in Gala program
- Acknowledged on Gala website with company link
- 12 Patron Party/Gala reserved seating tickets

LIGHTING AND DÉCOR SPONSOR - \$10,000

- Listed as Lighting and Décor Sponsor on signage
- Recognition in event slideshow
- Listed as Lighting and Décor Sponsor in Gala program
- Full-page ad in Gala program
- Acknowledged on Gala website with company link
- 10 Patron Party/Gala reserved seating tickets

ENTERTAINMENT SPONSOR - \$8,500

- Listed as Entertainment Sponsor on signage
- Recognition in event slideshow
- Listed as Entertainment Sponsor in Gala program
- Half-page ad in Gala program
- Acknowledged on Gala website with company link
- 8 Patron Party/Gala reserved seating tickets

MUSIC STAGE SPONSOR - \$8,500

- Listed as Music Stage Sponsor on signage
- Recognition in event slideshow
- Listed as Music Stage Sponsor in Gala program
- Acknowledged on Gala website with company link
- Half-page ad in Gala program
- 8 Patron Party/Gala reserved seating tickets

PRINTED PROGRAM SPONSOR - \$6,500

- Listed as Printed Program Sponsor on signage
- Recognition in event slideshow
- Listed as Printed Program Sponsor in Gala program
- Acknowledged on Gala website with company link
- Half-page ad in Gala program
- 6 Patron Party/Gala reserved seating tickets

continued...



UPSTATE GALA CONTINUED

PATRON SPONSOR LEVELS

DIAMOND SPONSOR – \$20,000

- Acknowledged as sponsor on pre-event print materials, digital and social media
- Listed as Diamond Sponsor on event signage
- Recognition in event slideshow
- Listed as Diamond Sponsor in Gala program
- Full-page ad in Gala program
- Acknowledged on Gala website with company link
- 20 Patron Party/Gala reserved seating tickets

HUMANITARIAN SPONSOR - \$10,000 +

- Listed as Humanitarian Sponsor on signage
- Recognition in event slideshow
- Listed as Humanitarian Sponsor in Gala program
- Full-page ad in Gala program
- Acknowledged on Gala website with company link
- 10 Patron Party/Gala reserved seating tickets

PLATINUM SPONSOR - \$8,000

- Listed as Platinum Sponsor on signage
- Recognition in event slideshow
- Listed as Platinum Sponsor in Gala program
- Half-page ad in Gala program
- Acknowledged on Gala website with company link
- 8 Patron Party/Gala reserved seating tickets

GOLD SPONSOR - \$5,250

- Listed as Gold Sponsor on signage
- Recognition in event slideshow
- Listed as Gold Sponsor in Gala program
- Quarter-page ad in Gala program
- Acknowledged on Gala website with company link
- 6 Patron Party/Gala reserved seating tickets

SILVER SPONSOR - \$2,750

- Recognition in event slideshow
- Listed as Silver Sponsor in Gala program
- Acknowledged on Gala website
- 4 Patron Party/Gala reserved seating tickets

BRONZE SPONSOR - \$1,250

- Recognition in event slideshow
- Listed as Bronze Sponsor in Gala program
- Acknowledged on Gala website
- 2 Patron Party/Gala reserved seating tickets

FRIENDS OF FOUNDATION - \$325

- 1 Patron Party/Gala reserved seat ticket



Medical Alumni Foundation for

UPSTATE

MEDICAL UNIVERSITY

ALAN AND MARLENE NORTON
COLLEGE OF MEDICINE

NORTON COLLEGE OF MEDICINE

The Upstate Medical University Norton 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.

Norton 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 \$230,000 or more. You can help alleviate some of this financial burden by supporting important academic initiatives, such as scholarships and awards, textbook programs and other sponsor opportunities.

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 Norton College of Medicine. This coating ceremony signifies the responsibilities associated with becoming a physician. 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, such as Netter Atlas of Human Anatomy and First Aid for the USMLE Step 1. These can be purchased in volume at a great discount. Your sponsorship can purchase a textbook for each student that will be kept throughout their career. Your name will be placed in each book providing a lasting remembrance.

RECOGNITION

- Name 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



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; advanced 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 - \$3,500

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.



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.

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

BENEFACITOR - \$1,000

Provide an award to a deserving student in the colleges of Medicine, Nursing and Health Professions. Recognition at the appropriate college ceremony.

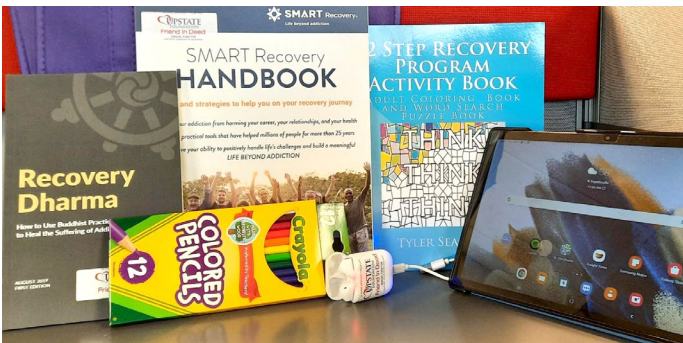


ANNUAL FUNDS

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.

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

The annual fund for **Upstate Golisano Children's Hospital** is allocated by a committee of health care professionals and administrators from the hospital, as well as Foundation staff members, and community physicians that review the numerous requests for funding each year. There are always more requests than there are available resources for important hospital programs and services.

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 CONTINUED

UPSTATE CANCER CENTER

Annual gifts fuel the mission and work at the **Upstate Cancer Center**, and support clinical care, education and biomedical research. On average, 600 patients receive treatment for cancer on any given day at the Cancer Center and its satellite offices. Care is characterized by the unique multidisciplinary team approach to diagnosis and treatment. Doctors at the Cancer Center are involved in cutting-edge clinical research and trials in partnership with the National Cancer Institute.



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 Upstate Medical University's facilities and campus commemorating donor generosity. A name gives people a compelling reason to give, and named gifts keep legacies alive forever.

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 the Upstate Foundation assist you with 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.

UPSTATE FOUNDATION BOARD OF DIRECTORS

BOARD OF DIRECTORS

Officers

Rita L. Reicher, PhD, *Chair*
Community Volunteer

Paul P. Mello, *Vice Chair*
President and Chief Executive Officer
Solvay Bank

Gail M. McIntyre, CPA, *Treasurer*
Partner
The Bonadio Group

J. Daniel Pluff, *Assistant Treasurer*
Executive Director, Wealth Management,
Financial Advisor, Senior Portfolio Manager
The Pluff Hooley Butler Group at Morgan Stanley

Dodie Vlassis, *Secretary*
Community Volunteer

Voting Members

Nathan Andrews
President
Morse Manufacturing Company Inc.

John M. Bernardo
Executive Director
The SEPP Group

Juli G. Boenheim
Community Volunteer

John F. Brogan, CPA
Senior Vice President of Operations and
Chief Financial Officer
L. & J.G. Stickley, Inc.

Karen Knope Bullivant
Vice President
HKS Consulting

Phillip Capozzi, MD
Anesthesiologist

Stephen Y. L. Chow
Senior Vice President, Senior Portfolio Manager
Pinnacle Investments, LLC

Chung-Taik Chung, MD
Emeritus Professor of Radiation Oncology
Upstate Medical University

Timothy A. Damron, MD
Vice-Chairman and David G. Murray
Endowed Professor
Orthopedic Oncology and
Joint Replacement Surgery
Upstate Medical University

Gregory L. Eastwood, MD
Professor of Bioethics and Humanities
Upstate Medical University

Gary Grossman, CPA, CFP
Retired Managing Partner
Grossman St. Amour CPAs, PLLC

William J. Killory, CPA
Chief Financial Officer
White Management Corporation

Joseph L. Lalonde
Community Volunteer

Scott M. Matukas
Executive Vice President
Logicore Strategies

Stephen P. McCoy, MBA, CPA
Executive Vice President and
Chief Financial Officer
KPH Healthcare Services Inc.

Maureen Dunn McGlynn
Partner
Cohen Compagni Beckman Appler & Knoll, PLLC

John L. Murad, Jr.
Partner
Hancock Estabrook, LLP

Andrew K. Palmer, MD
Emeritus Professor of Orthopedic Surgery
Upstate Medical University

Michael H. Ratner, MD
Emeritus Professor of Pediatric Surgery
Upstate Medical University

Dave Schneckenburger
President
Thompson & Johnson Equipment Co., Inc.

Joshua P. Solomon
Vice President National Accounts
Beerboard

Chris Spera
Division President
McLane Northeast

April Stone
Chief Executive Officer and Owner
CNY Infusion Services

Ex-Officio

Mantosh Dewan, MD
President
Upstate Medical University

Eric J. Smith, CPA
Senior Vice President for Finance
and Administration
Upstate Medical University

Emeritus

Daniel T. Accordino
President, Chief Operating Officer and Director
Carrols Corporation

William F. Allyn, Jr.
President
Allyn Family Foundation

Enrico M. Camporesi, MD
Emeritus Professor of Physiology
and Pharmacology
University of South Florida

Donald A. Denton
Retired Managing Partner
Hancock Estabrook, LLP

Orrin B. MacMurray, PE
Chairman Emeritus
The C&S Companies

Louis G. Marcoccia, EdD
Community Volunteer

Eric Mower
Chair and Chief Executive Officer
Mower

Taylor H. Obold
Community Volunteer

Robert E. Pietrafesa II
Community Volunteer

Mary Ann Shaw, MS, Ed
Community Volunteer

Vincent F. Spina
President
BPAS Actuarial & Pension Services

Maureen C. Zupan
Community Volunteer

Vice President for Development

Eileen M. Pezzi, MPA

as of 6/30/2023

SPONSOR OPPORTUNITIES

Event _____

Sponsor Level _____ Sponsor Amount _____

Event _____

Sponsor Level _____ Sponsor Amount _____

Event _____

Sponsor Level _____ Sponsor Amount _____

Event _____

Sponsor Level _____ Sponsor Amount _____

Event _____

Sponsor Level _____ Sponsor Amount _____

CONTACT INFORMATION

Contact Name _____

Company _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Email _____

Please provide company logo file as vector format.

PAYMENT OPTIONS

☐ Check enclosed. Make payable to: **The Upstate Foundation, Inc.**

☐ Send invoice

☐ Please charge my ☐  ☐  ☐  ☐ 

Name on card _____

Card number _____

Exp. date _____

Signature _____

☐ I cannot sponsor but would like to make a contribution of

\$ _____

UPSTATE FOUNDATION

Where your gift impacts the
health of the entire region.

UpstateFoundation.org

315-464-4416



750 East Adams Street, Syracuse, NY 13210

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