



Together the impact is greater.



Corporate Philanthropy

SPONSOR OPPORTUNITIES 2025

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.

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

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Follow the support of individuals, organizations and companies
 on [f](#) Facebook, [i](#) Instagram 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 2025 signature events, scholarships, annual giving campaigns 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

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health of the entire region.

Radiothon for Kids



iHEART RADIOTHON FOR KIDS – February 11 & 12

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 logo on print materials including posters, mailers, hospital monitors
- Opportunity for you and your employees to be phone bank volunteers
- Option for video interview for social media
- Private Children's Hospital tour – up to 8 people
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation

DAY SPONSOR - \$3,000

- Company name mentioned in hourly thank-you messages throughout one day of Radiothon
- On-air interview
- Company logo on print materials including posters, mailers, hospital monitors
- Opportunity for you and your employees to be phone bank volunteers
- Option for video interview for social media
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation

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 and TV talent
- Opportunity for you and your employees to be phone bank volunteers
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation

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
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation

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
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation

MIRACLE MOMENT SPONSOR - \$500

- Company name mentioned as a miracle moment sponsor

PAIGE'S BUTTERFLY RUN – June 7

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 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 shirt, website and event thank-you banner

REGISTRATION SPONSOR - \$5,000

- Signage in registration area and recognition on shirt, website and event thank-you banner

COURAGE CORNER SPONSOR - \$5,000

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

TIMING SPONSOR - \$4,000

- Recognition as Timing Sponsor on 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

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

CATERPILLAR CRAWL SPONSOR - \$3,000

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

COURSE SAFETY SPONSOR - \$2,500

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

PARKING SPONSOR - \$2,000

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

WATER STOP SPONSOR - \$2,000

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

MILE MARKER SPONSOR - \$2,000

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

PLATINUM RIBBON SPONSOR - \$1,500

- Recognition on website as Platinum Sponsor

GOLD RIBBON SPONSOR - \$500 - \$1,000

- Recognition on website as Gold Sponsor

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 logo displayed at event

PRESENTING SPONSOR - \$1,500

- Recognized as the Presenting Sponsor for Pedaling 4 Paige
- Company name on event collateral
- Company logo 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

- 5 complimentary tickets to Clams 4 Cures
- Company logo displayed at event
- Company logo on event collateral

RAFFLE SPONSOR - \$2,500

- 2 complimentary tickets to Clams 4 Cures
- Company name listed on event collateral
- Company logo displayed at raffle tables

TICKET SPONSOR - \$1,500

- 1 complimentary ticket to Clams 4 Cures
- Company name listed on event collateral
- Company logo displayed at registration table

FRIEND SPONSOR - \$500 - \$1,000

- Company logo listed on event website

UPSTATE
TOWSLEY
PRO-AM

UPSTATE TOWSLEY PRO-AM June 23

Presented by IBEW Local 43 & NECA Finger Lakes Chapter

The Upstate Towsley Pro-am returns to **Shenendoah** at Turning Stone Resort Casino for a unique golf experience featuring a partnership with **PGA of CNY**. With morning and afternoon flights available, PGA pros are paired with sponsor foursomes as together they raise funds to support Upstate Medical University and compete for the tournament title.



COURSE SPONSOR - \$10,000

- Two foursomes paired with CNY PGA pros
- Logo featured on the save-the-date announcement and invitation
- Recognition as Course Sponsor in event advertising, publicity materials and social media
- Recognition on Upstate Foundation website event page
- Logo featured on Course Sponsor flag
- Special recognition during lunch and dinner presentations
- Logo featured on event banner and in tournament program
- Logo featured on two tee signs
- Complimentary meal/beverage service and commemorative gift

COCKTAIL RECEPTION AND DINNER SPONSOR - \$7,000

- One foursome paired with a CNY PGA pro
- Logo featured on reception and dinner signage
- Special recognition during dinner presentation
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on two tee signs
- Complimentary meal/beverage service and commemorative gift

CNY PGA SPONSOR - \$5,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage at PGA registration and scoring tables
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on one tee sign
- Complimentary meal/beverage service and commemorative gift

GOLF CART SPONSOR - \$5,000

- One foursome paired with a CNY PGA pro
- Logo featured on all golf carts and cart GPS screens
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on one tee sign
- Complimentary meal/beverage service and commemorative gift

GOLFER GIFT SPONSOR - \$5,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at gift distribution
- Logo featured on commemorative gifts presented to 300-400 golfers
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on one tee sign
- Complimentary meal/beverage service and commemorative gift

TOURNAMENT PRIZE SPONSOR - \$4,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at the prize table during lunch and dinner
- Special recognition during tournament award presentation
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

LUNCH SPONSOR - \$3,500

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at lunch buffets
- Special recognition during lunch presentations
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

UPSTATE TOWSLEY PRO-AM CONTINUED

REFRESHMENT CART SPONSOR - \$3,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed on refreshment carts
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

BEVERAGE STATION SPONSOR - \$3,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at four on-course beverage stations
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

HOLE-IN-ONE SPONSOR - \$3,000

- One foursome paired with CNY PGA pro
- Logo featured on signage displayed at Hole-in-One contest
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

LONGEST DRIVE SPONSOR - \$3,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at Longest Drive contest
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

CLOSEST-TO-THE-PIN SPONSOR - \$3,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at Closest-to-the-Pin contest
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

BAG DROP SPONSOR - \$2,500

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at bag drop
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

PUTTING GREEN SPONSOR - \$2,500

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at the putting green
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

DRIVING RANGE SPONSOR - \$2,500

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at the driving range
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

FOURSOME SPONSOR - \$2,300

- One foursome paired with CNY PGA pro
- Name featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

BREAKFAST SPONSOR - \$1,500

- Logo featured on signage displayed at breakfast buffet
- Name featured on event banner and in tournament program
- Two complimentary invitations to cocktail reception and dinner

SCOREBOARD SPONSOR - \$1,500

- Logo featured on signage displayed near scoreboard
- Name featured on event banner and in tournament program
- Two complimentary invitations to cocktail reception and dinner

TEE OR GREEN SPONSOR - \$750

- Logo featured on one tee or green sign
- Name featured on event banner and in tournament program

One tournament... Two premier Turning Stone experiences!

**New in 2025,
teams can enjoy an exclusive
experience at Atunyote**

Add \$600 per foursome to any golf sponsor level
Limited availability (afternoon flight)

PGA pros will NOT be paired with Atunyote foursomes

UPSTATE OPEN

UPSTATE OPEN – July 31

Returning to the Turning Stone Resort Casino, the Upstate Open hosted by the Upstate Foundation offers an elite golf experience at three of New York's most beautiful courses, Shenendoah, Kaluhyat and Atunyote – new in 2025. You and your guests will enjoy amazing golf and premier hospitality while supporting patient care, education and research at Upstate Medical University.



NEW IN 2025: PLAY WHERE THE PROs PLAY

Enjoy a premier golf experience at the exclusive Atunyote golf course

Add \$800 per foursome to any golf sponsor level | Limited availability (afternoon flight)

PRESENTING SPONSOR - \$12,000

- Two foursomes on ANY of the three courses
- Recognition as Presenting Sponsor in event advertising, publicity materials and social media
- Recognition on Upstate Foundation website event page
- Logo featured on Presenting Sponsor flag
- Logo featured on two tee signs
- Logo featured on event banner and in tournament program

COURSE SPONSOR - \$10,000

- Two foursomes on choice of Shenendoah or Kaluhyat
- Recognition as Course Sponsor in event advertising, publicity materials and social media
- Recognition on Upstate Foundation website event page
- Logo featured on Course Sponsor flag
- Logo featured on two tee signs
- Logo featured on event banner and in tournament program

GOLFER GIFT SPONSOR - \$6,000

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on commemorative gifts presented to 400 golfers
- Recognition on Upstate Foundation website event page
- Logo featured on signage displayed at gift distribution
- Logo featured on two tee signs
- Logo featured on event banner and in tournament program

19th-HOLE AWARDS RECEPTION SPONSOR - \$5,000

- One foursome on choice of Shenendoah or Kaluhyat
- Recognition on Upstate Foundation website event page
- Logo featured on signage at the 19th-Hole Awards Reception
- Logo featured on one tee sign
- Logo featured on event banner and in tournament program

GOLF CART SPONSOR - \$5,000

- One foursome on choice of Shenendoah or Kaluhyat
- Recognition on Upstate Foundation website event page
- Logo featured on all golf carts and cart GPS screens
- Logo featured on one tee sign
- Logo featured on event banner and in tournament program

LUNCH SPONSOR - \$5,000

- One foursome on choice of Shenendoah or Kaluhyat
- Recognition on Upstate Foundation website event page
- Logo featured on signage displayed at lunch
- Logo featured on one tee sign
- Logo featured on event banner and in tournament program

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UPSTATE OPEN CONTINUED

LONGEST DRIVE SPONSOR - \$3,500*

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed at Longest Drive contest
- Logo featured on event banner and in tournament program

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

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed at Hole-in-One contest
- Logo featured on event banner and in tournament program

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

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed at Closest-to-the-Pin contest
- Logo featured on event banner and in tournament program

REFRESHMENT CART SPONSOR - \$3,500*

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed on refreshment carts
- Logo featured on event banner and in tournament program

BREAKFAST SPONSOR - \$3,500

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed in breakfast area
- Logo featured on event banner and in tournament program

ON-COURSE BEVERAGE SPONSOR - \$3,000*

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed at four beverage stations
- Logo featured on event banner and in tournament program

BAG DROP SPONSOR - \$3,000

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed in bag drop area
- Logo featured on event banner and in tournament program

BIRDIE SPONSOR - \$2,500

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on one tee sign
- Logo featured on event banner and in tournament program

FOURSOME ONLY - \$2,200

- One foursome on choice of Shenendoah or Kaluhyat
- Course selection will be available on a first-come, first-served basis

TEE SPONSOR - \$1,000

- Logo/name featured on one tee sign
- Logo/name featured on event banner and in tournament program

PAR SPONSOR - \$500

- Logo/name featured on event banner and in tournament program

RAFFLE/SILENT AUCTION (In-Kind Donation)

- Logo/name featured on signage with donated item
- Logo/name featured in tournament program

* Information and pricing available for sponsorships on all three courses

Walk/Run for Kids



WALK/RUN FOR KIDS – September 27

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 region.

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

ALL SPONSORS

- Logo featured on event banner
- Recognition on Upstate Foundation website event page
- Recognition during announcements
- Event volunteer opportunities for employees
- Recognition on Upstate Foundation social media

CHAMPION SPONSOR - \$6,000

Information available upon request

REGISTRATION SPONSOR - \$4,500

- Corporate banner featured at start/finish line
- Logo featured on signage at registration table
- Special recognition on Upstate Foundation social media
- Recognition in email communication with event participants
- Logo featured on event T-shirt
- 8 event registrations for company team
- Products and promotional materials distributed in participant packet

RACE BIB SPONSOR - \$4,000

- Logo/name featured on event participant race bibs
- Special recognition on Upstate Foundation social media
- Logo featured on event T-shirt
- 6 event registrations for company team

WATER STOP SPONSOR - \$3,500

- Corporate banner featured at water stop
- Logo featured on event T-shirt
- 5 event registrations for company team

RUNNER TIMING SPONSOR - \$3,000

- Corporate banner featured at timing station
- Logo featured on event T-shirt
- 4 event registrations for company team

FINISHERS AWARD SPONSOR - \$2,500

- Logo featured at finish line
- Logo featured on event T-shirt
- 3 event registrations for company team

KIDS' FUN RUN SPONSOR - \$2,000

- Logo featured at Fun Run
- Logo featured on event T-shirt
- 2 event registrations for company team

ROUTE SPONSOR - \$1,500

- Logo featured at beginning of route
- Logo featured on event T-shirt
- 1 event registration

WALKER SPONSOR - \$1,000

- Logo featured on route sign
- Logo featured on event T-shirt

SUPPORT SPONSOR - \$250-\$999

**"At age 49, I never thought I'd hear
the words: 'It's cancer, and we need
to operate tonight.'"**

- Upstate Colon Cancer Patient



CALL IN FOR CANCER – October 16

Join us for live broadcasts by iHeartMedia stations NewsRadio 570 WSYR and Y94 along with CNY Central (local NBC/CBS). Call In for Cancer supports the needs of adults and children being treated for cancer locally at Upstate Cancer Center. Your sponsorship will be recognized over live broadcasts to thousands of listeners and viewers during Call In for Cancer.

PRESENTING SPONSOR - \$10,000

- Exclusive recognition as Presenting Sponsor in all event advertising, publicity materials and social media
- Company name announced when radio talent mentions "Call In for Cancer"
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Meaningful volunteer opportunities for company employees
- Recognition in LinkedIn posts prior to, during and after live event
- Television exposure on CNY Central (local CBS/NBC)

DRIVE OUT CANCER SPONSOR - \$5,000

- Company name mentioned in thank-you messages featured on-air during peak drive time (6-7 am and 5-6 pm)
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Meaningful volunteer opportunities for company employees
- Recognition in LinkedIn posts prior to, during and after live event

COMMUNITY PARTNER SPONSOR - \$2,500

- Company name announced in pre-recorded message featured on-air during two hours of live event
- Photographed check presentation prior to event
- Recognition in LinkedIn posts prior to, during and after event
- Meaningful volunteer opportunities for company employees

NOBODY FIGHTS ALONE SPONSOR - \$1,500

- Recognition in pre-recorded thank-you message featured on-air during one hour of live event
- Photographed check presentation prior to event
- Recognition in LinkedIn posts prior to, during and after event
- Meaningful volunteer opportunities for company employees

RING THE BELL SPONSOR - \$1,000

- Recognition on social media including up to four LinkedIn posts prior to, during and following the live event
- Recognition on TV monitors located throughout Upstate Medical University

SURVIVE AND THRIVE SPONSOR - \$500

- Recognition in LinkedIn posts prior to and after live event

NEW CATEGORY: ANGEL SPONSOR (Individual Donor) - \$10,000

- Opportunity for video interview explaining how your gift aligns with your personal search for satisfaction and purpose, to be used in social media
- Recognition on the Upstate Foundation website event page
- Recognition in LinkedIn posts prior to, during and following the live event

Deadline for all sponsorships is October 9, 2025, to allow time to pre-record radio spots, host check presentations and be featured in pre-event social media posts. Any sponsorships received after this date may not receive on-air promotion but will include social media recognition both during and after the event.

GALA

UPSTATE GALA – November 21

Each fall, the Upstate Foundation hosts its signature event, Upstate Gala. During its 45-year history, the Gala has raised over \$10 million to impact patient care, education, research, and community health and well-being.



PRESENTING SPONSOR

Information provided upon request

DIAMOND SPONSOR – \$20,000

- Recognition as Diamond Sponsor in event advertising, publicity materials and social media
- Recognition as Diamond Sponsor on event signage
- Recognition in event slideshow
- Recognition as Diamond Sponsor in Gala program
- Full-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 20 Patron Party/Gala reserved seating tickets
- Company name on reserved tables

PATRON PARTY SPONSOR - \$15,500

- Recognition as Patron Party Sponsor in event advertising, publicity materials and social media
- Recognition on Patron Party signage
- Recognition as Patron Party Sponsor on event signage
- Recognition in event slideshow
- Recognition as Patron Party Sponsor in Gala program
- Full-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 20 Patron Party/Gala reserved seating tickets
- Company name on reserved tables

HUMANITARIAN SPONSOR - \$10,000

- Recognition as Humanitarian Sponsor on event signage
- Recognition in event slideshow
- Recognition as Humanitarian Sponsor in Gala program
- Full-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 10 Patron Party/Gala reserved seating tickets
- Company name on reserved table

LIGHTING AND DÉCOR SPONSOR - \$10,000

- Recognition as Lighting and Décor Sponsor on event signage
- Recognition in event slideshow
- Recognition as Lighting and Décor Sponsor in Gala program
- Full-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 10 Patron Party/Gala reserved seating tickets
- Company name on reserved table

PLATINUM SPONSOR - \$8,500

- Recognition as Platinum Sponsor on event signage
- Recognition in event slideshow
- Recognition as Platinum Sponsor in Gala program
- Half-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 10 Patron Party/Gala reserved seating tickets
- Company name on reserved table

continued...



DINNER STATION SPONSOR - \$6,500

- Recognition as Dinner Station Sponsor on food station signage
- Recognition as Dinner Station Sponsor on event signage
- Recognition in event slideshow
- Recognition as Dinner Station Sponsor in Gala program
- Half-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 8 Patron Party/Gala reserved seating tickets
- Company name on reserved table

BEVERAGE SPONSOR - \$6,500

- Recognition as Beverage Sponsor on bar signage
- Recognition as Beverage Sponsor on event signage
- Recognition in event slideshow
- Recognition as Beverage Sponsor in Gala program
- Half-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 8 Patron Party/Gala reserved seating tickets
- Company name on reserved table

PROGRAM SPONSOR - \$5,500

- Recognition as Program Sponsor on event signage
- Recognition in event slideshow
- Recognition as Program Sponsor in Gala program
- Half-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 8 Patron Party/Gala reserved seating tickets
- Company name on reserved table

GOLD SPONSOR - \$5,500

- Recognition as Gold Sponsor on event signage
- Recognition in event slideshow
- Recognition as Gold Sponsor in Gala program
- Half-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 8 Patron Party/Gala reserved seating tickets
- Company name on reserved table

TABLE SPONSOR - \$3,500

- Listed as Table Sponsor in Gala program
- Company logo/name in Gala program
- Recognition on Upstate Foundation website event page
- 10 Patron Party/Gala reserved seating tickets
- Company name on reserved table

SILVER SPONSOR - \$2,800

- Recognition in event slideshow
- Listed as Silver Sponsor in Gala program
- Quarter-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 4 Patron Party/Gala reserved seating tickets
- Company name on reserved table

BRONZE SPONSOR - \$1,300

- Recognition in event slideshow
- Listed as Bronze Sponsor in Gala program
- Recognition on Upstate Foundation website event page
- 2 Patron Party/Gala reserved seating tickets
- Company name on reserved table

FRIENDS OF FOUNDATION - \$350

- 1 Patron Party/Gala reserved seating ticket



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

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

WHITE COAT CEREMONY SPONSOR - \$3,500

The White Coat Ceremony is a meaningful milestone for advanced nursing students, symbolizing their transition to a higher level of nursing education and practice as they embark on or continue their professional journeys in health care.

- Recognition as White Coat Ceremony sponsor on event signage
- Opportunity for brief remarks by corporate representative at event
- Recognition as White Coat Ceremony Sponsor in event program
- Recognition 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.

- Recognition as Student Reception and Scholarship Awards Ceremony Sponsor on all event signs
- Opportunity for brief remarks by corporate representative at event
- Recognition as Student Reception and Scholarship Awards Ceremony Sponsor in event program
- Recognition 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 featured on a frameable certificate presented to the student
- Recognition 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

Support a deserving student(s) by providing financial assistance for tuition or educational materials or fund their participation in professional conferences. Alleviating these financial barriers enhances their academic and professional growth through valuable scholarship support, research opportunities, and broadening their network.

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

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

ALLIED HEALTH WEEK SPONSOR - \$5,000 - \$7,500

National Allied Health Week is the first full week of November and celebrates our allied health professionals who play a significant role in our health care system. Depending on funding level, possible activities include:

- Logo featured on giveaway items and promotional materials distributed to students in Silverman Hall or New Academic Building, along with snacks.
- Company info session luncheon for students
- Company tabling opportunity at café locations in Silverman Hall
- Recognition in Upstate Foundation social media posts
- Recognition in quarterly College of Health Professions newsletter (digital)
- Recognition in the Health Profession 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.

- Recognition as White Coat Ceremony Sponsor on event signage
- Opportunity for brief remarks by corporate representative at event
- Recognition as White Coat Ceremony Sponsor in event program
- Recognition 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
- Recognition in the quarterly College of Health Professions newsletter (digital)
- 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 event program
- Recognition in the Health Professions Alumni Association annual donor list

EDUCATIONAL ASSISTANCE AWARDS - \$1,000 min

STUDENT PROFESSIONAL DEVELOPMENT - \$500 min

Support a deserving student(s) by providing financial assistance for tuition or educational materials or fund their participation in professional conferences.

- Corporate name and logo featured on a frameable certificate presented to the student
- Recognition in the Health Professions Alumni Association annual donor list
- Recognition in Upstate Foundation social media posts
- Recognition in the Health Professions Alumni Association annual donor list



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 +

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 provides 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 new 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 - \$20,000

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. A sponsorship can purchase a textbook for each student that will be kept throughout their career. Logo/name will be featured in each book providing a lasting remembrance.

RECOGNITION

- Name on all printed materials including our annual report, and on Upstate Medical Alumni Foundation website
- Photo and editorial coverage in publications that reach 20,000
- Signage at special events
- Press releases

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.



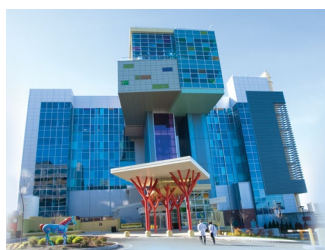
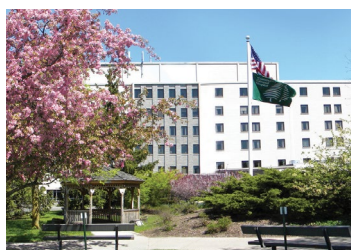
ONE-YEAR NAMED SCHOLARSHIP - \$6,000-\$10,000

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

BENEFACTOR - \$1,000

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

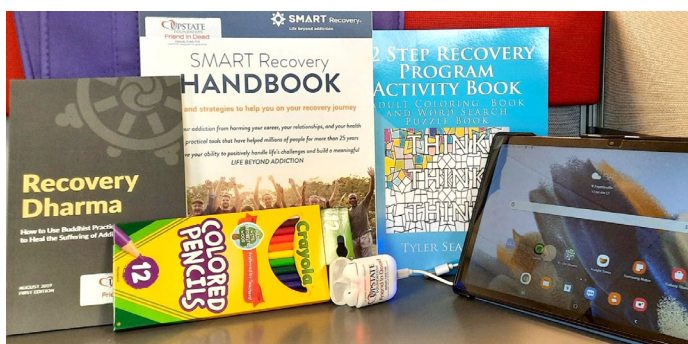


ANNUAL FUNDS

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 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 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. In making a named gift, you will help ensure the continuation of the specialized, multidisciplinary approach to care that differentiates the Upstate Cancer Center; newest technologies and treatment protocols; and cutting-edge research and clinical trials.

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.

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Upstate Medical University

as of 6/2024



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.

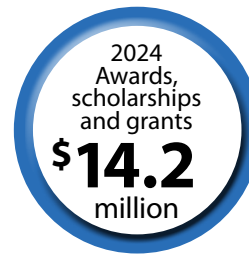
If philanthropy is one of your priorities, establishing a donor-advised fund at the Upstate Foundation may be the next best step toward achieving your charitable goals.

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.



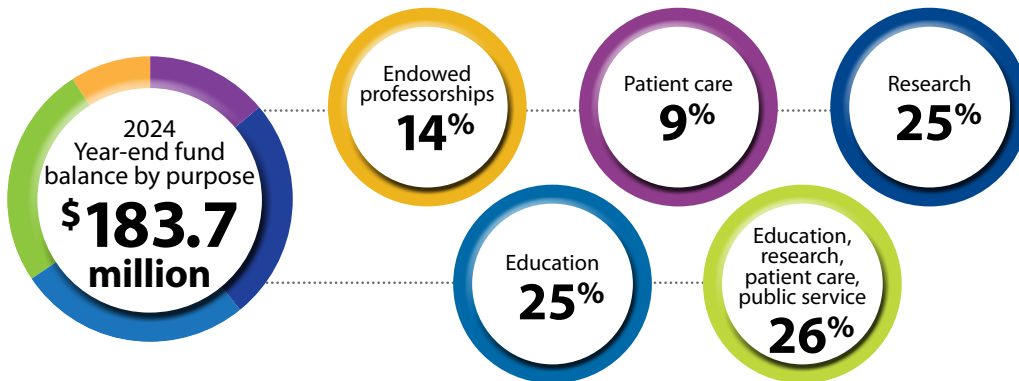
Dramatic growth

Total assets managed has increased almost fifteenfold over the past 26 years, from \$20.1 million to nearly \$300 million.



Awards, scholarships and grants

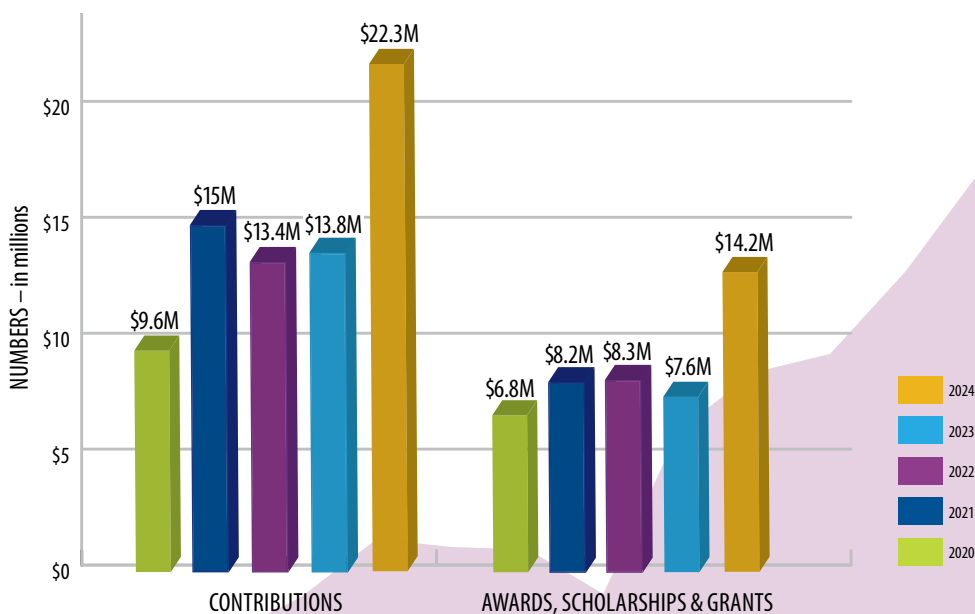
Over the past 20 years, funding that the Foundation gives each year in the form of awards, scholarships and grants has grown from \$2.46 million to a six-year average of \$8.6 million.



Five-year performance – (2020-2024)

Total raised: \$74.1 million

Total awarded: \$45.1 million



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.