



Together the impact is greater.



# Corporate Philanthropy

**SPONSOR OPPORTUNITIES 2026**



**UPSTATE  
FOUNDATION**

Where your gift impacts the  
health of the entire region.

50 years of service. Countless lives impacted.



**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 Upstate Foundation offers donor-advised funds and is licensed to issue charitable gift annuities in New York and Florida.

The Foundation is largely self-supporting with the assets it manages totaling nearly \$310 million.

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

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The Upstate Foundation is a qualified 501(c)(3) tax-exempt organization.  
Information in this publication is subject to change.

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

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**Follow** the support of individuals, organizations and companies on Facebook, Instagram and LinkedIn.

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



PATIENT CARE



EDUCATION



RESEARCH

## TO OUR CORPORATE AND BUSINESS PARTNERS:

Thank you for 50 years of meaningful impact!

For 50 years, the Upstate Foundation alongside you – our corporate and business partners – have tirelessly championed health care advancements, positively impacting community health and well-being. From funding vital infrastructure and equipment, to catalyzing groundbreaking research, to empowering the next generations of health care heroes, our collective efforts have touched countless lives across Central New York and beyond.

Thank you to all who've helped us build this legacy of patient and community care. We could not have done it without your generosity and tireless support. We look forward to continuing that work for years to come.

Your company's support of our 2026 signature events, scholarships, annual giving campaigns and named giving opportunities highlighted within these pages will continue this tradition of touching the lives of many and making a real difference in the health and well-being of the communities we serve.

Our corporate development team welcomes the opportunity to develop a custom sponsor package tailored to your company's philanthropic interests and goals. Please contact Eric Stensland, director of corporate development, at 315-464-5747 or [StenslaE@upstate.edu](mailto:StenslaE@upstate.edu).

With deep appreciation,

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.



## iHEART RADIOTHON FOR KIDS – February 10 and 11

Beneficiary: Upstate Golisano Children’s Hospital

Radiothon features live radio broadcasts in partnership with iHeartMedia (NewsRadio 570 WSYR and Y94 in Central New York, and MIX 103.3 and NOW 105.7 in the Southern Tier) along with CNY Central, to help sick and injured children at Upstate Golisano Children’s Hospital. Your sponsorship will be recognized on live radio to an audience of thousands during Radiothon, and on the Upstate Foundation’s event landing page.

### 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 “Radiothon for Kids”
- Television exposure on CNY Central
- On-air interview, with preference given during drive times
- 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
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### PLATINUM SPONSOR - \$5,000

- Company name mentioned in hourly thank-you messages throughout two days of Radiothon
- Company logo on print materials including posters, mailers, hospital TV monitors
- On-air interview, with preference given during drive times
- 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
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### DAY SPONSOR - \$3,000

- Company name mentioned in hourly thank-you messages throughout one day of Radiothon
- Company logo on print materials including posters, mailers, hospital TV monitors
- On-air interview, with preference given during drive time for assigned day
- 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
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### HOSPITALITY SPONSOR - \$2,500

- Company name mentioned as Hospitality Sponsor in thank-you messages throughout one day of Radiothon
- Product placement opportunity: coffee, breakfast and lunch for 25 volunteers, and radio and TV talent
- 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
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

## RADIOTHON FOR KIDS CONTINUED

### 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
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

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

- Company name mentioned during a shared power 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
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### MIRACLE MOMENT SPONSOR - \$500

- Company name mentioned as a Miracle Moment Sponsor
- Recognition on Upstate Foundation social media
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### ANGEL SPONSOR (Individual Donors) - \$250

- Featured on sign recognizing all Angel Sponsors
- One mention on the radio to all Angel Sponsor donors



## PAIGE'S BUTTERFLY RUN – June 6

### **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 shirt sleeve, 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

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

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

### **WATER STOP SPONSOR - \$3,000**

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

### **MILE MARKER SPONSOR - \$3,000**

- 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



**UPSTATE OPEN**



**UPSTATE OPEN – July 30**

**PLAY WHERE THE PROs PLAY**

**Enjoy a premier VIP golf experience at the exclusive Atunyote golf course**

Add \$800 per foursome to any sponsor level (foursome level or above)

**NEW in 2026:** Morning and afternoon availability (limited to the first 18 teams on each flight)

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, Atunyote, Shenendoah and Kaluhyat. You and your guests will enjoy amazing golf and premier hospitality while supporting patient care, education and research at Upstate Medical University.

**PRESENTING SPONSOR - \$12,000**

- Two foursomes with choice of Atunyote, Shenendoah or Kaluhyat
- 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 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
- 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

**DINNER SPONSOR - \$5,000**

- One foursome on choice of Shenendoah or Kaluhyat
- Recognition on Upstate Foundation website event page
- Logo featured on signage displayed at dinner
- 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

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

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

*continued on next page*

## UPSTATE OPEN CONTINUED

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

- One foursome on choice of Shenendoah or Kaluhyat
- Logo featured on signage displayed at Hole-in-One contests
- 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 contests
- 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

### BEVERAGE STATION 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

**UPSTATE**  
**TOWSLEY**  
**PRO-AM**

**UPSTATE TOWSLEY PRO-AM – August 31**

*Where CNY PGA pros & amateurs team up and tee off!*

**Central New York's longest running and largest  
PRO-AM Tournament**

**Presented by IBEW Local 43 & NECA Finger Lakes Chapter partnership with the Central New York PGA**

The Upstate Towsley Pro-Am returns to the Turning Stone Resort Casino for a premier golf experience featuring the skill and talent of CNY PGA professional golfers partnered with amateur teams vying for the tournament title. With morning and afternoon flights available, complimentary meals and spirits, and good-natured competition, the Towsley Pro-Am marks its 42nd year history of raising funds to support Upstate Medical University.



**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
- Special recognition during lunch and dinner presentations
- Logo featured on Course Sponsor flag
- 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

**DINNER AND AWARDS CEREMONY SPONSOR - \$7,000**

- One foursome paired with a CNY PGA pro
- Logo featured on reception and dinner signage
- Special recognition during awards ceremony 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 table
- 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
- 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

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## UPSTATE TOWSLEY PRO-AM CONTINUED

### LUNCH SPONSOR - \$3,500

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

### 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

### BREAKFAST SPONSOR - \$2,500

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at breakfast buffet
- 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

### 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

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

### RAFFLE/SILENT AUCTION - IN-KIND DONATION

- Logo/name featured on signage displayed with donated item
- In-kind donation gift credit

## CALL IN FOR CANCER – October 15

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 on social media prior to, during and after live event
- Television exposure on CNY Central (local CBS/NBC)
- Recognition on TV monitors located throughout Upstate Medical University
- Tour of the Upstate Cancer Center for up to seven employees

### 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 on social media prior to, during and after live event
- Recognition on TV monitors located throughout Upstate Medical University
- Tour of the Upstate Cancer Center for up to seven employees

### COMMUNITY PARTNER SPONSOR - \$2,500

- Company name announced in pre-recorded message featured on-air during two hours of live event
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Recognition on social media prior to, during and after live event
- Meaningful volunteer opportunities for company employees

- Recognition on TV monitors located throughout Upstate Medical University

### NOBODY FIGHTS ALONE SPONSOR - \$1,500

- Recognition in pre-recorded thank-you message featured on-air during one hour of live event
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Recognition on social media prior to, during and after live event
- Meaningful volunteer opportunities for company employees

### RING THE BELL SPONSOR - \$1,000

- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Recognition on social media prior to, during and after live event

### SURVIVE AND THRIVE SPONSOR - \$500

- Recognition on the Upstate Foundation website event page
- Recognition on social media prior to, during and after live event

### ANGEL SPONSOR (Individual Donor) - \$10,000

- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- 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 social media prior to, during and after live event
- Tour of the Upstate Cancer Center for up to five people

Deadline for all sponsorships is October 8, 2026, 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 – October 24

Each fall, the Upstate Foundation hosts its signature event which has raised over \$11 million to impact patient care, education, research, and community health and well-being. **In 2026, we will be celebrating our 50th anniversary.** Please join us!



### 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

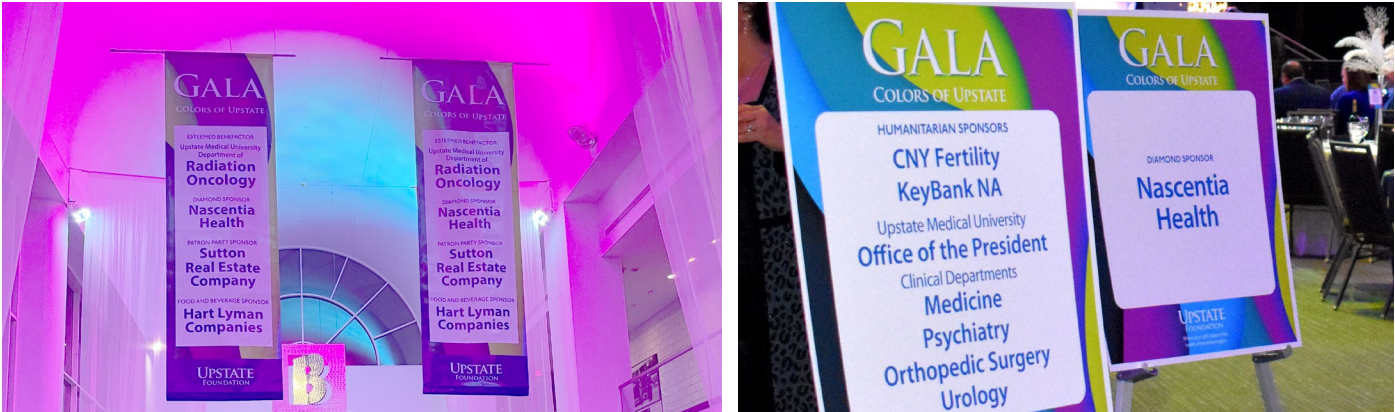
- Recognition as Humanitarian Sponsor on event signage
- Recognition in event slideshow
- Recognition as Humanitarian Sponsor in Gala program
- Full-page ad in Gala program
- Recognition on Upstate Foundation website event page
- 10 Patron Party/Gala reserved seating tickets
- Company name on reserved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



**UPSTATE GALA** 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 HEALTH PROFESSIONS (CHP) ALUMNI ASSOCIATION

Support a deserving health care student by easing financial barriers to tuition, educational resources or professional development opportunities that foster academic and career growth.

### **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.

### **ALLIED HEALTH WEEK SPONSOR - \$2,500**

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.

- Tabling opportunity with logo featured on giveaway items and promotional materials distributed to students in Silverman Hall, Academic Building, and Weiskotten Hall
- Company info session luncheon for students
- Recognition in Upstate Foundation social media posts
- Recognition in College of Health Professions quarterly newsletter
- Name / logo representation on promotional materials (digital and print)

### **DISTINGUISHED ALUMNI CEREMONY - \$2,500**

The Distinguished Alumni Ceremony celebrates College of Health Professions graduates whose achievements and dedication have made a lasting impact on their professions and communities.

- Recognition as Distinguished Alumni Sponsor on event signage
- Opportunity for brief remarks by corporate representative at event
- Recognition as Distinguished Alumni Ceremony Sponsor event program
- Recognition as Distinguished Alumni Ceremony Sponsor in social media / press information

### **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 event program
- Recognition as Distinguished Alumni Ceremony Sponsor in social media



## COLLEGE OF NURSING (CON) ALUMNI ASSOCIATION

For more than half a century, the College of Nursing has been preparing nurses to meet the health care needs of Central New Yorkers. 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.

### NATIONAL NURSES WEEK SPONSOR - \$2,500

National Nurses Week is celebrated annually from May 6 to 12, and honors the invaluable contributions of nurses to the health care field and their communities.

- Host a lunch at the College of Nursing with students, faculty and staff
- Recognition in Alumni Association social media posts
- Guest article in Alumni Association quarterly newsletter
- Name / logo representation on promotional materials (digital and print)

### WHITE COAT CEREMONY AND SCHOLARSHIP AWARDS - \$3,500

The White Coat Ceremony & Scholarship Awards is the first gathering of the new academic year and a meaningful milestone for advanced practice students. The clinical white coat symbolizes their transition to a higher level of nursing education and practice.

- Recognition as White Coat Ceremony & Scholarship Awards sponsor on event signage
- Opportunity for brief remarks by corporate representative at event
- Recognition as sponsor in event program
- Recognition in Alumni Association's quarterly newsletter, social media and website.

### DNP POSTER PROJECT PRESENTATION - \$2,500

This event highlights the incredible work of our BS to DNP students as they present their final scholarly projects. These evidence-based research projects are designed to address real-world health care challenges and improve patient care.

- Recognition as the DNP Poster Project sponsor on event signage
- Opportunity for brief remarks or join a panel discussion by corporate representative at event
- Recognition as sponsor in event program, on the Alumni Association's social media channels and quarterly newsletter

## CHP AND CON ALUMNI ASSOCIATIONS

Sponsor opportunities with the colleges of Health Professions and Nursing directly support scholarships and resources that empower the next generation of health care students.

### **WHITE COAT ROCK - \$2,500**

White Coat Rock is an annual concert in April with all proceeds going toward student scholarships. It is held at Funk 'n Waffles and features a band made up of Upstate faculty and students.

- Naming rights of the event that will be featured in all promotional / communication (digital, print, media) opportunities
- Opportunity for brief remarks by corporate representative at event
- Recognition in Upstate Foundation, College of Health Professions and College of Nursing social media posts
- Recognition in College of Health Professions quarterly newsletter
- Recognition in Upstate internal publications to over 12,000 employees

### **EMERGING TRENDS IN HEALTH CARE - \$1,000 per event (2 per year)**

Emerging Trends in Health Care is a series of alumni, faculty and student networking events centered on presentations about notable issues in the health care industry.

- Naming rights of the event that will be featured in all promotional / communication (digital, print) opportunities
- Opportunity for brief remarks by corporate representative at event
- Recognition in Upstate Foundation, College of Health Professions and College of Nursing social media posts
- Recognition in College of Health Professions quarterly newsletter

### **ALUMNI MEET-UP - \$500**

Sponsorship of the Alumni Meet-Up is a networking event bringing together alumni, faculty and students around a shared activity that supports meaningful connections and student success.

- Naming rights of the event that will be featured in all promotional (digital, print) opportunities
- Opportunity for brief remarks by corporate representative at event
- Recognition in Upstate Foundation, College of Health Professions and College of Nursing social media posts and alumni communications

*Medical Alumni Foundation for*  
**UPSTATE**  
MEDICAL UNIVERSITY  
ALAN AND MARLENE NORTON  
COLLEGE OF MEDICINE



## ALAN AND MARLENE 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.

### 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.

### RECOGNITION

- Name included in our annual report, and on Upstate Medical Alumni Foundation website
- Recognition in publications that reach 20,000

### FOR MORE INFORMATION, CONTACT

Paul E. Norcross, Executive Director  
Upstate Medical Alumni Foundation  
(315) 464-4361 or NorcrossP@upstate.edu  
<https://medalumni.upstate.edu>



## 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 (the annual campaign is called Friend in Deed)
- Upstate Golisano Children’s Hospital
- Upstate Cancer Center

Annual funds are an important source of revenue for many programs and services, equipment needs and small research projects for which there is frequently no other means of support.

Every dollar raised annually is spent the following year. Requests for funding are disseminated to all hospital personnel; responses are received from doctors, nurses, social workers, child life specialists and other health care professionals who recognize an important patient priority that needs funding. A separate allocations committee is convened for each of the three annual funds. These committees are comprised of the appropriate hospital medical staff and administrators, and Foundation team members. Requests for funding are “triaged,” and an amount is allocated for the requests; sometimes the full amount, sometimes a partial amount and sometimes none. Every year, there are always more requests than there are available resources, which is why fundraising for the annual funds is an important initiative at the Upstate Foundation.

### FRIEND IN DEED

- Gifts to Friend in Deed are recognized with a list of donors that is displayed throughout the following year in both hospital lobbies.
- Donors’ total number of years of giving are acknowledged annually in a mailing to Friend in Deed donors.

### UPSTATE GOLISANO CHILDREN’S HOSPITAL

- A gift of \$250 or more is recognized on the Annual Donor Wall in the Children’s Hospital.
- Naming gifts starting at \$5,000 will be recognized with a permanent plaque displayed on or near the appropriate location in the Children’s Hospital.

### UPSTATE CANCER CENTER

- A gift of \$100 or more is recognized on the Annual Donor Wall in the lobby of the Upstate Cancer Center.
- Naming gifts starting at \$2,500 within the Cancer Center or adjoining healing garden will be recognized with a permanent plaque displayed on or near the appropriate location.

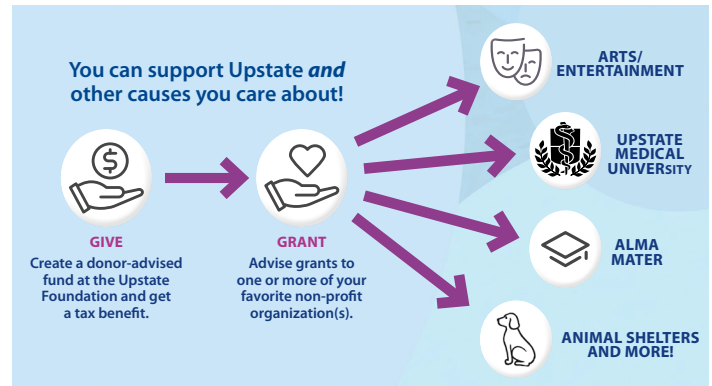
# GIVING TUESDAY

## GIVINGTUESDAY – DECEMBER 1

GivingTuesday is a global celebration of generosity, community and collective positive impact. Join the celebration and make an impact right here at home by considering providing matching gift funds to help inspire others to join in this day of giving! Matching gift funds will be used to offer other potential donors the opportunity to have their gifts doubled, event tripled if they make those gifts on GivingTuesday.

### **MATCHING GIFT SPONSOR**

- Logo/name featured on the save-the-date postcard
- Logo/name featured on graphic used in rotation on hospital TV monitors
- Logo/name featured on graphic used for social media
- Name featured in email to hospital employees
- Logo/name featured on GivingTuesday event webpage



## 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 and legacy planning.**

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.

Donor-advised funds can play a strategic role in your charitable gift planning and play a key role in your legacy plans. A fund can be established by an individual or entity to disburse charitable dollars to qualified nonprofits such as the Upstate Foundation, and other local and national non-profit organizations that are meaningful to you. Administered by you during your lifetime, a donor-advised fund can be directed by a successor upon your death to ensure charitable intentions continue to be distributed per your wishes. For more information on donor-advised funds at the Upstate Foundation, visit [www.UpstateFoundation.org/DAF](http://www.UpstateFoundation.org/DAF).

**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

\$ \_\_\_\_\_





[www.UpstateFoundation.org](http://www.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.