Sponsorship Opportunities

Proceeds to benefit the
Hartford HealthCare
Neuroscience Institute at
Hartford Hospital

Saturday, January 28, 2017
The Bushnell
Hartford, Connecticut

Hartford Hospital
Connect to healthier.

Sponsorship Deadline: Friday, December 16, 2016
Evening Schedule

6 PM  Reception begins with cocktails and butlered hors d’oeuvres followed by a selection of fine cuisine on all three floors of The Bushnell and the Belding Theater Stage

8 PM  Performance by Fitz & The Tantrums in Mortensen Hall

10 PM  Dessert, coffee, and cappuccino
        Post-show dancing and merriment

Midnight  Evening concludes

2017 Black & Red Beneficiary
Hartford HealthCare Neuroscience Institute at Hartford Hospital

Hartford HealthCare is building a premier, nationally recognized Neuroscience Institute whose vision is to rival and partner with the top names in the country, while being acknowledged as the regional leader in advancing patient-centered care through innovation. As a destination site, the Institute promises an exciting future with state-of-the-art treatments and the integration of the entire continuum of care that includes primary and specialty care, diagnostics, behavioral health, rehabilitation, and sub-specialty focus in the areas of:

- Epilepsy
- Stroke
- Movement Disorders
- Hearing and Balance
- Neurology
- Neuro Oncology
- Headache
- Sleep Disorders
- Spine
- Neurosurgery
- Pain Management

Funds raised through the 2017 Black & Red will create the platform to further enhance the research and outcome measurements that will elevate the breadth and depth of neuroscience services in Connecticut.

2017 Black & Red Entertainment
Fitz & The Tantrums

Brimming with imagination, energy, and genre-smashing scope, Fitz & The Tantrums have defied the odds to become an indisputable phenomenon, a chart-topping, show-stopping modern pop combo unlike any other. Their spectacular Elektra Records debut, More Than Just a Dream, which has racked up over 76 million album streams to date, contained the RIAA Gold-certified singles “The Walker” (tapped for the 2014 Oscar ad campaign featuring Ellen DeGeneres and a cast of dancers) and “Out Of My League.” Both songs were multi-format hits, topping Billboard’s Alternative Songs chart at #1, placing in the Top 5 at Triple A radio and in the Top 15 at Hot AC.

Fitz & The Tantrums’ natural exuberance permeates the group’s new self-titled album, which celebrates walking to the beat of your own drum. Released on June 10 by Electra Records, Fitz & The Tantrums is currently celebrating with a North American headline tour. The Washington Post has called Fitz & The Tantrums’ live show “captivatingly crazy”; Rolling Stone has praised the band for its “irrepressible energy: hopped-up rhythms, shout-it-out choruses, and hooted background vocals”; and the Los Angeles Times said, “Fitz...understands what makes a good song. ... And co-vocalist Noelle Scaggs’ charisma overflows.”

Post-Show Dancing and Fun

Following the performance by Fitz & The Tantrums, join us for dessert, dancing, and plenty of fun until the clock strikes midnight!
**Sponsorship Opportunities**

**Sponsorship Deadline: Friday, December 16, 2016**

For information about **Title Sponsorship** ($100,000), call Carla Burgess at 860.972.1932.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Premier</th>
<th>Leadership</th>
<th>Presenting</th>
<th>Producer</th>
<th>Director</th>
<th>Spotlight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Tickets</td>
<td>20</td>
<td>16</td>
<td>12</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

- Logo recognition on Black & Red solicitation letters *(if confirmed on or before Thursday, September 1, 2016)*
- Prominent company name and logo recognition on Black & Red invitation *(if confirmed on or before Thursday, September 1, 2016)*
- Company recognition in Black & Red opening remarks by the hospital president
- Logo recognition on all Black & Red pre-event e-Blasts *(if confirmed before messages are sent)*
- Company recognition in all Black & Red pre- and post-event press releases *(if confirmed on or before messages sent)*
- Tour of the Center for Education, Simulation and Innovation, calendar year 2017
- Logo recognition during the month of January 2017 on electronic signage promoting the Black & Red throughout Hartford Hospital
- Logo recognition on signage displayed on Mortensen Hall stage
- Linked logo to company website on Hartford Hospital’s Black & Red webpage
- Company logo on Hartford Hospital’s Black & Red webpage
- Company logo in the Black & Red playbook
- Prominent signage recognition at the event, including company logo
- Company logo inclusion in pre-show presentation
- Recognition in “Thank You” ads in The Hartford Courant and Hartford Business Journal
RESERVATION FORM

Company Name ____________________________________________
(Exactly as you would like to be listed on all printed materials and signage)

Contact Name & Title ______________________________________

Address ____________________________________________City/State/Zip

Telephone __________________ Fax __________________ Email __________

Tickets to be Mailed to: ________________________________
(If different from Contact)

Address ____________________________________________City/State/Zip

Telephone __________________ Fax __________________ Email __________

Reserve the following Sponsorship by checking off the preferred level:

☐ Premier - $75,000 ($70,500 is tax deductible) ☐ Leadership - $50,000 ($46,400 is tax deductible)
☐ Presenting - $35,000 ($32,300 is tax deductible) ☐ Producer - $20,000 ($18,200 is tax deductible)
☐ Director - $10,000 ($9,100 is tax deductible) ☐ Spotlight - $5,000 ($4,550 is tax deductible)

* All sponsorships include logo recognition. Logos must be supplied in both .jpg and vector format (.eps, .ai).
Please email logos to black&red@hhchealth.org.

Accommodations: A limited number of rooms have been set aside for Friday and Saturday, January 27 and 28, 2017, at the Hartford Marriott Downtown, 200 Columbus Boulevard, Hartford, Conn. Rooms must be reserved by Tuesday, January 3, 2017, to ensure availability and the discounted rate. To reserve a room, visit https://resweb.passkey.com/go/blackandred or call 877.901.6632 and mention the Hartford Hospital Black & Red. Complimentary shuttle service between the Marriott and The Bushnell will be provided from 5:30 p.m. to 12:30 a.m. the night of the event.

Total Level of Commitment: $_______

Payment Enclosed ☐ Yes ☐ No Send Invoice ☐ Yes ☐ No

Payment Method
Check (Payable to Hartford Hospital. Please note "Black & Red" in memo section.)

Credit Card
Type: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number: ___________________________ Exp. Date: __________
Name on Card: ___________________________ Security Code: __________

Signature ___________________________ Date __________

Hartford Hospital’s Tax ID # 06-0646668

Mail form and payment to:
Hartford Hospital, Fund Development
80 Seymour Street, P.O. Box 5037
Hartford, CT 06102-5037

The fair market value of goods and services to be received will be $225 per person.
The amount in excess of $225 per person may be considered a contribution.

Thank you for your support of Hartford Hospital’s Black & Red! We hope you will join us in supporting Hartford Hospital through this important fund-raising event. However, your decision to participate or not participate is purely voluntary and will have no effect on future business decisions by Hartford Hospital. Refunds are not available, except in the case of event cancellation.

Date Received / / }