

# Tree of Life Ceremony

## Hospice Tree of Life

The Tree of Life ceremony held in December inspires participants to honor a loved one by purchasing a symbol of light. The lights are used to decorate a beautiful tree during the holiday season and help support Hospice and Palliative Care services.

These funds are used to ensure that when families are hurting, they can continue to rely on the caring dedication Hospice workers provide while meeting and caring for the complex needs of patients who have a terminal diagnosis.

### Sponsorship Opportunity: Presenting Sponsor | \$5,000

- Event naming opportunity
- Inclusion in all media, radio/newspaper advertising, live radio spot, website and promotional material related to the event
- Inclusion on event program, and signage



## DKH DAY KIMBALL HEALTHCARE FOUNDATION

Year after year, generation after generation, the close connection between Day Kimball Healthcare and the residents of Northeast Connecticut is renewed again and again through a unique spirit of giving - a relationship characterized by people caring for the hospital that cares for them. Starting with Mrs. M. Day Kimball's original donation of \$5,000 in 1894, that philanthropic spirit has been critical to Day Kimball and its impact transformational. Thanks to thousands of donors and thousands of gifts of all sizes, voluntary support and service has paved the way for every major evolution of program and services at Day Kimball since its founding.

Incorporated on October 1, 2018, the role of the Day Kimball Healthcare Foundation is to ensure that tradition of giving continues through philanthropic initiatives with the sole purpose of supporting quality healthcare in the community, and the lifesaving work performed at DKH.

Gifts to the Foundation directly benefit Day Kimball Hospital and its programs and services, as well as direct patient care through a variety of services that would not otherwise be afforded to patients and their families through insurance.



# 2026



## CORPORATE SPONSORSHIP OPPORTUNITIES



## GREETINGS...to Our Community Partners

### Annual Event Appeals

Each year, Day Kimball Healthcare depends on the support of friends and neighbors to help us carry out our mission in the community.

Supporting our events allows you to direct your giving according to a particular program within our family of care. Donations through your generous sponsorship will help as we strive not only to continue our quality care, but also as we grow within our communities.

### Day Kimball Hospital Goal: \$100,000

As Day Kimball continues to meet the health care needs of Northeastern Connecticut, our focus is on expanding programs and services that directly support the care of patients and families through primary care and a multitude of medical and surgical specialties. We provide high quality, compassionate care close to home.

### Day Kimball Healthcare At Home Services Goal: \$50,000

Day Kimball Healthcare At Home Services provides skilled nursing, therapy, personal care, companionship and end-of-life care for the residents of thirteen communities in Northeast Connecticut.

### Northeast Connecticut Cancer Fund of DKH Goal: \$50,000

The Northeast Connecticut Cancer Fund of DKH provides financial assistance for cancer-related screening and treatment services to individuals living in Northeast Connecticut who otherwise may not have the financial resources to obtain needed medical attention.

### Day Kimball Hospital Golf Classic

Held annually at Connecticut National Golf Club in Putnam, CT. There are several sponsorship levels to choose from, most of which include a foursome tournament package worth more than \$800 in addition to publicity benefits. Your sponsorship will help us to achieve our goal of \$100,000 in direct support of the hospital.

#### Title Sponsor | \$25,000

- Event naming opportunity
- Inclusion in all media, radio/newspaper advertising, live radio spot, website and promotional material related to the event
- Top-level presentation with company logo on all marketing materials, event materials and pin flag
- Golf for twelve (12) in the tournament
- Special Highlighting throughout event
- Inclusion on event banner
- Company banner at clubhouse
- Hole sponsor signage featuring your company name on two designated holes
- Flagstick with commemorative souvenir logo'd pin flag

#### Platinum Sponsor | \$10,000

- Inclusion in all media, radio/newspaper advertising, live radio spot, website and promotional material related to the event
- Golf for eight (8) in the tournament
- Hole sponsor signage featuring your company name on two designated holes
- Advertising visibility at registration
- Flagstick with commemorative souvenir logo'd pin flag

#### Gold Sponsor | \$5,000

- Golf for four (4) in the tournament
- Hole sponsor signage featuring your company name on two designated holes
- Advertising visibility at registration
- Flagstick with commemorative souvenir logo'd pin flag

#### Silver Sponsor | \$2,500

- Golf for four (4) in the tournament
- Hole sponsor signage featuring your company name on two designated holes
- Flagstick with commemorative souvenir logo'd pin flag

#### Bronze Sponsor | \$1,250

- Golf for four (4) in the tournament
- Hole sponsor signage featuring your company name on two designated holes

Each of the above sponsorships includes listing on our tournament sponsor board, recognition on our website, and inclusion in print promotional materials. Additional perks for your guests at the event including greens/cart fees, complimentary food & beverages, inclusion in our grand prize drawings and a registration gift.

Community-generated dollars are absolutely essential to sustaining growth at Day Kimball Healthcare, allowing us to continue to provide the high quality programs and services that the community of Northeast Connecticut so richly deserves. As we serve every generation of our community, from pediatrics to geriatrics, the Day Kimball Healthcare Foundation provides a wide range of annual appeals and special events. Along with our fundraising needs, our goal is to achieve the highest level of community engagement, ensuring that every facet of the population has an opportunity to participate while having some fun at the same time – neither of which would be possible without the support of our community business partners.

To meet the needs of our Corporate Donors, we have prepared this overview brochure outlining the opportunities and specific areas that benefit from key events that Day Kimball offers that can help you achieve both your marketing and community outreach goals. As members of our Foundation team review these opportunities with you, our goal is to help you better understand the impact of philanthropy at Day Kimball and how it might coordinate with your philanthropic priorities and annual giving plans. If you are looking to leverage and elevate your company brand in the community, please consider sponsoring a Day Kimball Healthcare event.



### NECT Cancer Fund of DKH Cruise, BBQ & Brew

Held at the Thompson Speedway and Raceway Restaurant, this event contributes to the NECT Cancer Fund of DKH which provide our friends and neighbors with access to necessary cancer screening and treatment services such as mammograms, ultrasounds, scanning, surgical procedures, medications and education.

#### Presenting Sponsor | \$2,500

- Inclusion in all media, radio/newspaper advertising, live radio spot, website and promotional material related to the event
- Inclusion on event banner, and signage
- Six (6) Event tickets

#### Platinum Cruiser | \$1,500

- Inclusion on event banner and signage
- Four (4) Event tickets

#### Gold Cruiser | \$1,000

- Mention on radio & in newspaper ads
- Inclusion on event banner and signage
- Two (2) Event tickets

#### Silver Cruiser | \$500

- Inclusion on event banner and signage
- Two (2) Event tickets

#### Bronze Cruiser | \$250

- Inclusion on event banner and signage



### Dueling Pianos

This event supports the Day Kimball Healthcare At Home services of HomeCare and Hospice & Palliative Care of Northeastern Connecticut which provide skilled nursing, therapy, personal care, companionship and end-of-life care for the residents of thirteen communities in NE CT. Supporting this event helps our in-home care programs continue to provide the region's widest selection of compassionate in-home services to our loved ones at a time when they need it the most.

#### Presenting Sponsor | \$3,500

- Event naming opportunity
- Inclusion in all media, radio/newspaper advertising, live radio spot, website and promotional material related to the event
- Inclusion on event banner, program, and signage
- Special Highlighting throughout event
- Table for Eight (8) at event

#### Diamond Record Sponsor | \$2,500

- Inclusion in all media, radio/newspaper advertising, website and promotional material related to the event
- Inclusion on event banner, program, and signage
- Reserved seating and six (6) event tickets

#### Platinum Record Sponsor | \$1,000

- Inclusion on event banner, program, and signage
- Four (4) event tickets

#### Gold Record Sponsor | \$500

- Inclusion on event banner, program, and signage
- Two (2) event tickets

#### Hit Single Sponsor | \$250

- Inclusion on event banner, program, and signage