Dear Friends,

When we ask for your sponsorship of community events that raise money for hospice services, we also want to help your business or organization benefit from the investment by providing unique marketing and exposure opportunities, as well as the opportunity to showcase your organization’s values and commitment to the community. Four Seasons has a rich heritage in the community and an unchanged commitment to our neighbors that rely on your support.

A Rich Heritage
Four Seasons was started in the 1970s by members of the community that wanted to support their neighbors during difficult illnesses and end-of-life journeys. From a group of volunteers in Founder Jean Hoogstra’s living room to now providing hospice care to almost 300 people a day, community partnerships and support make this tender care possible.

Unchanged Commitment
Our community decided all those years ago, that dignity, respect, and support during end-of-life is deserved by all, even if they cannot pay for it. Today, financial support from businesses and individuals committed to their community and neighbors ensure that no one is turned away.

Your Support
With your support, Four Seasons can provide care to patients and relief to families that are physically, emotionaly, and mentally exhausted and stressed. Your support makes this high-quality care conveniently available without having to travel outside our community.

Will you join us by becoming one of our partners in helping make continued end-of-life care possible for your community, your neighbors, and your family?

On behalf of the patients and families whose care you make possible, we are forever grateful.

“According to Forbes magazine, sponsorship is the fastest growing form of marketing in the United States.”
GARDEN GALA

APRIL 29, 4 PM

Four Seasons Compassion for Life Foundation’s third annual Garden Gala brings together our community for an afternoon reception at the beautiful Champion Hills Club in Hendersonville. Network with volunteers, staff and other friends of Four Seasons while sipping cocktails, savoring epicurean bites, and browsing our high-end silent auction.

All of the funds raised will directly support the Elizabeth House, our in-patient facility located in Flat Rock, NC. The Elizabeth House has provided a warm, home-like environment for people at the end of life since opening in 1999. With an aging roof, an outdated sprinkler system, ten soon-to-be outdated HVAC units and the need to keep current on medical technologies, Elizabeth House needs your help to continue to be a place where people receive care of the highest quality from Four Seasons staff.

GUEST SPEAKER

Dr. Edward G. Shaw, MD, MA, Radiation Oncologist at Wake Forest School of Medicine and co-author of Keeping Love Alive as Memories Fade: The 5 Love Languages and the Alzheimer’s Journey. Dr. Shaw is dually trained as a physician and mental health counselor. He was the primary care partner for his wife, Rebecca, who was diagnosed with early-onset Alzheimer’s disease in 2008 at age 53 and died in 2016 after a 9-year battle. He was a practicing academic radiation oncologist for 23 years, specializing in the treatment of adults and children with brain cancer. In 2010, inspired by Rebecca’s journey, his medical interest shifted to dementia diagnosis and treatment, and with his additional training in mental health counseling, founded the Memory Counseling Program, part of the Section on Gerontology and Geriatric Medicine at Wake Forest Baptist Health in Winston-Salem, North Carolina.
SPONSOR LEVELS

PRESENTING SPONSOR $10,000
Recognition with color logo in all print and electronic materials
Logo on all invitations, program and event signage
Opportunity to address the audience from podium during the event
Invitation for four to attend the private reception the evening prior, with special guests and event speaker
Event banner in prime location
Reserved seating at the Garden Gala for 10 guests
Recognized on permanent donor plaque in Elizabeth House

MAJOR SPONSOR $5,000
Recognition with color logo in all print and electronic materials
Logo on all invitations, program and event signage
Invitation for two to attend the private reception the evening prior, with special guests and event speaker
Sponsor will be recognized via remarks during event
Reserved seating at the Garden Gala for 6 guests

SUPPORTING SPONSOR $3,000
Name on invitation
Recognition across all platforms of digital media
Recognition in event program
Company name on sponsor sign at event
Reserved seating at the Garden Gala for 4 guests

GENERAL SPONSOR $1,000
Name on invitation
Recognition across all platforms of digital media
Recognition in event program
Company name on sponsor sign at event
Reserved seating at the Garden Gala for 2 guests

Want your contribution to go twice as far?
Make your pledge before March 15 and it will be matched!
Tree of Lights

December 7th, 5 PM
First Citizens Plaza, Downtown Hendersonville

A Night to Remember

Four Seasons Compassion for Life will celebrate its 28th annual Tree of Lights Memorial Celebration this year. This public and cherished event has grown over the years and draws crowds of nearly 300 people. Community members gather to remember friends and family we’ve lost and to honor loved ones who remain. Guests enjoy hot cider and homemade cookies while taking time to visit with friends and view luminaries personalized with names of their loved ones. Program highlights include music by the Four Season’s Music Therapy team, a candle-lighting ceremony and testimony from one of our honored guest speakers.

Every Donation Counts

Over 700 luminarias were purchased in memoriam or honor of loved ones last year. Inspired by our sponsors, these community contributions help provide end-of-life care for those who have no way to pay; bereavement counseling for children and teens whose grief process is vastly different than adults; tender round-the-clock care where pain and fear can be kept at bay while family members can simply BE with their loved ones; and the final ceremonial salute given in honor and thanks to those who have served to protect our freedom. All of this is made possible by your support.
SPONSOR LEVELS

PRESENTING SPONSOR $10,000

Opportunity to address the audience from podium during the event
Company color logo on brochure (delivered to approximately 10,000 local households)
Company logo displayed prominently on all signage at event
Company logo on event program
Recognition in all radio/press releases prior to event
Recognition across all platforms of social media
Tree of Thanks decorated, delivered to, and put on display in YOUR office
25 personalized luminaries at the event and ornaments to share with your customers

MAJOR SPONSOR $5,000

Recognition on brochure (delivered to approximately 10,000 local households)
Company logo displayed on all signage at event
Company logo on event program
Recognition in all radio/press releases prior to event
Recognition across all platforms of social media
Tree of Thanks decorated and delivered to you for display in YOUR office
Sponsor will be recognized via remarks during event
15 personalized luminarias and ornaments to share with your customers

SUPPORTING SPONSOR $3,000

Company name and logo on large sign at event
Recognition across all platforms of social media
Logo printed in event program
Tree of Thanks decorated and delivered to display in YOUR office

GENERAL SPONSOR $1,000

Company name on signage at event
Recognition in event program
Why partner with Four Seasons?

We invite you to support your community while increasing your brand awareness, loyalty, and relationships by standing with Four Seasons at events such as the Garden Gala and Tree of Lights Memorial Service.

**Credibility** - Sponsoring a Four Seasons event means a lot more than displaying your name and logo, especially in the packages that include a speaking opportunity. Showcasing your organization or company to a large engaged audience differentiates your brand and boosts your credibility as a successful organization and demonstrates that you are an engaged member of the local community.

**Relationships** – As a sponsor of the Garden Gala and/or Tree of Lights, you build relationships with hundreds of people on a more intimate level. This is a strategic way to strengthen your public relations, generate customer preference and increase loyalty. Additional opportunities are afforded by inviting key customers, partners or donors to join you at the event and at private receptions like the Garden Gala house concert.

**Awareness and Exposure** - While the key to brand awareness is familiarity, the key to loyalty is emotional connection. Your brand’s connection to Four Seasons important work shows you care enough to get involved and give back. You get both lasting brand awareness and emotional connection with one of the community’s most beloved, emotionally connected, and well-respected organizations.

**Increased Reach** – You reach more than just the attendees in the room. Your brand is also reaching audiences through media promotion of the event. Invitations, sharing on social media, newspaper advertising, radio, and emails mean new audiences that might otherwise not be available. Higher level sponsorships that include both your logo and name are especially impactful.

**Share Your Values** - Sponsorship of events that are in alignment with programs and services valued by the community demonstrates shared values to both current and prospective customers. Good brand citizenship and goodwill goes farther towards customers seeing you as a “good neighbor” than does simply promoting your products and services. Association of your brand to Four Seasons values and services by contributing to the wellbeing of the community is extremely powerful.

**ROI is Important** – Sponsorship has great return on investment because the event is tied to a cause/purpose and positive emotional experience. Often, print and TV ads simply fade into white noise. Connecting to events and programs that deeply touch people's hearts and minds create lasting memories and positive feelings associated with your brand. Your sponsorship can provide an opportunity for an experience that people will remember and talk about long term.
“Special thanks go to our community partners for your support to help keep the critical care that Four Seasons provides available in our beautiful community.”

The Four Seasons Foundation Board of Directors