

Why Sponsor?

Norwegian American Hospital serves residents of Humboldt Park, West Town and surrounding neighborhoods, communities rich in cultural diversity but struggling economically, with nearly 34 percent of residents living in poverty. Sixty percent of our patients identify as Latino – primarily Puerto Rican – and 30 percent as African American. They face significant chronic health disparities, particularly around behavioral health disorders, diabetes, heart disease, cancer, and substance abuse.

Behavioral health issues are a significant and widespread problem in this country. More than 43 million adults experience a behavioral health issue each year; nearly 10 million adults had a major psychiatric or behavioral issue (such as bipolar disorder, schizophrenia, or severe depression) last year.

Many surrounding hospitals have decided not to provide inpatient behavioral health services, even though these services are in high demand locally and nationally. As the anchor of this community for more than 120 years, we at Norwegian American Hospital remain steadfast in our mission to ensure that those needing behavioral and medical healthcare receive unmatched, compassionate care, **regardless of their ability to pay**; race or ethnicity; economic status; or any other social barrier to care.

Historically, behavioral health and medical health have existed in silos. Current healthcare systems often lack coordination, even though there is a strong correlation between physical and behavioral health. The challenges include separate locations for providing care; separate payer systems; separate electronic health records and databases; different regulations; and disjointed transitional care and coordination.

Today, there is growing recognition that **individuals coping with behavioral health disorders frequently suffer from chronic medical conditions** (e.g., diabetes or heart disease) – just as patients with a chronic illness **are twice as likely to have unaddressed behavioral issues** and/or suffer from substance abuse.

Proceeds from this year's **Power of Community Benefit** will support the development of an **innovative, patient-centered model of care that integrates behavioral health services and routine healthcare**.

Facts

- Adults with serious mental health issues die, on average, 25 years earlier than the general population, generally due to a co-existing medical condition
- Adults with serious mental health issues have higher rates of diabetes, heart disease, asthma, and substance abuse, but are less likely to be screened for these conditions
- People with chronic medical conditions, such as heart disease, diabetes or cancer, are more likely to have a co-occurring behavioral disorder or suffer from substance abuse
- 40 percent of individuals with serious behavioral health issues do not receive treatment for the conditions
- 45 percent of patients who visit the Emergency Department suffer from a serious mental health issue and/or substance abuse
- 40 percent of Medicaid beneficiaries have both cardiovascular disease and serious behavioral disorders
- Patients with both medical and behavioral disorders can cost 2 to 3 times more than patients without a behavioral health condition.
- In 2012, individuals with both behavioral and medical conditions incurred almost \$300 billion in additional health care costs



Why Norwegian American Hospital?

Norwegian American Hospital is committed to ensuring that those who require medical and behavioral health services receive unmatched care from award-winning physicians and medical staff regardless of their economic circumstances or insurance coverage. Strong leadership, transparent governance, and operational improvements have put **Norwegian American Hospital** on a continuous course for excellence and long-term sustainability.

Norwegian American Hospital serves nearly 65,000 patients each year; the Emergency Department saw more than 23,300 individuals last year.

Over the past six years, **Norwegian American Hospital** has become one of the best community hospitals in Chicago, providing patients with excellent healthcare and services that have gained recognition from the American Hospital Association, The Joint Commission, and other national organizations.

Sponsorship Benefits

Client and Employee Engagement —Take advantage of this opportunity to engage with clients, potential clients and employees while helping to reduce and eliminate health disparities in our community.

Be Part of the Solution—Touch the lives of hundreds of individuals and families in Humboldt Park, West Town, and surrounding communities to help them receive excellent medical and behavioral healthcare.

Promote Your Brand—Sponsor logos will be included on the Foundation website and in ads in the Benefit program book. Your company will receive recognition in the Norwegian American Hospital Annual Report. Highlight and promote your services and brand to leaders in healthcare, business, and community organizations.



Norwegian American Hospital Foundation Power of Community Benefit | June 21, 2018 Sponsorship Opportunities



\$25,000 Community Guardian

- Exclusive naming rights for event
- Recognition as Community Guardian sponsor on all event signage
- Verbal recognition at podium
- Two tables of 10 with prime seating
- Complimentary full-page color ad in program booklet
- Prime logo placement in event signage, program book and Foundation website
- Listing in Hospital Annual Report
- Acknowledgement in media releases
- Special section in Foundation e-newsletter recognizing corporate sponsorship
- Prime digital logo display throughout event

\$10,000 Community Steward

- Recognition as Community Steward sponsor on all event signage
- One table of 10
- Complimentary half-page color ad in program booklet
- Highlighted logo placement in event signage, program book and on Foundation website
- Listing in Hospital Annual Report
- Acknowledgement in media releases
- Highlighted recognition in Foundation's e-newsletter
- Prime digital logo display throughout event

\$15,000 Community Pillar

- Recognition as Community Pillar sponsor on all event signage
- One table of 10
- Complimentary full-page color ad in program booklet
- Prime logo placement in event signage, program book and on Foundation website
- Listing in Hospital Annual Report
- Acknowledgement in media releases
- Highlighted recognition in Foundation's e-newsletter
- Prime digital logo display throughout event

\$5,000 Community Advocate

- Recognition as Community Advocate sponsor on all event signage
- One table of 10
- Complimentary quarter-page color ad in program book
- Logo placement in event signage, program book and on Foundation website
- Listing in Hospital Annual Report
- Recognition in Foundation's e-newsletter

Tables and Tickets

Individual Table \$3,000

(Reserve and pay for table by Monday, April 30 for Early Bird price of \$2,750)

- One table of 10
- Logo placement in event signage and program book
- Listing in Hospital Annual Report

Individual Ticket \$275

(Purchase ticket by Monday, April 30 for Early Bird price of \$250)

Program Book Color Ads

- Full-Page (4.5" x 7.5") \$2,500
- Half-Page (4.5" x 3.75")..... \$1,500
- Quarter-Page (2.25" x 3.75") \$750

For sponsorship details please contact Megan Reppen at mreppen@nahospital.org or 773.292.2626

Norwegian American Hospital Foundation
Power of Community Benefit | June 21, 2018
Sponsorship Agreement

**YES, I/WE WILL SPONSOR THE FOURTH ANNUAL
POWER OF COMMUNITY BENEFIT ON THURSDAY, JUNE 21, 2018!**

Community Guardian \$25,000

Community Pillar \$15,000

Community Steward \$10,000

Community Advocate \$5,000

Full Page Ad \$2,500

Half Page Ad \$1,500

Quarter Page Ad \$750

Table of 10 \$3,000 (\$2,750 if purchased before 4/30/18)

_____ **Individual Ticket(s)** \$275 (\$250 if purchased before 4/30/18)

I/we can't attend but would like to make a \$ _____ tax-deductible donation to support Norwegian American Hospital.

Please send me an invoice

Enclosed is a check payable to **NORWEGIAN AMERICAN HOSPITAL FOUNDATION**

Please charge my credit card: Visa Mastercard American Express

Card Number

Exp Date

Security Code

Cardholder's Name

Cardholder's Signature

CONTACT INFORMATION

Sponsor Name (as it should appear on all printed materials)

First Name

Last Name

Address

City

State

Zip

Phone

E-Mail

Thank you for your contribution and support of Norwegian American Hospital

Please send form and payment to

Norwegian American Hospital Foundation, 1044 N. Francisco Ave., Chicago, IL 60622

Norwegian American Hospital Foundation is a 501(c)(3) corporation; contributions are tax-deductible to the extent allowed by law. Federal Tax ID: 36-3257131

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Norwegian American Hospital Foundation
Power of Community Benefit | June 21, 2018
Silent Auction Donation Form



**YES, I/WE WILL DONATE A SILENT AUCTION ITEM TO
THE POWER OF COMMUNITY BENEFIT ON THURSDAY, JUNE 21, 2018!**

Business Name

First Name

Last Name

Address

City

State

Zip

Phone

Fax

E-Mail

Description of donation: (please use separate sheets for multiple items)

Fair Market Value \$_____ I would like to be recognized remain anonymous for my donation.

Please deliver or mail all forms and donations by **Friday, June 8, 2018** to:

Norwegian American Hospital Foundation, ATTN: Megan Reppen, 1044 N. Francisco Ave., Chicago, IL 60622.

I would like to make a \$_____ tax-deductible donation to support Norwegian American Hospital

Enclosed is a check payable to **Norwegian American Hospital Foundation**

Please charge my credit card: Visa Mastercard American Express Discover

Card Number

Exp. Date

Sec. Code

Cardholder's Name

Cardholder's Signature

Thank you for your support of Norwegian American Hospital

For information, please contact Megan Reppen at mreppen@nahospital.org or 773.292.2626