



One Credit Union Way  
 Randolph, MA 02368  
 781-341-4145  
 781-297-7345  
 www.oldcolonyhospice.org

**STEPPING OUT**

Old Colony Hospice

Sunday, April 25, 2010

*"I want to thank everyone at Old Colony Hospice for the compassion and loving care they gave to the love of my life for the last four months of her life. These gifted professionals helped us so much. I will never forget them."*

M. Smith, Canton MA

**Old Colony Hospice  
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Dear Friends of Old Colony Hospice:

*We want to help more families like the Smith's and we need your help. With your support we can give other families who need our services the same compassionate care they deserve as they navigate this part of the life cycle.*

*How can you help? Be a sponsor of the 12<sup>th</sup> Stepping Out for Old Colony Hospice Memorial Walk on Sunday, April 25, 2010 at The Irish Cultural Centre in Canton, MA. The walk is our largest fundraiser and community outreach program. Help us raise \$130,000 to support the patients in our care. Companies that sponsor the walk will receive various promotional benefits before, during and after the event. So the sooner your business becomes a sponsor, the sooner we can spread the word.*

*Walk fundraising supports free care for patients. As a mission-driven non-profit organization, Old Colony Hospice is committed to our patients and their families regardless of their ability to pay. For the last few years, Old Colony Hospice has provided over \$100,000 in free care for patients with no insurance coverage. The money raised makes sure patients have their entire hospice needs met.*

*Please select a sponsorship level from the enclosed options. Help Old Colony Hospice reach its goal for the 12<sup>th</sup> Memorial Walk by supporting the patients and families in our care – it could be one of your co-workers, neighbors, family or friends.*

Sincerely,

Linda Werman, Development Manager  
 781-341-4147 x 204  
 lwerman@oldcolonyhospice.com



*Old Colony Hospice is a 501c3 non-profit organization. Our Tax ID # is 04-2793637. Donations to our organization are tax-deductible to the extent permitted by law.*



## **SPONSORSHIP OPPORTUNITIES**

### *Spirit of Hospice Sponsor \$5,000*

- ◆ CEO or designated representative to officially start the walk and present awards
- ◆ VIP registration area for your company's walk team
- ◆ VIP table for company literature or premium give-away
- ◆ Recognition on 20,000 brochures
- ◆ Recognition as Spirit of Hospice Sponsor in all e-communications via Constant Contact
- ◆ Recognition in press releases, posters/flyers and on the OCH website with a link to your website
- ◆ Logo in The Enterprise and Patriot Ledger advertisements (combined circulation of 85,000+)
- ◆ Logo on 1000 t-shirts distributed to participants
- ◆ Logo on memorial banner carried at the walk
- ◆ Company Banner displayed prominently at the Walk location
- ◆ Appreciation plaque & public acknowledgement during the awards ceremony
- ◆ Organization Listing in OCH Newsletter and Annual Report with circulation of 60,000+ in our service area

### *Circle of Care Sponsor \$2500*

- ◆ VIP registration area for your company's walk team
- ◆ VIP table for company literature or premium give-away
- ◆ Recognition on 20,000 brochures
- ◆ Recognition as Circle of Care Sponsor in all e-communications via Constant Contact
- ◆ Recognition in all press releases, posters/flyers and on the OCH website with a link to your website
- ◆ Logo in The Enterprise and Patriot Ledger advertisements (combined circulation of 85,000+)
- ◆ Logo on 1000 t-shirts distributed to participants
- ◆ Logo on memorial banner carried at the walk
- ◆ Company Banner displayed prominently at the Walk location
- ◆ Appreciation certificate & public acknowledgement during the awards ceremony
- ◆ Organization Listing in OCH Newsletter and Annual Report with circulation of 60,000 in our service area

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### *Helping Hands Sponsor \$1750*

- ◆ Recognition as Helping Hands Sponsor in all e-communications via Constant Contact
- ◆ Recognition in press releases, posters/flyers and on the OCH website [www.oldcolonyhospice.org](http://www.oldcolonyhospice.org)
- ◆ Recognition in The Enterprise and Patriot Ledger advertisements (combined circulation of 85,000+)
- ◆ Logo on 1000 t-shirts distributed to participants
- ◆ Company Banner displayed prominently at the Walk location
- ◆ Appreciation certificate & public acknowledgement during the awards ceremony
- ◆ Organization Listing in OCH Newsletter and Annual Report with circulation of 60,000 in our service area



### **Water Station Sponsor \$1000**

- ◆ Recognition as Water Station Sponsor in all e-communications via Constant Contact
  - ◆ Recognition in press releases, posters, flyers and on the OCH website [www.oldcolonyhospice.org](http://www.oldcolonyhospice.org)
  - ◆ Recognition in The Enterprise and Patriot Ledger advertisements (combined circulation of 85,000+)
  - ◆ Logo on 1000 t-shirts distributed to participants
  - ◆ Recognition on Water Station Signage
  - ◆ Company volunteers can staff the water station
  - ◆ Appreciation certificate & public acknowledgement during the awards ceremony
  - ◆ Organization Listing in OCH Newsletter and Annual Report with circulation of 60,000 in our service area
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### **Friends of Hospice Sponsor \$575**

- ◆ Recognition as Friends of Hospice Sponsor in all e-communications via Constant Contact
  - ◆ Company Name- Text Only Listing on 1000 t-shirts distributed to participants
  - ◆ Company Name on posters/flyers and the OCH website [www.oldcolonyhospice.org](http://www.oldcolonyhospice.org)
  - ◆ Company Banner displayed at the walk
  - ◆ Appreciation certificate and public acknowledgment during the awards ceremony
  - ◆ Organization Listing in OCH Newsletter and Annual Report with circulation of 60,000 in our service area
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### **Route Marker Signs \$275 per sign**

- ◆ Company Name on route marker sign(s) posted along the route at walk seen by 1500+ walkers
  - ◆ Recognition as sponsor in all e-communications via Constant Contact
  - ◆ Company name on the OCH website [www.oldcolonyhospice.org](http://www.oldcolonyhospice.org)
  - ◆ Public acknowledgment during the awards ceremony
  - ◆ Organization Listing in OCH Newsletter and Annual Report with circulation of 60,000 in our service area
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\*\*\* We would be happy to discuss other sponsorship possibilities with your organization. If you want to help and have a suggestion or idea that we can collaborate on, please contact Linda Werman at 781-341-4147 x 204 or via e-mail at [lwerman@oldcolonyhospice.com](mailto:lwerman@oldcolonyhospice.com).



**SPONSORSHIP REPLY FORM**

**Please complete and return to:**  
**Old Colony Hospice, One Credit Union Way, Randolph, MA 02368-4172**  
**Attn: Linda Werman, Development Manager**

Organization Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Sponsorship Options – Our organization will be a sponsor at the following level:**

_____ Spirit of Hospice Sponsor \$5000	_____ Water Station Sponsor \$1000
_____ Circle of Care Sponsor \$2500	_____ Friends of Hospice Sponsor \$575
_____ Helping Hands Sponsor \$1750	_____ Route Marker \$275 each;
	Please order _____ signs for our company.
_____ We can not sponsor this year but enclose a donation in support of your work.	

**Payment Options – please check one:**

\_\_\_\_\_ A check **payable to Old Colony Hospice** for \$\_\_\_\_\_ is enclosed.

\_\_\_\_\_ Please send an invoice to us at the address above.

\_\_\_\_\_ Please bill the following credit card (MasterCard, Visa or Discover) for \$\_\_\_\_\_ amount

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Phone Number: (\_\_\_\_\_) \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Thank you for your support.**  
**Your sponsorship ensures that the 100 patients our care team visits each day have the medications, medical equipment and services they need and deserve.**