



**Sunday, October 25, 2009**

## **Sponsorship Opportunities**



*All proceeds from this event will support The Lawrence E. Whelan Begin Again Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

**Halifax Health Hospice of Volusia/Flagler's  
2<sup>nd</sup> Annual Rubber Duck Race  
Sunday, October 25, 2009**

---

The mission of Halifax Health - Hospice of Volusia/Flagler is to provide comfort and compassion to every person facing the end of life. Halifax Health - Hospice is a respected leader in end-of-life care and compassionate medical service. Today, the Halifax Health - Hospice has grown from an average daily census of 35 in 1986 to more than 600 patients cared for by over 400 full-time professional employees and more than 600 volunteers. Patients are cared for in their homes, nursing homes, assisted living facilities, hospitals, in our inpatient care centers in Port Orange and Orange City, as well as in the homelike setting of our Hospice House in New Smyrna Beach. To date we have helped more than 46,000 patients.

When people die they leave behind loved ones, and often times they leave behind young loved ones who may not understand death. Every child deserves the chance to grieve. Children are often thought to be too young to understand and cope with their grief. However, if given the proper support and understanding, children have the natural capacity to grieve and heal. The Lawrence E. Whelan BeginAgain Children's Grief Centers provide this crucial support and understanding to children and families in Volusia and Flagler counties who have experienced the death of a loved one. Through physical activity, art, drama, music and other activities, children ages four to 18 can share their feelings in a safe and child-friendly environment. In addition, they have the chance to bond with other grieving children and, as a result, discover they are not alone.

Like many of the programs provided by Halifax Health - Hospice, The Lawrence E. Whelan BeginAgain Children's Grief Centers are not funded by Medicare, Medicaid or private insurance. Halifax Health - Hospice's 2<sup>nd</sup> Annual Rubber Duck Race provides much needed funds while increasing awareness for this wonderful program.

Our goal for this fundraiser is to underwrite all of our event expenses with cash and in-kind contributions. Monetary donations offset the expense of holding the Rubber Duck Race so we can give more to benefit The Lawrence E. Whelan BeginAgain Children's Grief Centers.

Please review the following packages to decide which level best fits your financial ability and your desire to be associated with this remarkable program.

**LEVELS OF SPONSORSHIP OPPORTUNITIES**

**PRESENTING/TOP DUCK SPONSOR \$15,000**  
**CORPORATE DUCK SPONSOR \$5,000**  
**FLOCK SPONSOR \$1,000**  
**RUBBER DUCK SPONSOR \$500**  
**EGG SPONSOR \$250**



*All proceeds from this event will support The Lawrence E. Whelan BeginAgain Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

# **PRESENTING/TOP DUCK SPONSOR**

## **\$15,000**

---

**Your company name will be attached to all race materials.**

**Example:**

**Halifax Health - Hospice's 2<sup>nd</sup> Annual Rubber Duck Race presented by  
[insert Your Company Name & Logo here]**

### **COMPANY LOGO/NAME EXPOSURE**

Your logo/company name will be attached to the following:

- All TV, radio and print advertisements
- All TV spots
- All radio spots to included commercials and live shows
- All print display ads
- All news releases submitted to include: Orlando Sentinel, The Daytona Beach News-Journal, Hometown News & Chambers of Commerce
- On the main web page for Duck Adoptions
- *A Shared Journey* Newsletter (distribution of 20,000+ )
- Logo placement on the event the banner as Top Duck Sponsor at the event and week prior to the event on Beach Street in Daytona
- Post event Thank You Letter to be published in The Hometown News on Friday, October 30, 2009.

### **ON-SITE RECOGNITION**

- Banner with Company logo above main stage (only Top Duck Sponsor's logo will be on the banner at the main stage)
- Acknowledgment during the Rubber Duck Race as the Presenting Sponsor
- Company Logo on event t-shirts and other promotional items

### **COMPANY PARTICIPATION**

- Complimentary table at the festival with opportunity to interact with +/- 800 community members

AND - most importantly - know that you made a major contribution to the needs of your community all for \$15,000.

\* The deadline for all sponsorship opportunities is Friday, October 9, 2009.

*All proceeds from this event will support The Lawrence E. Whelan Begin Again Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

# **CORPORATE DUCK SPONSOR**

## **\$5,000**

---

### **COMPANY LOGO/NAME EXPOSURE**

Your logo/company name will be attached to the following:

- All radio spots to included commercials and live shows
- All radio spots to included commercials and live shows
- All print display ads
- All news releases submitted to include: Orlando Sentinel, The Daytona Beach News-Journal, Hometown News & Chambers of Commerce
- In TV, radio and print advertisements
- On the main web page for Duck Adoptions
- *A Shared Journey* Newsletter (distribution of 20,000+)
- Logo placement on event the banner as a Corporate Duck Sponsor of the event
- Post event Thank You Letter to be published in The Hometown News on Friday, October 30, 2009.

### **ON-SITE RECOGNITION**

- Name placement on the event banner as a Corporate Duck Sponsor
- Acknowledgment during the Rubber Duck Race as a Corporate Duck Sponsor
- Company name on event t-shirts

### **COMPANY PARTICIPATION**

- Complimentary table at the festival with opportunity to interact with +/- 800 community members

\* The deadline for all sponsorship opportunities is Friday, October 9, 2009.

*All proceeds from this event will support The Lawrence E. Whelan Begin Again Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

# **FLOCK SPONSOR**

## **\$1,000**

---

### **COMPANY LOGO/NAME EXPOSURE**

Your logo/company name will be attached to the following:

- All Daytona Beach News-Journal Advertising Displays
- All news releases submitted to include: Orlando Sentinel, The Daytona Beach News-Journal, Hometown News & Chambers of Commerce
- In print advertisements
- In radio spots to included commercials and live shows
- On the main web page for Duck Adoptions
- *A Shared Journey* Newsletter (distribution of 20,000+)
- Logo placement on event the banner as a Flock Sponsor of the event
- Post event Thank You Letter to be published in The Hometown News on Friday, October 30, 2009.

### **ON-SITE RECOGNITION**

- Name placement on the event banner as a Flock Sponsor

### **COMPANY PARTICIPATION**

- Complimentary table at the festival with opportunity to interact with +/- 800 community members

\* The deadline for all sponsorship opportunities is Friday, October 9, 2009.

*All proceeds from this event will support The Lawrence E. Whelan Begin Again Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

# **RUBBER DUCK SPONSOR**

## **\$500**

---

### **COMPANY NAME EXPOSURE**

Your company name will be attached to the following:

- In The Daytona Beach News-Journal Advertising Displays
- In news releases submitted to include: Orlando Sentinel, The Daytona Beach News-Journal, Hometown News & Chambers of Commerce
- In radio spots to included commercials and live shows
- On the main web page for Duck Adoptions
- *A Shared Journey* Newsletter (distribution of 20,000+)
- Post event Thank You Letter to be published in The Hometown News on Friday, October 30, 2009.

### **ON-SITE RECOGNITION**

- Name placement on the event banner as a Rubber Duck Sponsor

### **COMPANY PARTICIPATION**

- Complimentary table at the festival with opportunity to interact with +/- 800 community members

\* The deadline for all sponsorship opportunities is Friday, October 9, 2009.

*All proceeds from this event will support The Lawrence E. Whelan Begin Again Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

# **EGG SPONSOR**

## **\$250**

---

### **COMPANY NAME EXPOSURE**

- On the main web page for Duck Adoptions
- Name placement on the event banner as an Egg Sponsor

### **COMPANY PARTICIPATION**

- Complimentary table at the festival with opportunity to interact with +/- 800 community members

\* The deadline for all sponsorship opportunities is Friday, October 9, 2009.

*All proceeds from this event will support The Lawrence E. Whelan Begin Again Children's Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*

**Halifax Health – Hospice’s 2<sup>nd</sup> Annual Rubber Duck Race  
Sunday, October 25, 2009**

---

*Sponsor Agreement*

Name of Company: \_\_\_\_\_

(Print name exactly as it should appear in any publication)

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

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

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**VALUE OF CONTRIBUTION:**

1. Sponsorship Package

Presenting/Top Duck Sponsor	\$15,000	\$ _____
Corporate Duck Sponsor	\$5,000	\$ _____
Flock Sponsor	\$1,000	\$ _____
Rubber Duck Sponsor	\$500	\$ _____
Egg Sponsor	\$250	\$ _____

2. Gifts In-Kind

Retail Value \$ \_\_\_\_\_

Gifts In-Kind:

Description of item or service (Include size, color, model, dimensions, etc.)

---

Please make checks payable to: Halifax Health – Hospice of Volusia/Flagler and mail to 3800 Woodbriar Tr., Port Orange, FL 32129, Attention: Johnnie Carrow-Nelson. If you have questions please contact Johnnie Carrow-Nelson at 386.322.4701.

*Your support is sincerely appreciated. The success of our 2<sup>nd</sup> Annual Rubber Duck Race is dependent upon receipt of your donation. By execution of this Agreement, you are affirming your participation as a sponsor of the above event and that payment, if not enclosed is forthcoming. Proceeds benefiting our Lawrence E. Whalen BeginAgain Children’s Grief Center are tax deductible to the full extent allowed by law.*

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Halifax Health – Hospice Rubber Duck Race Representative

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Sponsor Representative

Halifax Hospice, Inc., d/b/a Halifax Health - Hospice of Volusia/Flagler is exempt from federal income tax under Section 501(c)(3) I.R.C. Contributions are tax deductible to the extent allowed by law. Our tax ID number is 59-2661284. "A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE 800.435.7352 OR CALLING OUTSIDE THE STATE 850.488.2221. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE."

*All proceeds from this event will support The Lawrence E. Whalen BeginAgain Children’s Grief Centers,  
a program of Halifax Health - Hospice of Volusia/Flagler.*