



# 2018

Promotional Opportunities

Grinnell Regional Medical Center is making plans for special events in 2018 to bring the hospital family and the communities we serve together – unified in supporting quality healthcare. GRMC has been a part of the community for more than 50 years and we plan for that to continue way into the future.

Not only will your sponsorship benefit Grinnell patients, these events are designed to increase your visibility and maximize your exposure in area communities. By participating as a sponsor, your organization will benefit from extended coverage through media campaigns and promotional events directed toward GRMC supporters.

We have many levels of sponsorship packages for you to choose from to allow you to select the level of participation that best meets your promotional needs – and be confident in the knowledge that your sponsorship fee will be used to help GRMC patients locally. *All funds generated through sponsorships and events remain in the community at GRMC or with the GRMC services.*

Our Headline Sponsorship gives you exposure at all of our events in 2018... or you can select only those events you wish to sponsor. Read on for more details.

We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship commitment form or call me at 641-236-2961 or [hpearson@grmc.us](mailto:hpearson@grmc.us).

Thank you in advance for your willingness to support the efforts of GRMC to make a difference in our community.

Sincerely,

Heidi Ramaeker Pearson  
Communications and Development Specialist

## 2018 GRMC SPONSORED EVENT SCHEDULE

Bike Helmet Distribution – May 2018  
Schools in the GRMC Service Area

2018 Golf Tournament – Friday, July 13, 2018  
Grinnell College Golf Course

Super Hero Run – Sunday, October 7, 2018  
GRMC Healing Garden

## OTHER SPONSORSHIP OPTIONS

GRMC Auxiliary Tag Day – August 2018  
throughout the GRMC Service Area

GRMC Auxiliary Business Supporter

## SPONSORSHIP OPPORTUNITIES AT A GLANCE

| GRMC<br>SUPER HERO<br>5K RUN                       | GOLF<br>TOURNAMENT                                                 | BIKE HELMET<br>SUPPORTER | AUXILIARY<br>SUPPORTER | HEADLINE<br>SPONSOR<br>\$2,050 (\$2,350) |
|----------------------------------------------------|--------------------------------------------------------------------|--------------------------|------------------------|------------------------------------------|
| Superman<br>Sponsor<br>\$2,000                     | Eagle<br>Sponsor<br>\$1,200                                        | Any Amount               | \$50+                  | Eagle<br>Sponsor<br>\$1,200              |
| The Incredibles<br>Sponsor<br>\$1,000              | Birdie<br>Sponsor<br>\$600                                         |                          |                        | The Incredibles<br>Sponsor<br>\$1,000    |
| Spider-Man<br>Sponsor<br>\$500                     | 19th Hole<br>Sponsor<br>\$300                                      |                          |                        | Bike Helmet<br>Supporter<br>\$100        |
| Wonder Woman<br>Sponsor<br>\$300                   | Pin Event Sponsors<br>\$100 or gift in-kind<br>equivalent to \$100 |                          |                        | Auxiliary<br>Supporter<br>\$50           |
| Mile Marker<br>Sponsor \$150<br>or all 3 for \$300 | Flight<br>Sponsors<br>\$100                                        |                          |                        |                                          |
| Finish Line<br>Sponsor<br>\$100                    | Raffle Contributors<br>Donate an in-kind<br>item for raffle        |                          |                        |                                          |
| Aquaman<br>Sponsor<br>\$100                        |                                                                    |                          |                        |                                          |
| Flash Sponsor<br>\$25                              |                                                                    |                          |                        |                                          |

## HEADLINE SPONSORSHIP \$2,050 (ESTIMATED VALUE: \$2,350)

---

This sponsorship option combines all GRMC and Auxiliary events into one sponsorship package to help businesses maximize their promotional dollars.

*As a Headline sponsor you will receive the following recognition at:*

- GRMC Golf Tournament – Eagle: Four free golf registrations and two cart rentals at the tournament on Friday, July 13, 2018, at the Grinnell College Golf Course
- GRMC Superhero Run – Incredibles: Four free registrations to the Super Hero Run
- GRMC Bike Helmet Distribution
- Auxiliary Business Sponsor
- Auxiliary Tag Day Sponsor

*As well as the following:*

- Logo placement on all printed materials (signage, banners, programs) and electronic materials associated with these events.
- Inclusion in all press releases about the golf tournament, the Superhero Run, and the bike helmet distribution.
- The opportunity to have your logo in the masthead of all four 2018 issues of the GRMC *Healthletter*, which is mailed to 20,000 households in Central Iowa, if received by December 21, 2017.
- Highlighted in a feature story in the GRMC *Healthletter*.

# 2018 GOLF TOURNAMENT | FRIDAY, JULY 13, 2018

## GRINNELL COLLEGE GOLF COURSE

---

For 29 years, the GRMC golf tournament has been the area's premier golf event. It has also made a difference to hospital patients. In 2017, the event raised \$20,000 for medical and wellness equipment.

In 2018, the tournament returns to the Grinnell College Golf Course. Players will enjoy the opportunity to win team prizes, pin contests, raffle prizes, and the opportunity to play with area golfers and business sponsors. This is a four-player best-shot tournament. We offer both serious competition and serious fun.

### *Sponsor levels:*

#### **Eagle Sponsorship: \$1,200**

- Four free golf registrations and two cart rentals
- Listing on signage and in program
- Provides funding for greens fees

#### **Birdie Sponsorship: \$600**

- Two free golf registrations and one cart rental
- Listing on signage and in program
- Provides funding for beverages on the course and midday meal

#### **19th Hole Sponsorship: \$300**

- One free golf registration and half cart rental
- Listing on signage and in program
- Provides funding for refreshments

#### **Pin Event Sponsors: \$100 or gift in-kind equivalent to \$100**

- Two prizes per hole – one \$50 for men and one \$50 prize for women
- Listing on signage at tee and in program

#### **Flight Sponsors: \$100**

- Four flights of three prizes
- Listing on signage on course and in program

#### **Raffle Contributions**

- Prizes for the raffle – examples include gift cards, gift baskets, gift certificates, and more
- Listing on signage at event and in program

# BIKE HELMETS FOR THIRD GRADERS | MAY 2018

---

Since 1996, a regional collaboration has provided a free bike helmet, sized and fitted, to every third grader in our service area. Approximately 550 helmets are fitted annually. Over the 20+ years of this program, about 10,500 helmets have been donated to area children over those years.

GRMC staff and medical staff work with Craig Cooper, owner of Bikes to You, to coordinate visits to the schools and line up volunteers to fit helmets on the students and provide bike safety education. Your donation helps us purchase these helmets for children.

## *Bike Helmet: Any Amount*

- Listing on bookmarks

# GRINNELL REGIONAL MEDICAL CENTER AUXILIARY

---

The GRMC Auxiliary has the distinction of being one of the oldest continuously operating hospital volunteer organizations in Iowa. Their mission is to promote and assist GRMC in providing healthcare services to the area. The Auxiliary provides annual healthcare scholarships, donations for the GRMC Babies Room, books to newborns, and more. Funding sources include supporting donations, community fund-raising events such as the annual holiday wreath raffle, Tag Day, book fairs and jewelry sales, and The Glass Gift Box at GRMC.

## *GRMC Auxiliary Business Sponsor: \$50*

- Listing on one monthly postcard

## *Tag Day Sponsor: Any Amount*

- Listing on signs and electronic materials associated with event

# GRMC SUPERHERO RUN | SUNDAY, OCTOBER 7, 2018

## GRMC HEALING GARDEN

---

We are calling all Superheroes to come and run for local healthcare miracles. Your sponsorship helps defray the cost of organizing the event, the chip timing systems, race supplies and awards, and complimentary drinks and snacks for each race participant. Your support also helps fund equipment needs for our patients. The race offers you a fantastic way to support GRMC and showcase your company.

### *Sponsor levels:*

#### **Superman: \$2,000**

- 8 free participation tickets
- Listing on signs and logo on back of t-shirt

#### **The Incredibles: \$1,000**

- 4 free participation tickets
- Listing on signs and logo on back of t-shirt

#### **Spider-Man: \$500**

- 2 free participation tickets
- Listing on signs

#### **Wonder Woman: \$250**

- 1 free participation ticket
- Listing on signs

#### **Mile Marker: \$150 each or all three for \$300**

- Listing on a mile marker on course

#### **Finish Line: \$100**

- Listing on finish line sign

#### **Aquaman: \$100**

- Listing on sign at water station



210 Fourth Avenue | Grinnell, Iowa 50112 | 641.236.7511 | [grmc.us](http://grmc.us)