



....HEALTHCARE FOR ALL CHILDREN

# 2011 Sponsorship Opportunities

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## **Insured... Uninsured... TennCare... No Child Turned Away!**

Mercy Children's Clinic is a 501 C (3), non-profit pediatric healthcare clinic located in Franklin, TN. Mercy was established in 1999 by a local physician and others in the community who felt called to provide pediatric care to children who could not conveniently access care because of their lack of insurance or TennCare (Medicaid) covering. Mercy was created out of the belief that the government should not solely provide care for these children but that local businesses, churches, and individuals should help shoulder the burden.

Now, Mercy provides primary healthcare and mental health services to more than 10,000 children and their families from 33 counties regardless of their socioeconomic status – NO ONE IS TURNED AWAY FOR THEIR INABILITY TO PAY. Approximately 2/3 of our patient families are totally uninsured or on TennCare (Medicaid).

In November of 2008, Mercy established our Chronic Care Medical Home. More than 50% of our patients are dealing with chronic illness; acting as the "general contractor" for these kids, a dedicated staff of physicians, nurses, and case workers manage and coordinate the services and care rendered by Mercy AND up to a dozen or more specialists for each child.

Comprehensive, compassionate, holistic care for the children of our community and beyond – YOUR TAX DEDUCTIBLE SUPPORT WILL MAKE A DIFFERENCE IN MANY LIVES!



## Comprehensive Care

Mercy offers complete primary healthcare to children from birth to age eighteen. Mercy is known for its accessible, compassionate, wholistic care as we desire to serve our patients in body, mind, and spirit.

## Chronic Care Management

Nearly half of the children who receive care at Mercy have some sort of chronic illness. Mercy physicians oversee the general and acute care as well as the specialty care plans of our chronically ill patients.



## Counseling & Social Services

Early in the evolution of Mercy, our doctors recognized that there existed underlying systemic issues with many of our patients that actually hindered better health. Mercy Family Services was created to provide comprehensive social and behavioral health services to our patients.

## Psychiatry

Mercy is the only faith-based pediatric clinic in middle Tennessee with a staff psychiatrist. Often the mental health issues with which our patients and their families struggle with require medications.



## Autism Diagnostics

After participating in a pilot program with the Tennessee Chapter of the American Academy of Pediatrics, The Vanderbilt Kennedy Center, and the Bureau of TennCare, two of Mercy's physicians became certified in Autism diagnosis.

# Angels of mercy Celebration

May 2012

Monthly support is the backbone of Mercy's ministry and Angels of Mercy are those that support us monthly with a gift of \$100 or more.

Each year we will gather our "Angels" to celebrate their continued support and encourage the support of more "Angels."

This year's event will be held at Embassy Suites in Franklin and we hope to have 500 friends and supporters of Mercy in attendance.

Corporate Angels of Mercy will be invited to the dessert, name recognition in press releases, and logo placement in various marketing materials at the event.



September 5, 2011

The Franklin Classic is one of the oldest and most popular races and community events in Middle Tennessee. The event consists of a 10K run, 5K run/walk and 1K kids fun run. Proceeds from the Franklin Classic support Mercy and is our largest fundraising effort. Last year's event attracted more than 3,100 participants and an additional 6,000 on-lookers.

As a Corporate Angel of Mercy you will have the opportunity to be a sponsor of the Classic and will receive logo placement on race t-shirts, posters and ads.

# mercy *Costume Event* *Fairy Wings & Pirate Things*

November 12, 2011

Mercy will present its first annual costume party in the Fall. This community wide event will be a new fundraiser for Mercy as well as give our patients and their family's an opportunity to dress up in their favorite costume and enjoy a fun filled evening complete with dinner, games, pictures with characters, arts & crafts and a costume contest for kids! We hope to have 150 families in attendance for a total of 700 guests.

Corporate Angels of Mercy will receive sponsorship opportunities with tickets to the event as well as logo placement on marketing materials.



## Room Sponsorships



# Corporate Angels of Mercy Opportunities

## \$30,000 - Corporate Angel of Mercy

- Title Sponsorship of *Franklin Classic* (\$20,000 value)
- Presenting Sponsorship of *Angels of Mercy Event* (\$5,000 value)
- Prince & Princess Sponsorship of *Neverland* (\$5,000 value)
- Naming rights to an exam/therapy room at Mercy for five years (\$5,000 value)

\*See individual sponsorship descriptions for details  
\*Only one \$30,000 sponsorship will be sold

## \$20,000 - Corporate Angel of Mercy

- Platinum Sponsorship of *Franklin Classic* (\$12,000 value)
- Naming rights to an exam/therapy room at Mercy for five years (\$5,000 value)
- Contributing Sponsorship of *Angels of Mercy Event* (\$3,500 value)
- Cowboy & Cowgirl Sponsorship of *Neverland* (\$2,500 value)

\*See individual sponsorship descriptions for details  
\*A max of two \$20,000 sponsorships will be sold

## \$15,000 - Corporate Angel of Mercy

- Gold Sponsorship of *Franklin Classic* (\$6,500 value)
- Naming rights to an exam/therapy room at Mercy for five years (\$5,000 value)
- Contributing Sponsorship of *Angels of Mercy Event* (\$3,500 value)
- Cowboy & Cowgirl Sponsorship of *Neverland* (\$2,500 value)

\*See individual sponsorship descriptions for details  
\*A max of four \$15,000 sponsorships will be sold

## \$7,500 - Corporate Angel of Mercy

- Naming rights to an exam/therapy room at Mercy (\$5,000 value)
- Silver Sponsorship of *Franklin Classic* (\$3,500 value)
- Event Partner Sponsorship of *Angels of Mercy Event* (\$2,000 value)
- Raggedy Anne & Andy Sponsorship of *Neverland* (\$1,250 value)

\*See individual sponsorship descriptions for details  
\*A max of six \$7,500 sponsorships will be sold



# Individual Sponsorships

## TITLE SPONSOR \$20,000

- Naming rights to the 33rd Annual Franklin Classic, Middle Tennessee's oldest race, included with ALL press and promotional materials
- Only one Title Sponsorship will be sold
- Company Name/logo displayed exclusively on the front of 3,000 or more race t-shirts (Your company name presents the Franklin Classic benefiting Mercy, Healthcare for ALL Children)
- The opportunity to have your company banner displayed at the start and finish lines
- The option for a tent with table and banner near the start/finish line
- Your company representative introduced during Awards Ceremony
- Recognition during the Awards Ceremony
- Logo included in radio & television commercials & billboards
- Name and logo prominently displayed in all newspaper ads and printed materials
- Prominent positioning on Mercy's website with a link to your site
- Logo prominent in the digital version of The Franklin Classic Chronicle
- A full-page, full color advertisement in digital version of the The Franklin Classic Chronicle
- An article highlighting your business in the digital Franklin Classic Chronicle

## PLATINUM SPONSOR \$12,000

- Company name displayed on prominently on the back of more than 3,000 race t-shirts
- Logo distinctly displayed on The Franklin Classic poster and brochure
- Company name included in newspaper ads and promotional materials
- Name and logo displayed in All radio & television commercials & billboards
- Recognition on the Franklin Classic website with a link to your website
- The option for a tent with table and banner near the start/finish line
- The right to distribute promotional materials at event
- Recognition during Awards Ceremony
- Half page, full color advertisement in the digital version of The Franklin Classic Chronicle
- Prominent positioning in the digital version of The Franklin Classic Chronicle
- A maximum of four platinum sponsorships will be sold



# Individual Sponsorships

## **GOLD SPONSORSHIP \$6,500**

- Company name displayed on the back of over 3,000 race T-shirts
- Logo displayed on the front of the Franklin Classic brochure and poster
- Logo displayed in All radio & television commercials & billboards
- Company name included in newspaper and promotional materials
- Company displayed on The Franklin Classic website with a link to your site
- The option for a tent with table and banner at event
- Recognition during Awards Ceremony
- Right to distribute promotional materials at event
- Logo in the digital version of The Franklin Classic Chronicle
- 1/4 page, full color advertisement in the digital Franklin Classic Chronicle
- A maximum of six gold sponsorships will be sold

## **SILVER SPONSORSHIP \$3,500**

- Company name/logo displayed on back of over 3,000 race T-shirts
- Company name/logo listed on brochure, posters and Franklin Classic website
- Logo displayed in All radio & television commercials & billboards
- 1/8 full color ad in the digital version of The Franklin Classic Chronicle
- Logo prominence in the digital version of The Franklin Classic Chronicle
- Option to have a table and banner at event
- Right to distribute promotional materials at event
- Company recognized during Awards Ceremony
- A maximum of eight silver sponsorships will be sold

## **BRONZE SPONSORSHIP \$2,000**

- Company name/logo listed on the brochure and Franklin Classic website
- Option to have a table and banner at event
- Right to distribute promotional materials at event
- Company recognized during Awards Ceremony

# Angels of mercy Celebration

## Individual Sponsorships

### Presenting Sponsor - \$5,000

- Name/logo on event invitation
- Name/logo in ads, press releases, and other promotional materials
- Name/logo in program and event signage
- Recognition from stage at event
- Exclusive table and seating for eight at the event
- Name/logo on Mercy's website with a link to yours, if applicable
- Recognition in Mercy's upcoming newsletter
- Name on Angels of Mercy wall in the clinic
- "I Support Mercy" mug, "Angels of Mercy" bumper sticker and acrylic plaque

\*Only one sponsorship will be sold

### Contributing Sponsor - \$3,500

- Name/logo in program and event signage
- Recognition from stage at event
- Exclusive table and seating for eight at the event
- Name/logo on Mercy's website with a link to yours, if applicable
- Recognition in Mercy's upcoming newsletter
- Name on Angels of Mercy wall in the clinic
- "I Support Mercy" mug, "Angels of Mercy" bumper sticker and acrylic plaque

\*A maximum of two sponsorships will be sold

### Event Partner Sponsor - \$2,000

- Name/logo on Mercy's website with a link to yours, if applicable
- Recognition in Mercy's upcoming newsletter
- Invitations to the event
- Name on Angels of Mercy wall in the clinic
- "I Support Mercy" mug, "Angels of Mercy" bumper sticker and acrylic plaque

\*A maximum of four sponsorships will be sold

### Angel of Mercy - \$1,200

Become an "Angel" with a monthly pledge and gift of \$100 or more.

- Two invitations to Angels of Mercy Dessert
- Recognition at the dessert event
- Name on Angels of Mercy wall in the clinic
- "I Support Mercy" mug, "Angels of Mercy" bumper sticker and acrylic plaque

**mercy** *Costume Event*  
*Fairy Wings &  
Pirate Things*

## *Individual Sponsorships*

November 12, 2011

Mercy will present it's first annual costume party in the Fall. This community wide event will be a new fundraiser for Mercy as well as give our patients and their family's an opportunity to dress up in their favorite costume and enjoy a fun filled evening complete with dinner, games, pictures with characters, arts & crafts and a costume contest for kids! We hope to have 150 families in attendance for a total of 700 guests.

Sponsorship opportunities will include tickets to the event as well as name recognition/logo placement as stated in the following levels.

### **Prince & Princess Sponsor- \$5,000**

- Exclusive Presenting Sponsorship
- Name/logo on event invitation
- Name/logo in ads, press releases, and other promotional materials
- Name/logo in program and on event signage
- 20 tickets to attend event
- Opportunity to hang company banner in prominent location during the event
- Name/logo on Mercy's website with a link to yours, if applicable
- Recognition in Mercy's upcoming newsletter

\*A maximum of two sponsorships will be sold

### **Cowboy & Cowgirl Sponsor- \$2,500**

- Name/logo in program and on event signage
- 10 tickets to attend event
- Name/logo on Mercy's website with a link to yours, if applicable
- Recognition in Mercy's upcoming newsletter

\*A maximum of four sponsorships will be sold

### **Raggedy Anne & Andy Sponsor- \$1,250**

- Name/logo in program and on event signage
- 5 tickets to attend event
- Recognition in Mercy's upcoming newsletter

\*A maximum of six sponsorships will be sold