



Black & Red
Sponsorship
Opportunities

Saturday, April 6, 2024

The Bushnell | Hartford, CT

Proceeds from Black & Red to benefit

**Hartford Hospital's
Emergency Department**

Sponsorship Commitment Date: Friday, March 1, 2024



2024 Black & Red Beneficiary

Hartford Hospital's Emergency Department

In 2024, Hartford Hospital and its philanthropic supporters will celebrate the Hartford Hospital Emergency Department (ED) as the beneficiary of this year's Black & Red.

Hartford Hospital, as a leading tertiary medical center of Hartford HealthCare, serves as a major gateway to our region's most advanced care and the medical home to world-class physicians, nurses, and healthcare professionals highly trained and experienced in their specialties—the Emergency Department attends to patients and families from our region and beyond who require immediate medical attention. The Hartford Hospital ED treats over 100,000 adult patients each year—with conditions ranging from major trauma and heart attacks to strokes and childbirth, as well as many other highly acute and minor illnesses and injuries—who arrive via walk-in, automobile, ambulance, and LIFE STAR helicopter.

Over 20,000 patients are admitted to the hospital each year through our Emergency Department, where they first encounter the speed, skill, and professionalism that has earned the Hartford Hospital ED its accreditation as a Level I Trauma Center, Stroke Center, and Chest Pain Center.

Net proceeds from the 2024 Black & Red will directly support Emergency Department infrastructure, staffing, and the department's continuous pursuit of providing accessible, equitable, and high-quality healthcare to whoever comes through its doors.





2024 Black & Red Featured Entertainment **Jennifer Hudson**



photo credit: (AB+DM)

Evening Schedule

6PM Reception begins | Cocktails | Butlered hors d'oeuvres and a selection of fine cuisine on all three floors of The Bushnell, including the Belding Theater Stage

8PM Remarks and Musical Performance by Jennifer Hudson in Mortensen Hall

10PM Dessert, coffee and cappuccino | Post-show dancing and merriment

Midnight Event concludes



For information about **Title Sponsorship**, contact Sheryl Spivack-Braun at 860.972.9624 or Sheryl.Spivack-Braun@hhchealth.org.

Sponsorship Levels

Sponsorship Commitment Date:
Friday, March 1, 2024

	PREMIER	MARQUEE	LEADERSHIP	PRESENTING	PRODUCER	DIRECTOR	SPOTLIGHT
Sponsorship level	\$100,000	\$75,000	\$50,000	\$35,000	\$20,000	\$10,000	\$5,000
Number of Tickets	20	18	16	12	8	4	2
Pre-event publicity on Hartford HealthCare Facebook Live two weeks prior to Black & Red	✓						
Recognition on all Black & Red pre-event e-blasts (if confirmed before messages are sent)	✓	✓					
Social media post with logo recognition on Hartford HealthCare outlets	✓	✓	✓				
Company recognition in all Black & Red pre- and post-event press releases (if confirmed on or before messages sent)	✓	✓	✓				
Logo recognition displayed during remarks	✓	✓	✓	✓			
Logo recognition March 11 – April 6 on electronic signage promoting Black & Red throughout Hartford Hospital	✓	✓	✓	✓	✓		
Linked logo to company website on Hartford Hospital’s Black & Red web page (listing only for spotlight)	✓	✓	✓	✓	✓	✓	✓
Company logo inclusion in pre-show presentation and in the Black & Red playbill	✓	✓	✓	✓	✓	✓	✓
Prominent signage recognition at the event, including company logo	✓	✓	✓	✓	✓	✓	✓
Recognition in “Thank You” ads in The Hartford Courant and Hartford Business Journal	✓	✓	✓	✓	✓	✓	✓



Reservation Form Saturday, April 6, 2024 | The Bushnell | Hartford, CT

Name of company exactly as you would like to be listed on all printed materials and signage

Contact name & title

Address

City

State

Zip Code

Phone

Fax

Email

Reserve the following sponsorship by checking off the preferred level:

- | | |
|--|--|
| <input type="checkbox"/> Premier \$100,000 (\$93,000 is tax deductible) | <input type="checkbox"/> Producer \$20,000 (\$17,200 is tax deductible) |
| <input type="checkbox"/> Marquee \$75,000 (\$68,700 is tax deductible) | <input type="checkbox"/> Director \$10,000 (\$8,600 is tax deductible) |
| <input type="checkbox"/> Leadership \$50,000 (\$44,400 is tax deductible) | <input type="checkbox"/> Spotlight \$5,000 (\$4,300 is tax deductible) |
| <input type="checkbox"/> Presenting \$35,000 (\$30,800 is tax deductible) | |

Logos must be supplied in both jpeg (.jpeg, .jpg) and vector format (.eps, .ai).

Please email logos to black&red@hhchealth.org

Method of Payment:

- Check** Payable to Hartford Hospital. Please note “Black & Red” in memo section.
- Credit card** Call 860.972.2344, pay online at <https://giving.hartfordhospital.org/blackandredsponsorships>, or scan **QR code** below.
- Send Invoice** Payment due by April 6, 2024

Mail forms and payment to:

Hartford Hospital
Department of Philanthropy
80 Seymour Street
P.O. Box 5037
Hartford, CT 06102-5037

Hartford Hospital’s Tax ID # 06-0646668



Please send names of guests to black&red@hhchealth.org by March 8, 2024.

Accommodations: Information about hotel accommodations and special room rates will be available in the coming weeks at giving.hartfordhospital.org/blackandred.

Thank you for your support of Hartford Hospital’s Black & Red! We hope you will join us in supporting Hartford Hospital through this important fundraising event. However, your decision to participate or not participate is purely voluntary and will have no effect on future business decisions by Hartford Hospital. **Refunds are not available, except in the case of event cancellation.**

Ph: 860.972.2322 | black&red@hhchealth.org | giving.hartfordhospital.org/blackandred