

# Sponsorship Opportunities



## Lights *for* Life

**Daviess County | Grayson County | Henderson County  
Hopkins County | Muhlenberg County**



[OwensboroHealth.org/LightsForLife](http://OwensboroHealth.org/LightsForLife)



Lights for Life is Owensboro Health Foundation's holiday season tribute project. Members of our communities are given the opportunity to support Lights for Life through the purchase of symbolic holiday lights in honor or memory of a loved one. The lights make thoughtful gifts in memory of someone or to honor physicians, caregivers, ministers, teachers, coaches, co-workers, or anyone who has held a special place in the lives of our community members. A special holiday card and letter will be sent to the honoree or family members of those honored to notify them of the Lights for Life tribute. The names of those honored through Lights for Life will be listed on the Lights for Life Online Tribute Book and on social media. The proceeds from Lights for Life provide funding for a myriad of programs and services that meet the needs of Owensboro Health patients and their families.

**Lights for Life is available in five counties: Daviess County, Muhlenberg County, Grayson County, Henderson County, and Hopkins County. As a Lights for Life sponsor, you can select which county you would like to support, and your dollars will be restricted for healthcare initiatives in that county only.** Your organization has the opportunity to be recognized through all aspects of the campaign depending upon your sponsorship level. Please consider investing in this program through one of the sponsorship levels outlined in this proposal.

**Owensboro Health Foundation's mission is to develop volunteerism and philanthropy to heal the sick and improve the health of the communities we serve.** Owensboro Health Foundation, Inc. is a subsidiary of Owensboro Health, Inc. The Foundation is a 501(c)(3), not-for-profit organization, partnering with individuals, corporations, community organizations and other foundations to support a multitude of worthy health initiatives in western Kentucky and southern Indiana. Since its inception, the Foundation has supported numerous Owensboro Health projects impacting the lives of the people in our region. **In Fiscal Year 2023, more than 35,000 of our family members, friends and neighbors benefited through programs in the following areas of service:**



Contributions made to Owensboro Health Foundation are allocated by our Board of Directors to where the need is greatest in alignment with our priority focus areas and population health care needs. Funds raised in each county are restricted to programs and services within that county-- contributions raised locally support local initiatives. Your support is vital to the care and well-being of those we serve.

# Owensboro Health Foundation is proud to offer the following sponsorship opportunities for Lights for Life:

## **Gold Ribbon Sponsor: \$1,500**

- Your logo on a card attached to each Care Bear distributed to children at all Owensboro Health locations in 2024 (approx. 3000)
- Your logo on all print and digital marketing efforts as a Gold Ribbon sponsor of Lights for Life (flyers, tribute acknowledgement letters, holiday cards, social media posts, mass emails, etc.)
- Your logo on Lights for Life brochures distributed in our communities
- Your logo on signage next to holiday trees at all participating OH locations
- Your logo on the Lights for Life Online Tribute Book and webpage

## **Silver Ribbon Sponsor: \$1,000**

- Your logo on print and digital marketing efforts as a Silver Ribbon sponsor of Lights for Life (flyers, tribute acknowledgement letters, holiday cards, social media posts, mass emails, etc.)
- Your logo on Lights for Life brochures distributed in our communities
- Your logo on signage next to holiday tree at the OH location of your sponsorship
- Your logo on the Lights for Life Online Tribute Book and webpage

## **Red Ribbon Sponsor: \$500**

- Your name on signage next to holiday tree at the OH location of your sponsorship
- Your name on brochures distributed in our community
- Your name on the Lights for Life Online Tribute Book and webpage

## **Green Ribbon Sponsor: \$250**

- Your name on signage next to holiday tree at the OH location of your sponsorship
- Your name in the Lights for Life Online Tribute Book and webpage

# Owensboro Health Foundation Lights for Life Sponsor Response Form

You may complete and return the form, or complete sponsorship online at  
[OwensboroHealth.org/LightsForLife](http://OwensboroHealth.org/LightsForLife)

**Gold Ribbon Sponsor \$1,500**  
**Silver Ribbon Sponsor \$1,000**  
**Red Ribbon Sponsor \$500**  
**Green Ribbon Sponsor \$250**

Please select the county you wish to support:

<b>Daviess</b>	<b>Grayson</b>
<b>Henderson</b>	<b>Hopkins</b>
<b>Muhlenberg</b>	

I, \_\_\_\_\_  
(organization representative)

representing \_\_\_\_\_  
(organization name as it will appear in printed material)

located at \_\_\_\_\_  
(address of organization)

agree to contribute the amount indicated above as a Lights for Life sponsor. I may be contacted at

\_\_\_\_\_ or \_\_\_\_\_ if further information is needed.  
(phone number) (email address)

I wish to pay my contribution:  
(check one)

\_\_\_\_\_ prior to January 1, 2024 (invoice me)  
Amount \$ \_\_\_\_\_

\_\_\_\_\_ payment is enclosed  
Amount \$ \_\_\_\_\_

Please return & make check payable to:  
Owensboro Health Foundation  
P.O. Box 22505  
Owensboro, KY 42304-2505

For questions, please contact  
Cathie Medley at 270-688-2260 or  
[cathie.medley@owensborohealth.org](mailto:cathie.medley@owensborohealth.org)

(Optional) I would like to give this sponsorship \_\_\_ in honor of, or \_\_\_ in memory of

\_\_\_\_\_  
Please send acknowledgement to:

**Please return this form or complete sponsorship online by October 30.**  
**[OwensboroHealth.org/LightsForLife](http://OwensboroHealth.org/LightsForLife)**

Contributions are tax deductible to the extent allowed by law.

Thank you for supporting patients and families in need through Lights for Life!