

TURKS HEAD AUXILIARY

A BRANCH OF THE WOMEN'S AUXILIARY
TO THE CHESTER COUNTY HOSPITAL

Dear Friend,

On behalf of the Turks Head Branch of the Women's Auxiliary to the Chester County Hospital, we invite you to join us at the **13th Annual Chester County Hospital Polo Cup, on Sunday, June 9, 2019** at the Brandywine Polo Club in Toughkenamon, PA.

With the support of our Sponsors last year, the Polo Cup raised critical funds to support the Ob/Gyn Clinic and Chester County Hospital NICU. More than 800 volunteers and spectators were in attendance for this divot stomping, heart-racing Sunday afternoon party, and an event that the whole family can enjoy. We are excited to have you join in our 2019 efforts.

This event benefits the vulnerable women and children of Chester County who are serviced by our Ob/Gyn Clinic. For 30 years, mothers who could not afford health care for themselves or prenatal care for their babies have turned to the Ob/Gyn Clinic at Chester County Hospital for gynecology care, obstetric care and childbirth deliveries in a comfortable, personalized setting.

Enclosed please find the 2019 Polo Cup Sponsorship information. The Polo Cup is one of the area's premier events to entertain potential clients, say thank you to current clients and employees, and celebrate your business or organization. With hundreds in attendance, and thousands reached through marketing materials, direct mailings and social media, your sponsorship of the Chester County Hospital Polo Cup is a great way to showcase your commitment to the community.

With sincere thanks,

Kate Pergolini

Kate Pergolini
The Chester County Hospital Foundation
Manager, Events & Volunteer Fundraising





CHESTER COUNTY HOSPITAL POLO CUP CORPORATE SPONSORSHIP OPPORTUNITIES

Join The Turks Head Auxiliary in supporting The Prenatal Clinic and Chester County Hospital by becoming a sponsor of the Polo Cup held on June 9, 2019. It's an annual event that brings together the exciting sport of polo with a fun and festive tailgating atmosphere!

Sponsorship of this well-marketed, high-end family sporting event is a unique opportunity for you to support the Chester County Hospital and your community—all while getting your company visibility and having fun. This event is a great way for to entertain clients, family and friends.

We are proud that our efforts have proven successful for both our sponsors and The Chester County Hospital. We hope you can be a part of our 2019 efforts.

WHO YOU REACH

- This event draws 800+ people.
- Promoted throughout Chester County with posters, brochures, on our website and social media from time of commitment until the event.
- Top-level sponsor logos are included in direct mail to over 1,000 middle-to high-income families in Chester County.
- Top-level sponsor logos are included in email blasts to a list of over 15,000 people.

WHO YOU HELP

Our mission is to raise money for the Ob/Gyn Clinic at Chester County Hospital. For over 30 years, mothers who could not afford health care for themselves or prenatal care for their babies have turned to the Ob/Gyn Clinic.

Additionally, we contribute to the Chester County Hospital Women's Auxiliary Heart to Heart pledge of \$1.25 million to support the expansion of the Atrial Fibrillation Program at Chester County Hospital.

WHAT YOU GET

- **Early Bird Special: commit by January 1, 2019 and receive an extra pair of VIP tickets.**
- Personalized marketing package for your own advertising use (posters, rack cards, customizable email to invited guests, etc.)
- All sponsors will have access to the VIP Tent, including complimentary food, beverages and private seating.
- Sponsors have a presence at the event through private seating, signage, free advertising in the event program and use of company sponsored marketing materials.
- All sponsor levels include your company logo and hyper link on our website.
- Cup and VIP Tent sponsor logos are included in our event invitation mailing plus email blasts if sponsorship commitment is made by March 1, 2019.
- Sponsor levels also include free ticket packages and many levels also include VIP parking.



CHESTER COUNTY HOSPITAL
POLO CUP

2019 SPONSORSHIP LEVELS & BENEFITS

CUP BENEFACTOR: \$5,000

Company logo on event signage, including direct mailing and The Chester County Hospital Website

- Fifteen (15) VIP tickets to the event, including complimentary food, beverages and private seating
- Four Sponsor Parking Passes
- Field side private tent in premium location with reserved seating
- Full page color ad in event program (Ad specs: 5 inches wide x 7.75 inches high, color ad)
- One company provided banner displayed onsite
- Recognition in announcements throughout the Polo match
- Company presents trophy to winning Polo team (Photo opportunity)

VIP TENT SPONSOR: \$4,000

Your company-named VIP tent, your logo on event signage and direct mailing

- Twelve (12) VIP tickets to the event, including complimentary food, beverages and private seating
- Four Sponsor Parking Passes
- Field side private tent in premium location with reserved seating
- Full page color ad in event program (Ad specs: 5 inches wide x 7.75 inches high, color ad)
- Recognition in announcements at the Polo match
- One company provided banner displayed on VIP Tent
- You can supply promotional material mutually agreed upon by VIP tent chair and Foundation office

DIVOT DONOR: \$2,500

(LIMITED AVAILABILITY)

- Ten (10) VIP tickets to the event, including complimentary food, beverages and private seating.
- Three Sponsor Parking Passes
- Field side private tent with reserved seating
- Half page B&W ad in event program (Ad specs: 5 inches wide x 3.875 inches high, black & white)
- One company provided banner displayed onsite
- Recognition in announcements at the Polo match

CHUKKER CONTRIBUTOR: \$1,500

(LIMITED AVAILABILITY)

- Six (6) VIP tickets to the event, including complimentary food, beverages and private seating
- Two Sponsor Parking Passes
- Field side private tent with reserved seating
- Quarter page B&W ad in event program (Ad size is: 5 inches wide x 2 inches high horizontal ad or 2.5 inches wide x 3.875 inches high ad)
- One company provided banner displayed onsite
- Recognition in announcements at the Polo match

FIELD SIDE SUPPORTER: \$500

- Four (4) VIP tickets to the event, including complimentary food and beverages.
- Company/Individual recognition in event program
- One Sponsor Parking Pass

Can't attend Polo Cup but want to help? You can still support Polo Cup with a donation. Just complete the Polo Cup sponsorship form and share the amount you would like to donate.

VIP TICKETS:

All sponsors may purchase additional VIP event tickets for \$60 each up to the number of complimentary tickets offered. Price includes admission to event and VIP reception.

GENERAL ADMISSION:

All sponsors may purchase additional General Admission tickets for \$25 each.

DONATIONS:

We are proud to welcome your support even if you cannot attend the Polo Cup. 100% of the proceeds from the event will go toward The Prenatal Clinic and Chester County Hospital. All contributions will be listed in the event program. Donations are tax-deductible to the extent allowable by law.

QUESTIONS? Contact Kate Pergolini at Kate.Pergolini@uphs.upenn.edu

The Chester County Hospital Foundation | 701 East Marshall Street, West Chester, Pennsylvania 19380
610-431-5054 | Fax 610.738.2830 | www.ChesterCountyHospital.org/Foundation



The 13th Annual Polo Cup benefits the Ob/Gyn Clinic and Chester County Hospital.

DONOR COMPANY:

Contact Name / Title: _____
Address: _____
City, State, Zip: Phone: _____
Email: _____

SPONSORSHIP LEVELS*:

- Cup Benefactor (\$5,000) Chukker Contributor (\$1,500)
 VIP Tent Sponsor (\$4,000) Field Side Supporter (\$500)
 Divot Donor (\$2,500)
 I cannot attend but would like to support the Ob/Gyn Clinic and the NICU pledge with a donation of \$_____.

* Please note: In order to receive all sponsorship benefits, return this form and any necessary attachments by April 1, 2019. Information needed for direct mailing is due by March 1, 2019.

ADDITIONAL TICKETS:

- All sponsors may purchase additional VIP event tickets for \$60 each. Price includes admission to event and VIP reception. (Note: Additional VIP tickets purchased cannot exceed the amount of tickets included in sponsorship.)
All sponsors may purchase additional General Admission tickets for \$25 each.
All tickets reserved after June 1, 2019, will be held at the event.

Yes, I would like to purchase _____ (#) additional \$60 VIP event tickets for a total of \$_____.

PAYMENT:

Enclosed is a check for \$_____ payable to "Turks Head Auxiliary."
Please charge by credit card: _____ MasterCard _____ Visa _____ American Express _____ Discover
Amount \$ _____
Card # _____ Expiration Date _____ Security Code _____
Name as it appears on card: _____
Billing Address: _____
Signature: _____

Please return this form :

- By Email to: Kate.Pergolini@uphs.upenn.edu
By Mail to: The Chester County Hospital Polo Cup
701 E. Marshall St.
West Chester, PA 19380
By Fax to: 610.738.2830 (Attn: Polo Cup)

QUESTIONS?

Contact Kate Pergolini
Kate.Pergolini@uphs.upenn.edu
(610) 431-5054

Thank you! Your donation is greatly appreciated.

Please make a copy for your records. Donations are tax deductible to the extent allowable by law. All contributions will be listed in event program. Tickets and sponsorship are non-refundable. Gifts-in-kind welcome.