

Art *in the* Park

benefiting Boulder City Hospital Foundation



February 20, 2009

Dear Community Partner:

It's time once again to get ready for Art in the Park. For 47 years the event has been a huge part of our community. Each year over 400 artists, 25 gourmet food vendors and 100,000 attendees come to Art in the Park from all over the United States. This year you have a unique opportunity to be a part of the festivities as a sponsor and showcase your business to the masses.

The first Art in the Park took place in Sara Denton's backyard in 1962 to help raise money for the non-profit Boulder City Hospital. The Hospital Auxiliary then ran the event for many years, and is still a major contributor. With hundreds of volunteers and a continuing commitment to help the hospital, the event has grown to what it is today, one of the largest juried art festivals in the Southwest.

We would like to take this opportunity to personally invite you to participate as one of our highly valued sponsors for this year's event, October 3-4, 2009. As a sponsor, you will have a one-of-a-kind venue in which to entertain friends, family, employees and colleagues, all while demonstrating your stewardship of one of the most visible community non-profit organizations in Nevada.

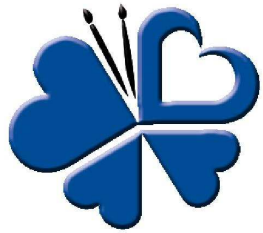
If you have any questions about the benefits included with our sponsorship levels or would like to discuss custom opportunities, please feel free to contact us. We have also included our event program advertisement package and volunteer form. The final paperwork deadline is July 1, 2009 via facsimile, mail or hand-delivery. We look forward to counting you as one of our community partners.

If you are unable to participate this year, we hope you will consider sponsoring us next year for the 48th Annual Art in the Park, which will take place October 2-3, 2010. Thank you.

Warmest Regards,

A handwritten signature in black ink that reads 'Wendy Kyser'. The signature is written in a cursive, flowing style.

Wendy Kyser
Foundation & Community Events Manager
Boulder City Hospital Foundation



Art in the Park
benefiting Boulder City Hospital Foundation

2009 SPONSORSHIP OPPORTUNITIES

Presented By:

Wendy Kyser – Foundation & Community Events Manager
702-293-0214 / wkyser@bouldercityhospital.org

Craig Bailey – Director of Ancillary Services & Development
702-294-5709 / cbailey@bouldercityhospital.org

Mailing: 901 Adams Blvd.
Actual: 999 Adams Blvd., Suite 106
Boulder City, Nevada 89005
702-293-0587 fax
OPEN Monday-Friday ~ 8:30am-4:30pm

DISCLAIMER

All elements, including but not limited to the performers, artists, vendors, activities and prices are subject to change without notice. Raffle ticket purchases, advertisements, donations and sponsorships are non-refundable. Refunds will not be issued in case of event cancellation due to inclement weather. ID's will be checked at the bars for all attendees, no exceptions. We ask that you inform your guests of these requirements. If you require special accommodations at the event, please contact Wendy Kyser at wkyser@bouldercityhospital.org or call 702-293-0214.

Proceeds benefit the non-profit Boulder City Hospital Foundation. Your contribution will allow us to continue our mission. The event lasts only two days, but the impact of the Art in the Park proceeds last a lifetime. Thank you for supporting Boulder City Hospital and Foundation.



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GENERAL INFORMATION

WHAT IS ART IN THE PARK?

Art in the Park is one of the largest outdoor juried art festivals in the Southwest and is the largest fundraiser for the non-profit Boulder City Hospital Foundation. The event is held over two days in beautiful Boulder City, Nevada, not far from Lake Mead, Hoover Dam and the bright lights of Las Vegas. The event is free to the public, and although Boulder City's population is just over 16,800, the event draws over 100,000 visitors each year.

ABOUT THE BOULDER CITY HOSPITAL FOUNDATION

The Boulder City Hospital Foundation is a 501(c)(3) organization whose purpose is to raise funds for capital equipment and improvements to the non-profit Boulder City Hospital, celebrating over 55 years of service to the community. The Foundation also provides free medical seminars, screenings, vaccinations and health fairs year-round for residents.

WHY DO ATTENDEES, SPONSORS & VENDORS LOVE ART IN THE PARK?

One of the main reasons so many people like to participate in Art in the Park is simply that it gives them a tremendous amount of exposure and value for their dollar while helping the non-profit Boulder City Hospital Foundation. A portion of your sponsorship is tax-deductible, and funds generated will ensure the continued fulfillment of our mission.

WHAT'S IN STORE FOR 2009?

- Over 400 fine art, fine craft and traditional craft artisans
- Delicious food selections from over 25 restaurants and specialty food vendors
- Wine, Beer, Mimosas, Margaritas, Specialty Coffees and Beverages
- Over 450 Raffle Giveaways
- Live Music
- Children's Activities
- Great Souvenirs
- Full Color 8.5x11 Event Programs
- Much more...

EVEN MORE WAYS YOU CAN HELP... RAFFLE DONATIONS

Each year, our Raffle brings in tremendous revenue. The only way we are able to continue generating these funds is through generous donations from the community. We accept trips, airline vouchers, hotel vouchers, unique experiences, new vehicles, jewelry, artwork, gift certificates/gift cards, show tickets, golf packages, memberships, personal training vouchers, new equipment, teeth whitening, dance lessons, sporting event tickets, sports memorabilia, salon services, gift baskets, wine, liquor, bridal packages, new clothing, makeovers, in-home chef packages, landscaping packages, professional services, and much more! To donate, contact wkyser@bouldercityhospital.org or call Wendy Kyser at 702-293-0214. Please note that we are unable to accept coupons, discount vouchers or vouchers good towards the purchase of something bigger.

OUR TEAM

MARKETING, DEVELOPMENT & COMMUNITY RELATIONS

- Wendy Kyser - Foundation & Community Events Manager
- Jo Ann Highsmith - Capital Campaign Coordinator
- Boulder City Hospital Auxiliary - Volunteers

BOULDER CITY HOSPITAL OFFICERS

- Thomas Maher - Chief Executive Officer / Administrator
- Debra Balido - Chief Nursing Officer
- Craig Bailey - Director of Ancillary Services & Development
- Frey Belete - Controller

BOULDER CITY HOSPITAL MEDICAL DIRECTORS

- Craig Jorgenson, MD – Chief of Staff
- William Bilotta, MD - Radiology
- Jim Chiang, MD - Home Health
- Michael Falvo, DO - Long-Term Care
- Sava Grujic, MD - Laboratory
- Derek Meeks, DO - Emergency Services
- Scott Rubin, MD - Partial Hospitalization

BOULDER CITY HOSPITAL BOARD OF TRUSTEES

- Christine Milburn - President
- Bill Moore – Vice President
- Bob Boyer - Treasurer
- Goldie Begley – Secretary
- Andrea Anderson - Member
- Vernon Burk – Member
- Kathy Calhoun - Member
- Linda Faiss - Member
- Bob Kenney - Member
- Derek Meeks, DO - Member

BOULDER CITY HOSPITAL FOUNDATION BOARD OF DIRECTORS

- Bob Ferraro – President
- Chuck Peterson – Vice President
- Cam Walker - Treasurer
- Kathy Calhoun - Secretary
- Linda Faiss – Member & BOT Rep.
- Mike Giroux - Member
- Bob Kenney – Member & BOT Rep.
- Dick Piliponis - Member

PLATINUM SPONSOR

ONLINE

- Your company logo & website link on our newly renovated event website www.artinthepark.org through October 31 (logo must be received by September 1 in electronic format – jpg, tif, etc.)
- Your advertisement on our newly renovated event website www.artinthepark.org through October 31 (ad must be received by September 1 in electronic format – jpg, tif, etc.)

ON-SITE

- Stage mentions throughout the event, October 3-4, 9am-5pm
- Opportunity to make stage announcements throughout the event
- Ability to display up to 5 banners at the event (size and location TBD based on availability)
- 10'x15' booth area at the event for sales, display, sampling, information, etc. (includes canopy, tables & chairs)
- Opportunity for your employees to volunteer during the event in your company t-shirts
- Opportunity for your company to make an additional tax-deductible monetary donation to Boulder City Hospital Foundation on stage at the event in front of attendees

PRINT

- Prominent logo inclusion in all print advertising & e-blasts from all newspaper & print partners, space permitting (paid and in-kind, pending print deadlines - amount available depends on date of completed agreement)
- Prominent logo inclusion on 500 full-color 11"x17" event posters (pending print deadlines)
- Prominent logo inclusion on the back cover of the official event program (pending print deadlines)
- One full-page 8"x10.5" full-color ad in the Art in the Park official program distributed to attendees, sponsors, employees, volunteers and donors (artwork must be received in electronic format by September 1)
- Prominent logo inclusion on the back of the official 2009 event t-shirts (pending print deadlines)
- Inclusion in the post-event recap e-mail sent to sponsors, donors, employees, artists, food vendors and volunteers
- Inclusion in the post-event thank you ads (paid and in-kind) with newspaper & print partners (pending print deadlines)
- Inclusion in all press releases, e-blasts & media alerts

OTHER

- Category Exclusivity
- First Right of Refusal for 2010 (commitment must be received in writing by February 27, 2010)
- 20 event t-shirts, 5 event tote bags, 5 event coffee mugs & 5 event fleece blankets
- 20 tickets to the Art Eve Preview Party at the Boulder Dam Hotel on October 2 from 6-9pm
- One 6' table for display or information distribution at the Art Eve Preview Party at the Boulder Dam Hotel on October 2
- Opportunity to place your company's collateral in our Welcome Packages for 450 participants and 200 volunteers
- Tax write-off for a portion of your sponsorship investment
- Additional elements may be added as they become available, including television, radio and billboard advertisements (space permitting – does not include PSA's)

TOTAL INVESTMENT: \$7,000

Please sign below and complete the Sponsorship Commitment Form by July 1, 2009. Return both completed forms to Wendy Kyser via fax at 702-293-0587 or mail to the Boulder City Hospital Foundation. Checks can be mailed to the same address. Thank you!

Signature

Title

Date

GOLD SPONSOR

ONLINE

- Your company logo & website link on our newly renovated event website www.artinthepark.org through October 31 (logo must be received by September 1 in electronic format – jpg, tif, etc.)

ON-SITE

- Stage mentions throughout the event, October 3-4, 9am-5pm
- Ability to display one banner on the Gazebo Stage at the event
- Opportunity for your employees to volunteer during the event in your company t-shirts
- Opportunity for your company to make an additional tax-deductible monetary donation to Boulder City Hospital Foundation on stage at the event in front of attendees

PRINT

- Logo inclusion in all print advertising & e-blasts from all newspaper & print partners, space permitting (paid and in-kind, pending print deadlines - amount available depends on date of completed agreement)
- Logo inclusion on 500 full-color 11"x17" event posters (pending print deadlines)
- Logo inclusion on the back cover of the official event program (pending print deadlines)
- One half-page 8"x5.125" full-color ad in the Art in the Park official program distributed to attendees, sponsors, employees, volunteers and donors (artwork must be received in electronic format by September 1)
- Logo inclusion on the back of the official 2009 event t-shirts (pending print deadlines)
- Inclusion in the post-event recap e-mail sent to sponsors, donors, employees, artists, food vendors and volunteers
- Inclusion in the post-event thank you ads (paid and in-kind) with newspaper & print partners (pending print deadlines)
- Inclusion in all press releases, e-blasts & media alerts

OTHER

- 10 event t-shirts
- 10 tickets to the Art Eve Preview Party at the Boulder Dam Hotel on October 2 from 6-9pm
- Opportunity to place your company's collateral in our Welcome Packages for 450 participants and 200 volunteers
- Tax write-off for a portion of your sponsorship investment
- Additional elements may be added as they become available

TOTAL INVESTMENT: \$4,000

Please sign below and complete the Sponsorship Commitment Form by July 1, 2009. Return both completed forms to Wendy Kyser via fax at 702-293-0587 or mail to the Boulder City Hospital Foundation. Checks can be mailed to the same address. Thank you!

Signature

Title

Date

SILVER SPONSOR

ONLINE

- Name listed as a sponsor on our newly renovated event website www.artinthepark.org through October 31

ON-SITE

- Stage mentions throughout the event, October 3-4, 9am-5pm
- Opportunity for your employees to volunteer during the event in your company t-shirts
- Opportunity for your company to make an additional tax-deductible monetary donation to Boulder City Hospital Foundation on stage at the event in front of attendees

PRINT

- Name inclusion on 500 full-color 11"x17" event posters (pending print deadlines)
- Name inclusion on the back cover of the official event program (pending print deadlines)
- One quarter page 3.875"x5.125" full-color ad in the Art in the Park official program distributed to attendees, sponsors, employees, volunteers and donors (artwork must be received in electronic format by September 1)
- Name inclusion on the back of the official 2009 event t-shirts (pending print deadlines)
- Inclusion in the post-event recap e-mail sent to sponsors, donors, employees, artists, food vendors and volunteers
- Inclusion in the post-event thank you ads (paid and in-kind) with newspaper & print partners (pending print deadlines)

OTHER

- 4 event t-shirts
- 4 tickets to the Art Eve Preview Party at the Boulder Dam Hotel on October 2 from 6-9pm
- Opportunity to place your company's collateral in our Welcome Packages for 450 participants and 200 volunteers
- Tax write-off for a portion of your sponsorship investment
- Additional elements may be added as they become available

TOTAL INVESTMENT: \$1,000

Please sign below and complete the Sponsorship Commitment Form by July 1, 2009. Return both completed forms to Wendy Kyser via fax at 702-293-0587 or mail to the Boulder City Hospital Foundation. Checks can be mailed to the same address. Thank you!

Signature

Title

Date



2009 SPONSORSHIP COMMITMENT FORM

- YES! I/we accept the invitation to become a sponsor for Art in the Park 2009
- NO, we are unable to participate this year, but would like to help in other ways.
(See the next page for monetary and raffle donation options.)

Name _____

Title _____

Company _____

Website Address _____

Phone Number(s) _____

E-Mail Address(es) _____

Mailing Address _____

Please print **exactly** how you would like your company's name to appear in the Art in the Park program, etc.

- Check here if you **do not** wish to be publicly recognized.

SPONSORSHIP LEVEL

- Silver \$1,000 Gold \$4,000 Platinum \$7,000 Custom

- Check Payment Total Amount Enclosed \$ _____
(Please make checks payable to: BOULDER CITY HOSPITAL FOUNDATION)

OR

- Charge My Credit Card (payment form is on the next page)

MONETARY DONATIONS:

Yes, I/we would like to make a monetary donation to the Boulder City Hospital Foundation. Please accept my donation in the amount of:

= \$ _____
(We will supply you with a tax receipt for your donation.)

Check Payment Total Amount Enclosed \$ _____
(Please make checks payable to: BOULDER CITY HOSPITAL FOUNDATION)

OR

Charge My Credit Card (payment form is below)

RAFFLE DONATIONS:

Yes, I/we would like to donate item(s), experience(s) or gift certificates/gift cards for the fundraising raffle.

My donation is: _____

Value = \$ _____
(We will supply you with a tax receipt for your donation.)

PAYMENT INFORMATION :

Please mail to: Art in the Park
 901 Adams Blvd.
 Boulder City, NV 89005

PLEASE CHARGE MY:

Visa Mastercard Discover Diners Club International

In the amount of \$ _____

Card# _____ 3 Digit Sec. Code _____

Name on Card _____ Expiration Date _____

Signature _____ Today's Date _____