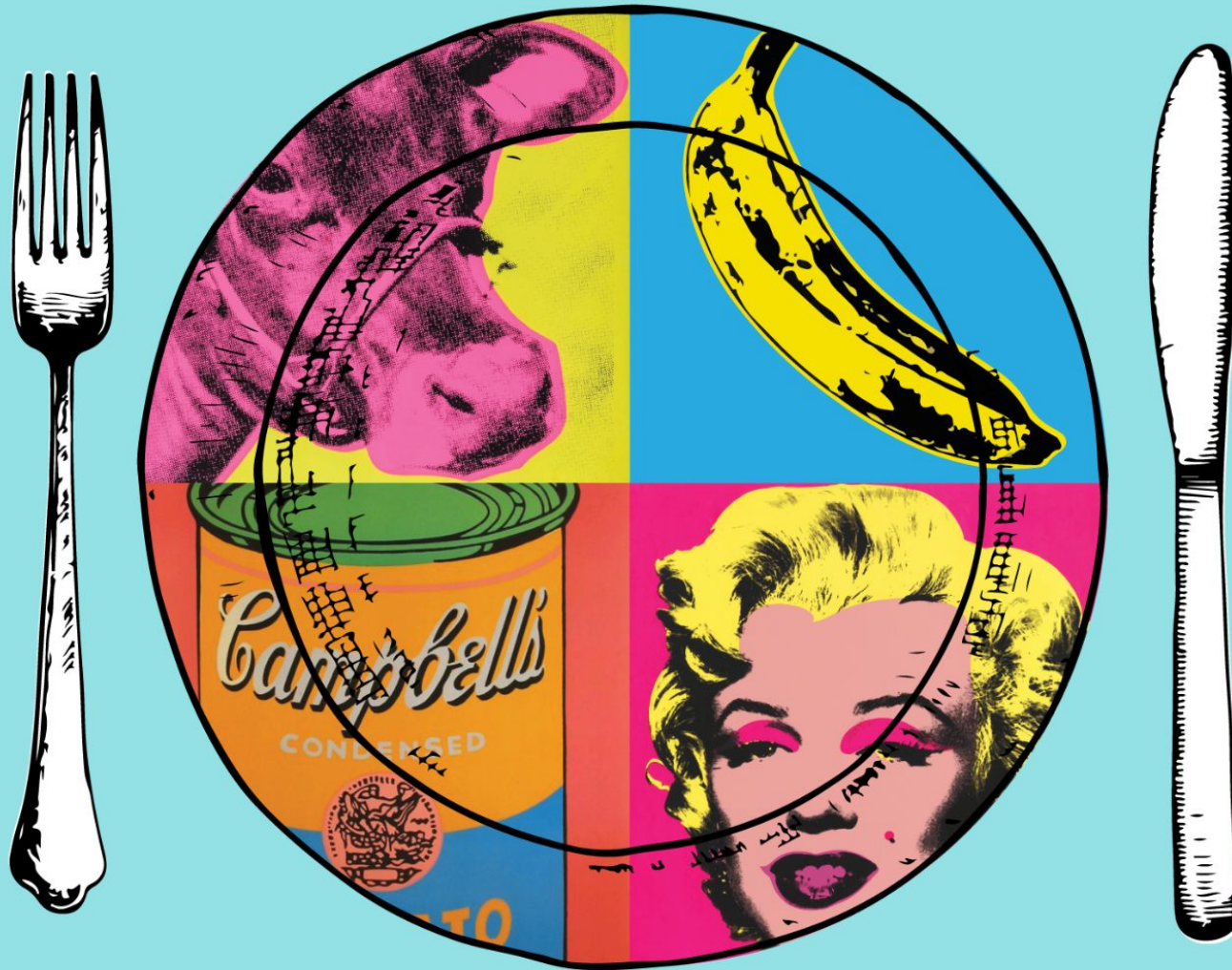


*Farm to Table(aux)*  
BENEFITING THE FRIENDS OF READING HOSPITAL

# POP! GOES THE WARHOL



The Friends of  
**READING HOSPITAL**

Advancing Health. Transforming Lives.

**PRESENTS**

*Farm to Table(aux)*<sup>®</sup>



The Friends of  
Reading Hospital

Advancing Health. Transforming Lives.

PRESENTS

*Farm to Table(aux)*®

Friday, March 28, 2025 | 6:00 - 10:00 PM  
Redner's Event Venue at FirstEnergy Stadium

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs alongside the imaginative productions and performances of local artists and entertainers.

#### GUEST PROFILE

- Individuals and couples 21 and older
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community-minded individuals
- Creative, outside-the-box thinkers
- Environmentally-conscious people
- Wine and unique cuisine connoisseurs







## The Friends of Reading Hospital

Advancing Health. Transforming Lives.

# ABOUT US

In 1890, a group of women came together and formed The Women's Auxiliary to help support Reading Hospital by holding various fundraising events. As the auxiliary grew, a new name for the group was given: The Friends of Reading Hospital. As its name suggests, The Friends reflect the close relationship between Reading Hospital and its surrounding community. While fundraising events have changed over the years, the direction remains the same: to serve the Mission of Reading Hospital.

## OUR MISSION

The Friends of Reading Hospital is a volunteer organization committed to serving the mission of Reading Hospital by providing quality services and programs for the Hospital and community.

## OUR VISION

The vision of The Friends of Reading Hospital is to support Reading Hospital's patients and employees, by transforming the lives of the people we serve through excellent clinical practices and procedures, patient-centered, caring service; and unmatched physician and employee commitment.

## CORE PROGRAM AREAS

- Warm Hand-Off Program
- Gwen's Closet
- McGlinn Cancer Institute Patient Assistance Fund
- Reach Out and Read
- HeartSAFE Berks County
- LUCAS Device
- McGlinn Cancer Institute Cold Cap Therapy

## OUR PROJECT

Proceeds from Farm to Tableaux will support our "Food as Medicine" program which highlights the importance of diet and nutrition in preventing and treating diseases, emphasizing that our food choices significantly impact overall health, much like medicine.

Access to nutritious food is vital for health and resilience, and this program reinforces the connection between high-quality nourishment and well-being. The program not only supplies food but also offers education and resources to help patients make healthier choices. It is fully integrated with the hospital's clinical services, ensuring that food assistance is part of a comprehensive approach to patient care.

This program, alongside various other initiatives, illustrates our unwavering commitment to fostering a healthier, more compassionate community.

## FOR MORE INFORMATION:

Contact Anne Marie Kline at [anne.kline@towerhealth.org](mailto:anne.kline@towerhealth.org)



# MARKETING STRATEGY

**Printed Save-the-Date:** A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors.  
**Expected audience: 5,000+**

**Printed Invitation:** The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details.  
**Expected audience: 3,000+**

**E-Promotions:** E-Promotions will be emailed to the entire network of The Friends of Reading Hospital supporters.

**Webpage:** The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

**Social Media:** With an audience of over 2,000 spread across social media outlets, The Friends of Reading Hospital will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, The Friends of Reading Hospital program information, and live and silent auction item descriptions.

**+MUCH MORE!**





# \$25,000 EXCLUSIVE PRESENTING SPONSOR



This includes your company name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) Benefiting The Friends of Reading Hospital Presented by “Your Company Name/Logo Here.”

## **PRESENTING SPONSORSHIP BENEFITS INCLUDE:**

- Acknowledgment as exclusive Presenting Sponsor and logo or name incorporated into event branding
- Logo on all print and electronic promotional materials, event website, e-blasts, and advertising initiatives
- Company logo or name included on event invitation
- Acknowledgment in all press releases associated with the event, e-newsletters and social media, with links to sponsor website
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- First right of refusal for presenting sponsorship of the 2026 Farm to Table(aux) event
- Social media thank you post and logo recognition in event slideshow
- Prominent table seating for 12 guests and swag bags!

## \$15,000 DIAMOND SPONSOR

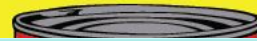
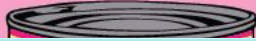
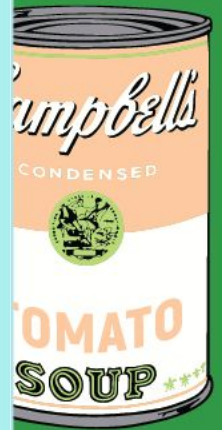
- A \$15,000 investment in The Friends of Reading Hospital
- On-stage verbal recognition during the seated program and prominent signage at the event
- Name-inclusion in the event program and invitations when secured by January 3, 2025
- Logo recognition on event website, signage, eblasts, printed program, social media, and program slide show
- Prominent table seating for 10 guests and swag bags
- Dedicated social media thank you post
- Full page inside back cover advertisement in event program

## \$10,000 GOLD SPONSOR

- A \$10,000 investment in The Friends of Reading Hospital
- On-stage verbal recognition during the seated program
- Name-inclusion in the event program and invitations when secured by January 3, 2025
- Logo recognition on event website, signage, eblasts, printed program and program slideshow
- Table seating for 8 guests and swag bags
- Dedicated social media thank you post
- Half page advertisement in event program

## \$7,500 BRONZE SPONSOR

- A \$7,500 investment in The Friends of Reading Hospital
- Logo recognition on event website, signage, eblasts, printed program and program slideshow
- Name-inclusion in the event program and invitations when secured by January 3, 2025
- Table seating for 6 guests and swag bags
- Dedicated social media thank you post
- Half page advertisement in event program







## MENU OF ADDITIONAL OPPORTUNITIES

**TABLE(AUX) VIVANT - \$5,000 (4 available)** - Celebrate the theme of the evening by sponsoring one of our unique tableaux that will keep our guests entertained and on their toes during the Soiree portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life.

**Benefits Include:** Your logo will be displayed on signage next to your sponsored Table(aux)! Logo will also be included on event splash page, pre-event e-blasts, social media, print program and event day slideshow +4 Tickets

**MISSION MOMENT - \$5,000 (3 available)** - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video.

**Benefits Include:** Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by ...." Or, "This moment made possible by ....", highlighting of company name or logo in any mission focused e-blasts, event slides and signage, and continued post event impressions as video is shared on social sites +4 Tickets

**MYSTERE BOX RAFFLE - \$5,000 (2 available)** - A hundred tickets for sale, and only 1 will hold the winning match to an amazing mystery item that's held in the Mystere box display! The Mystere Box raffle always features a fabulous prize (or prizes) that everyone will want! This is your chance to have your brand featured at the Mystere Box!

**Benefits Include:** Company logo highlighted at Mystere Box ticket selling area, and in signage, event splash page, e-blasts, print program and event day slideshow +4 Tickets

**LIVE AUCTION - \$2,500 (2 available)** - Who doesn't want to be a part of the excitement of the Live Auction? The Live Auction sponsorship guarantees just that!

**Benefits Include:** Logo recognition on the Live Auction preview e-blast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction, logo on event splash page, pre-event e-blasts, social media, print program and event day slideshow +2 Tickets

**SILENT AUCTION - \$2,500 (2 available)** - As guests bid to their hearts' content on fabulous Silent Auction packages, your logo would be presented in this prime location!

**Benefits Include:** Logo recognition on the silent auction preview e-blast, all silent auction description pages, event website, print program and event day slideshow +2 Tickets



## MENU OF ADDITIONAL OPPORTUNITIES

**HOST COMMITTEE - \$2,500 (4 available)** - 20+ “Host Committee” volunteers working the room and engaging more than 300 guests. These community members offer a great opportunity to showcase your brand and will be the hit of the event.

**Benefits Include:** Logo will be placed on volunteers’ lanyards, event website, print program and event day slideshow +2 Tickets

**SWAG BAG - \$2,500 (4 available)** - Every guest loves going home with an extra something at the conclusion of an event and your sponsorship will help make this happen. Each guest will receive a lagniappe bag or box with your logo represented on it that they take home with them at the conclusion of the event!

**Benefits Include:** Logo will be placed on one side of a high-quality tote bag or box, included on event website, print program and event day slideshow +2 Tickets

**ARTISAN COCKTAIL & BEVERAGE - \$2,500 (4 available)** - This cocktail station will be the artistic alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips.

**Benefits Include:** Logo represented at the cocktail station, included on event website, print program and event day slideshow +2 Tickets

**HYDRATION STATION - \$1,500 (2 available)** - Help our attendees stay hydrated as they enjoy a fabulous evening. With art, food, and cocktails tantalizing the senses, water is a must!

**Benefits Include:** Logo recognition at station, on event website and print program +2 Ticket

**COCKTAIL NAPKINS - \$1,500 (4 available)** - Be the logo prominently featured on the cocktail napkins for the event. Every guest needs somewhere to blot their lips after enjoying the savory bites and delicious artisan cocktails during the Soiree.

**Benefits Include:** Logo recognition on napkins, event website and print program +2 Ticket

**STRIKE A POSE - \$1,000 (10 available)** - Get excited as guests “Strike a Pose” in front of a fabulous backdrop that has your logo on it. Your logo will receive exposure during the event, but will continue to live on once the photos are posted, liked, and shared on social media!

**Benefits Include:** Logo on photo opportunity backdrop, included on event website, pre-event e-blasts, social media, print program and event day slideshow +2 Tickets

**A FRIEND OF THE FRIENDS - \$500 (40 available)** - **Benefits Include:** Name recognition in program



*Farm to Table(aux)*



# SPONSOR REGISTRATION

PRESENTING (\$25,000)    DIAMOND (\$15,000)    GOLD (\$10,000)    BRONZE (\$7,500)

ADDITIONAL SPONSORSHIP OPPORTUNITY NAME AND PRICE \_\_\_\_\_

NAME FOR RECOGNITION PURPOSES \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

CHECK ENCLOSED FOR \$ \_\_\_\_\_ PAYABLE TO THE READING HOSPITAL FOUNDATION. PLEASE MAIL TO  
P.O. Box 16052 Reading, Pennsylvania 19612

## DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.

Please contact: Anne Marie Kline at [anne.kline@towerhealth.org](mailto:anne.kline@towerhealth.org)

\*Tax deductibility of donations will be determined after sponsorship is finalized.



**PAY ONLINE HERE!**