

*Farm to Table(aux)*<sup>®</sup>  
BENEFITING THE FRIENDS OF READING HOSPITAL  
IN PARTNERSHIP WITH READING HOSPITAL FOUNDATION



ALL FUN, FABULOUS, AND FRIDA!

SPONSORSHIP OPPORTUNITIES





# JOIN US!

Friday, March 6, 2026

6:00 - 10:00 p.m.

DoubleTree by Hilton Hotel Reading

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

## GUEST PROFILE

- Individuals and Couples 21 and Older
- Key Influencers, Tastemakers, and Connectors
- Charity Supporters, Socially Conscious and Community-Minded
- Creative, Outside the Box Thinkers
- Community Advocates
- Enjoy Wine, Creative Cocktails, and Unique Cuisine
- On Average, Guests Donate/Spend \$200-\$600 Per Event





## 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.

## OUR PROJECT

Proceeds from **Farm to Table(aux)** will support the creation of a new state-of-the-art Neonatal Intensive Care Unit (NICU) at **Reading Hospital**, designed to deliver the highest level of care to our most vulnerable patients. Featuring advanced incubators, integrated monitoring systems, and non-invasive imaging technology, the unit will enable timely, precise interventions while minimizing discomfort for infants. Thoughtfully designed with private family spaces, calming environments, and resources for overnight stays, the NICU will foster healing, bonding, and support during critical moments. This project reflects our unwavering commitment to innovation, excellence, and compassionate, family-centered care.

### 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: 1,000+**

## E-PROMOTIONS:

Eblasts will be emailed to the entire network of **The Friends of Reading Hospital** supporters.

## WEBSITE:

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

## 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.

## 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.

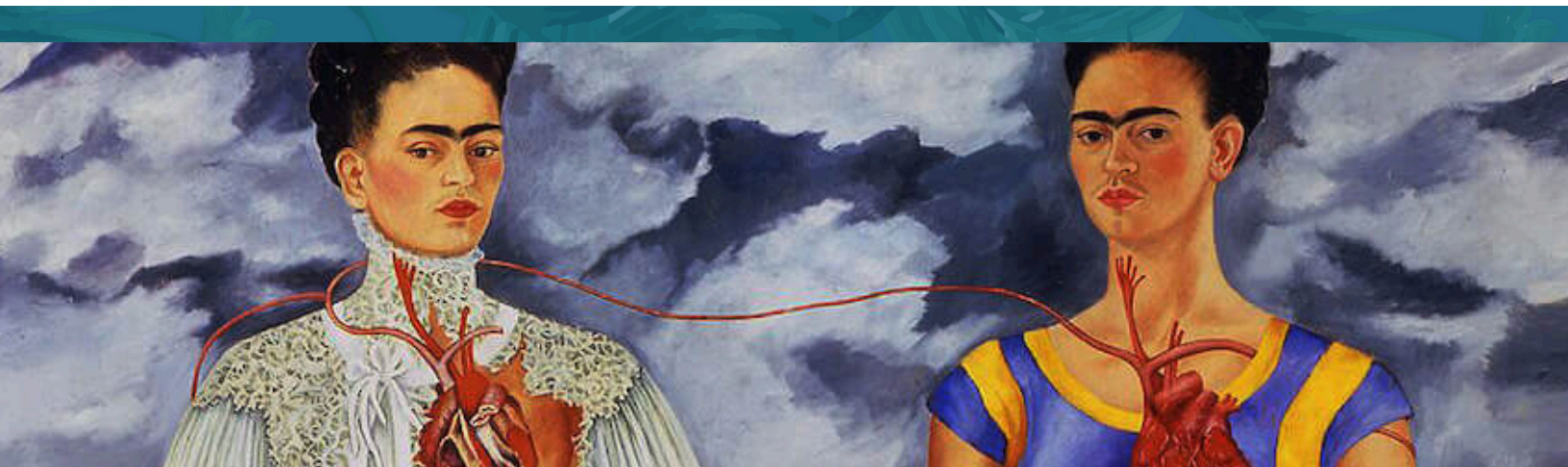
**Expected Audience: 2,000+**

## 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.



**AND MUCH MORE!**





# \$20,000 EXCLUSIVE PRESENTING SPONSOR

Take center stage as the Presenting Sponsor of **Farm to Table(aux) Benefiting The Friends of Reading Hospital**. Your company name and logo will be seamlessly integrated into the official event logo and featured on collateral, signage, and décor, ensuring your brand is celebrated as an essential part of this extraordinary evening, Presented by [Your Company Name/Logo].

## 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, if sponsorship secured by December 1, 2025
- Acknowledgment in all press releases associated with the event, e-promotions, 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), if sponsorship secured by February 1, 2026
- First right of refusal for presenting sponsorship of the 2027 **Farm to Table(aux)** event
- Social media thank you post and logo recognition in event slideshow
- Logo on all centerpiece table numbers, if sponsorship secured by January 1, 2026
- Prominent table seating for 20 guests



# \$15,000 DIAMOND SPONSOR



## BENEFITS INCLUDE:

- On-stage verbal recognition during the seated program and prominent signage at the event
- Name inclusion in the event invitations when secured by December 1, 2025.
- Logo recognition on event website, signage, eblasts, printed program, social media, and program slideshow.
- Dedicated social media thank you post.
- Full page inside back cover advertisement in event program, if sponsorship secured by February 1, 2026
- Company logo on red wine glasses at all program tables
- Prominent table seating for 10 guests.

# \$10,000 GOLD SPONSOR

## BENEFITS INCLUDE:

- On-stage verbal recognition during the seated program
- Name inclusion in the event invitations when secured by December 1, 2025
- Logo recognition on event website, signage, eblasts, printed program, and program slideshow
- Dedicated social media thank you post
- Half-page advertisement in event program, if sponsorship secured by February 1, 2026
- Company logo on white wine glasses at all program tables
- Table seating for 10 guests

# \$7,500 BRONZE SPONSOR



## BENEFITS INCLUDE:

- Logo recognition on event website, signage, eblasts, printed program, and program slideshow
- Name inclusion in the event invitations when secured by December 1, 2025
- Dedicated social media thank you post
- Half-page advertisement in event program, if sponsorship secured by February 1, 2026
- Company logo placed on take away gift at each place setting
- Table seating for 10 guests





# MENU OF ADDITIONAL OPPORTUNITIES

**TABLEAUX VIVANT - \$5,000 (5 Available)** - Celebrate the theme of the evening by sponsoring one of our captivating Table(aux), an artistic experience that entertains and engages the guests throughout the Soirée. As one of the most unique and anticipated moments of the night, your logo will shine beside this stunning art brought to life. **Benefits Include:** Your logo will be displayed on signage next to your sponsored Table(aux). Your logo will also be included on event website, pre-event e-blasts, social media, print program, and event day slideshow, + 6 tickets to attend the event.

**MISSION MOMENT - \$5,000 (3 Available)** - Align your brand with the most powerful moment of the evening by underwriting the production of the heartfelt Mission Moment video that moves guests to give and inspires lasting impact in our community. **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 your 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, + 6 tickets to attend the event.

**MYSTÈRE BOX RAFFLE - \$5,000 (2 Available)** - A hundred chances, one thrilling mystery. The Mystère Box raffle showcases a coveted prize that captures every guest's attention. As the sponsor, your brand will shine as part of one of the night's most anticipated moments. **Benefits Include:** Company logo highlighted at Mystère Box ticket display and in signage, event website, e-blasts, print program, and event day slideshow, + 6 tickets to attend the event.

**LIVE AUCTION - \$2,500 (2 Available)** - Be part of the energy and excitement that defines the Live Auction. This sponsorship places your brand in the spotlight during one of the night's most anticipated experiences. **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. You logo also on event website, pre-event e-blasts, social media, print program, and event day slideshow, + 4 tickets to attend the event.

**SILENT AUCTION - \$2,500 (2 Available)** - The Silent Auction is where the competitive fun begins! As guests bid, mingle, and compete for incredible packages, your logo will be displayed in this high-energy area filled with excitement throughout the event. **Benefits Include:** Logo recognition on the silent auction preview e-blast, all silent auction description pages, event website, print program, and event day slideshow, + 4 tickets to attend the event.



# MENU OF ADDITIONAL OPPORTUNITIES

**HOST COMMITTEE - \$2,500 (2 Available)** - Twenty-plus Host Committee volunteers will mingle with more than 300 guests, creating energy and excitement throughout the room. Sponsoring this dynamic group offers a fun and meaningful way to showcase your brand in the heart of the action. **Benefits Include:** Logo placed on volunteers' lanyards, event website, print program, and event day slideshow, + 4 tickets to attend the event.

**TASTING GLASSES - \$2,500 (4 Available)** - Give guests a keepsake they'll cherish long after the evening ends. Your sponsorship provides each attendee with a commemorative tasting glass featuring your logo, used throughout the Soirée and taken home as a lasting memento. **Benefits Include:** Logo featured on guest glassware, event website, print program, and event day slideshow, + 4 tickets to attend the event.

**ARTISAN COCKTAIL & BEVERAGE - \$2,500 (4 Available)** - Be the brand behind the night's most creative cocktail! Guests will delight in this artfully crafted drink station, where your logo is showcased as they enjoy every delicious sip. **Benefits Include:** Logo represented at the cocktail station, on event website, print program, and event day slideshow, + 4 tickets to attend the event.

**COCKTAIL NAPKINS - \$2,000 (4 Available)** - Raise your brand with every toast! Your logo will grace the cocktail napkins used throughout the Soirée, pairing your brand with every bite, sip, and memorable celebration. **Benefits Include:** Logo recognition on napkins, event website, and print program, + 2 tickets to attend the event.

**HYDRATION STATION - \$1,500 (2 Available)** - Keep the creativity flowing. With art, food, and cocktails tempting every sense, your brand ensures guests stay hydrated and refreshed all evening long. **Benefits Include:** Logo recognition at one hydration station, on event website, and print program, + 2 tickets to attend the event.

**STRIKE A POSE - \$1,500 (10 Available)** - Invite guests to strike a pose in front of a beautiful branded backdrop featuring your logo. The excitement continues beyond the event as photos are shared on social media, giving your brand lasting visibility and style. **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 to attend the event.

**A FRIEND OF THE FRIENDS - \$500 (40 Available)** - Show your support as a Friend of The Friends of Reading Hospital. Your generosity helps us continue the lifesaving work that touches countless lives in our community. **Benefits Include:** Name recognition in program.





# SPONSOR REGISTRATION



**SCAN TO REGISTER**

☐ Presenting (\$20,000)

☒ Gold (\$10,000)

☒ Diamond (\$15,000)

☒ Bronze (\$7,500)

☐ Additional sponsorship opportunity: Name and Price (Please fill in below)

\_\_\_\_\_ \$ \_\_\_\_\_

## SPONSOR INFORMATION

Name (for recognition purposes) \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_

*Payable to The Reading Hospital Foundation*

**Please mail completed form and payment to: P.O. Box 16052, Reading, Pennsylvania 19612**

## LET US CRAFT THE PERFECT SPONSORSHIP OPPORTUNITY

### DO NOT SEE WHAT YOU ARE 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.*