

JEFFERSON EINSTEIN'S 71st ANNUAL HARVEST BALL

Corporate Partners Change Lives

Dear Friend,

Jefferson Einstein Hospital has a rich history which has been enriched by brilliant people, life-changing patient care, and transformative philanthropic gifts. Our journey centers around banding together to heal our community, and year over year our benefactors are a constant thread of strength and support.

Great Jewish men built this hospital with humanity, humility, and honor, to heal by providing exceptionally intelligent and responsive healthcare and education for as many as we can reach. For over 150 years, *Tzedakah* (giving to create justice or righteous giving) has been a pillar of Einstein. Each gift from our treasured community members, volunteers, physicians, grateful patients, and benefactors has allowed us to build upon our legacy of healing and provide our community with high-quality, compassionate care.

We are lucky to have many multi-generational families, who understand the importance of preserving our hospital's legacy and never losing sight of our mission. These families will be honored at this year's Harvest Ball because much like *Tzedakah*, they are truly pillars of our community.

The 2023 Harvest Ball will support the *Einstein Heritage Campaign* which is our chance to preserve Einstein's proud history while making security renovations to the main lobby. The campaign will support the establishment of a dedicated *Legacy Hall* in Jefferson Einstein Hospital, which will pass on the story of our institution to new generations of visitors while recognizing the legacy families who made it all possible.

We hope you will consider supporting Jefferson Einstein Hospital as we continue our journey together.

Kind Regards,



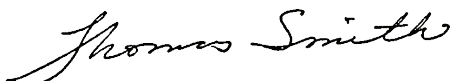
Angela Nicholas, MD

Chief Medical Officer of Jefferson Einstein Montgomery Hospital



Maureen Jordan

Chief Operating Officer, Jefferson Einstein Hospital



Tom Smith

Chief Operating Officer, Jefferson Moss-Magee Rehabilitation

jefferson.edu/harvestball

2023 Harvest Ball Levels of Support

2023 Harvest Ball Levels of Support	Champion \$25,000	Innovator \$10,000	Platinum \$6,000	Gold \$3,000	Silver \$1,500	Bronze \$500
Harvest Ball Tickets						
Number of Harvest Ball Tickets Offered	12	8	4	2	Fully Charitable	Fully Charitable
Media and Print Exposure						
Print and Digital versions	Listing	Listing				
Web and Online Exposure						
Electronic Communications	Listing	Listing	Listing			
Pageviews of Your Logo/Name on jefferson.edu/harvestball Home Page. Approximately 33,000 Pageviews.	Logo	Logo	Listing	Listing	Listing	Listing
Social Media Mention (Facebook, Twitter, LinkedIn, and Instagram)	●	●				
Featured Supporter Pop-Up	●	●				
Supporter Spotlight	●					
Brand Exposure						
Digital ad played on jefferson.edu/harvestball	●	●	●	●	●	●
Company Acknowledgement during Thank You Video	Verbal/ Logo	Verbal/ Logo	Logo	Listing	Listing	Listing
Meet and Greet with members of Jefferson Einstein's C-Suite	●					
Company Logo/Listing displayed prominently on signage in Jefferson Einstein Hospital, Jefferson Einstein Montgomery Hospital, and Jefferson Moss-Magee Rehabilitation for one month	Logo	Logo	Listing	Listing	Listing	Listing
Employee Engagement						
Customized Volunteer Opportunities for Your Staff with: <ul style="list-style-type: none"> ● Community Service Programming ● Health and Wellness Events ● The Friends of Einstein ● Adopt-a-Patient 	●	●	●	●	●	●

No Idea Too Big or Too Small!

Let Ariel Belli build you a customizable 2023 Harvest Ball partnership package! Opportunities to support text-to-give, online raffles, or branded giveaways can give your company added visibility. Contact Ariel at Ariel.Belli@jefferson.edu or 215-456-7220.



JEFFERSON EINSTEIN'S 71st ANNUAL HARVEST BALL

Stand Out from the Crowd

Align Your Brand

Customizable packages offer high visibility and corporate positioning before, during, and after the 2023 Harvest Ball.



Check out our 2022 Harvest Ball Digital Ad Book at <https://hb2022adbook.cincopa.com/watch/A4MAA7uxVP5F>

Please let us know if you will be using your tickets.

Digital Ad Specifications

Please produce all digital ads in the following size –
1920 pixels wide x 963 pixels high or
26.6667 inches wide x 13.375 inches high.

Send all ads and logos as high resolution .jpeg, .ai, .eps or .pdf to Ariel Belli at ariel.belli@jefferson.edu no later than Friday, October 13, 2023.

Please note the new Branding terminology when creating ads: Einstein Medical Center Philadelphia is now Jefferson Einstein Hospital; Einstein Medical Center Montgomery is now Jefferson Einstein Montgomery Hospital; The MossRehab and Magee Rehabilitation names will combine to become Jefferson Moss-Magee Rehabilitation; and Health Partners Plans will be known as Jefferson Health Plans.



The official registration and financial information of Jefferson Einstein Hospital may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. If you do not wish to receive future fundraising requests supporting Jefferson Einstein Hospital, please call 215-456-7200 and leave your full name, address and phone number. You may also send an email to einsteingiving@jefferson.edu or write to us at Jefferson Einstein Hospital, Office of Institutional Advancement, Braemer Education Building, 5501 Old York Road, Philadelphia, PA 19141. We will honor your request after the date we receive your decision. © 2023



I am excited to be part of Jefferson Einstein's 2023 Harvest Ball!

Please print all information or register online at jefferson.edu/harvestball

Contact Name (please print) _____

Company Name _____

Email _____

Address _____

City _____ State _____ Zip Code _____

Preferred Telephone Home Business Cell _____

Select Your Harvest Ball Package

- Champion\$25,000
- Innovator.....\$10,000
- Platinum\$6,000
- Gold.....\$3,000
- Silver.....\$1,500
- Bronze.....\$500

Payment Information

Payment due with ad copy by Friday, October 13, 2023

- I would like to make a fully-deductible contribution of \$ _____
- Enclosed is my check made payable to **Harvest Ball** in the amount of \$ _____ or pay online at jefferson.edu/harvestball
- I will be using my tickets. I will not be using my tickets.
- Additional tickets: ___ Individual \$375 ___ Couple \$700
- Please charge my Business Personal American Express MasterCard VISA

Card Number _____

Expiration Date _____ V-Code _____ Billing Zip Code _____

Name on Card (please print) _____

Signature of Card Holder _____

Please detach your completed 2023 Harvest Ball Registration Form and mail with your payment to:
Jefferson Einstein Hospital, Office of Institutional Advancement, Braemer Education Building,
5501 Old York Road, Philadelphia, PA 19141 or pay online at jefferson.edu/harvestball