

## EINSTEIN HEALTHCARE NETWORK'S 70th ANNUAL HARVEST BALL

# Corporate Partners Change Lives

Dear Friend,

The 1950's was a decade of innovation and transformation. Our nation was on the cusp of developing the polio vaccine, "Singin' in The Rain" premiered at Radio City Music Hall, and the first Chevrolet Corvette prototype was completed. On February 5, 1952, a local merger between three community hospitals established the Albert Einstein Medical Center and ushered in a historic era of healthcare across Philadelphia.

This decade also saw the beginnings of what is now a 70-year Einstein tradition. Initially planned to celebrate the new medical center, the inaugural Harvest Ball raised \$19,000, an astonishing amount in 1952. Decade after decade, the annual gala remains an essential source of funding for Einstein's lifesaving programs and services.

**After a two-year hiatus, we will come together on Saturday, November 5, 2022, at the Bellevue Hotel to mark our 70th Annual Harvest Ball.** As we honor the traditions of our long-standing event, we hope you will join us in continuing this important demonstration of philanthropy.

This year's proceeds will help launch the MossRehab Institute for Brain Health (MRIBH), a transformative program designed to enhance access to treatment for Veterans and First Responders experiencing mild-to-moderate traumatic brain injuries, including concussion.

**Today, traumatic brain injuries and post-traumatic stress affect nearly 1 out of every 3 military personnel deployed to war zones since 2001. An estimated 30% of our nation's first responders also experience symptoms of depression and post-traumatic stress.** In partnership with the Marcus Institute for Brain Health at the University of Colorado Anschutz Medical Campus, this outpatient program will meet and address physical, social, and emotional needs of Veterans and First Responders and provide support for their families.

**With your generous partnership, we can build MRIBH into a transformative program together.**

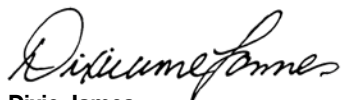
Einstein's steadfast mission and commitment to serving as *many as we can reach* remains the same. **With your generous partnership, we can build MRIBH into a transformative program together.** We look forward to sharing this momentous evening with you.

Kind regards,



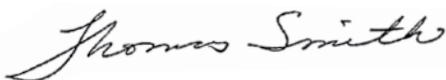
**Beth Duffy**

President and Chief Operating Officer  
Einstein Medical Center Montgomery and Einstein Physicians Montgomery



**Dixie James**

President & Chief Operating Officer, Einstein Medical Center Philadelphia, and  
Senior Vice President & Associate Chief Operating Officer, Jefferson Health



**Tom Smith**

Chief Operating Officer, MossRehab & Einstein Medical Center Elkins Park

## Get Noticed

*The 2022 Harvest Ball generates valuable exposure for supporters.*

- ▶ **Almost 8,000+** physicians, staff, and executive leaders via emails
- ▶ **Over 7,000** Einstein alumni
- ▶ **More than 26,000+** yearly users of [advance.einstein.edu](http://advance.einstein.edu)
- ▶ **21,581** Facebook followers @EinsteinHealth with **550,000** weekly post views

*Support the MossRehab Institute for Brain Health and treatment for Veterans and First Responders*

[advance.einstein.edu/harvestballsupporters](http://advance.einstein.edu/harvestballsupporters)

## 2022 Harvest Ball Levels of Support

2022 Harvest Ball Levels of Support	Champion \$25,000	Innovator \$10,000	Platinum \$6,000	Gold \$3,000	Silver \$1,500	Bronze \$500
<b>Proud Partnership</b>						
Rights to Use Einstein Logo	●					
<b>Media and Print Exposure</b>						
<i>Advance Einstein Magazine</i> Print and Digital versions	Logo	Listing				
<b>Web and Online Exposure</b>						
Electronic Communications	Logo	Logo	Listing			
Pageviews of Your Logo/Name on the Harvest Ball Website Approximately 2,000 Unique Pageviews	Logo	Logo	Logo	Listing	Listing	Listing
Pageviews of Your Logo on advance.einstein Home Page Approximately 33,000 Pageviews	Logo	Logo				
Social Media Mention (Facebook, Twitter, LinkedIn, and Instagram)	●	●				
Featured Supporter Pop-Up	●	●				
Supporter Spotlight	●					
<b>Brand Exposure</b>						
Digital ad played on advance.einstein.edu, einstein.edu, and emailed to 10,000+ constituents	●	●	●	●	●	●
Company Acknowledgement during Thank You Video	Verbal/ Logo	Verbal/ Logo	Logo	Listing	Listing	Listing
Meet and Greet with members of Einstein's C-Suite	●					
Company Logo/Listing played on Einstein's internal video system — hospital hallways and inpatient rooms	Logo	Logo	Listing	Listing	Listing	Listing
Company Logo/Listing displayed prominently on signage in EMCM, EMCEP/MossRehab, and EMCP lobbies for one month	Logo	Logo	Listing	Listing	Listing	Listing
<b>Employee Engagement</b>						
Customized Volunteer Opportunity for Your Staff with Einstein including: <ul style="list-style-type: none"> <li>● Community Service Programming</li> <li>● Health and Wellness Events</li> <li>● The Friends of Einstein Healthcare Network</li> <li>● Adopt-a-Patient</li> </ul>	●	●	●	●	●	●

# EINSTEIN HEALTHCARE NETWORK'S 70th ANNUAL HARVEST BALL

## Stand Out from the Crowd

### Align Your Brand

Customizable packages offer high visibility and corporate positioning before, during, and after the **2022 Harvest Ball**.



Check out our 2021 Harvest Ball Digital Ad Book at [advance.einstein.edu/harvest-ball-thank](http://advance.einstein.edu/harvest-ball-thank)



### 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](mailto:ariel.belli@jefferson.edu)

no later than

**Friday, October 14, 2022.**

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

The official registration and financial information of Einstein Healthcare Network 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 Einstein Healthcare Network, please call 215-456-7200 and leave your full name, address and phone number. You may also send an email to [advance@einstein.edu](mailto:advance@einstein.edu) or write to us at Einstein Healthcare Network, 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. © 2022 EHN



## I am excited to be part of Einstein's 2022 Harvest Ball!

Please print all information or register online at [advance.einstein.edu/harvestballsupporters](http://advance.einstein.edu/harvestballsupporters)

Contact Name *(please print)*

Company Name

Email

Address

City State Zip Code

Preferred Telephone  Home  Business  Cell

### Payment Information

**Payment due with ad copy by Friday, October 14, 2022**

- I would like to make a fully-deductible contribution of \$ \_\_\_\_\_
- Enclosed is my check made payable to **Friends/EHN** in the amount of \$ \_\_\_\_\_ or pay online at [advance.einstein.edu/harvestballsupporters](http://advance.einstein.edu/harvestballsupporters)
- I will be using my tickets.  I will not be using my tickets.
- 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

### Select Your Harvest Ball Package

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

Please detach your completed **2022 Harvest Ball** registration form and mail with your payment to:  
Einstein Healthcare Network, Office of Institutional Advancement, Braemer Education Building, 5501 Old York Road, Philadelphia, PA 19141  
or pay online at [advance.einstein.edu/harvestballsupporters](http://advance.einstein.edu/harvestballsupporters)