EVENT OVERVIEW

Founded in 1985, Boston Health Care for the Homeless Program (BHCHP) is dedicated to a singular, powerful mission—to ensure unconditionally equitable and dignified access to the highest quality health care for all individuals and families experiencing homelessness in our community. What began with 4 clinicians in a handful of locations has evolved into one of the largest, most comprehensive health care for the homeless programs in the country, with over 400 staff members providing care to more than 10,000 patients in over 30 locations each year.

This fall, BHCHP is thrilled to be hosting the 11th annual Medicine That Matters Gala in-person after two years of being apart! Each year, this event gathers over 500 guests from Boston’s business and philanthropic community to help us honor the extraordinary contributions of individuals and companies and the profound difference they have made in the lives of the people we are privileged to serve.

As we emerge from the COVID-19 pandemic, this year’s Medicine That Matters Gala event will be followed in a few short weeks by the BHCHP Emerging Leaders Fall Soirée, continuing our celebration of leaders in our community who have furthered our mission and embodied the spirit of equity and importance of giving back. The annual Fall Soirée will take place on November 17th. This event seeks to inspire Boston’s next generation of leaders by honoring the impact young professionals have made in our community and their dedication to service.

Together, the Medicine That Matters Gala and Emerging Leaders Fall Soirée will raise critically-needed funds to continue BHCHP's lifesaving work at a time when it is needed most—but only with your support. Your generous sponsorship for these tandem events will allow BHCHP to continue its legacy of providing the best possible care, where and when it is needed most. As detailed in this packet, your Gala sponsorship will come with exciting benefits that will carry into the Emerging Leaders Fall Soirée, including the opportunity for young professionals at your company or network to attend this inspiring event.

We hope you will join us in celebrating this year’s exceptionally deserving Medicine That Matters honorees, and empowering Boston’s next generation of philanthropists at the Emerging Leaders Fall Soirée!

EVENT CO-CHAIRS
Miceal Chamberlain, Managing Director & Massachusetts President, Bank of America
Sam Kennedy, President & CEO, Boston Red Sox
Sharon McNally, President, Camp Harbor View and Chief of Staff, Connors Family Office
Bryan Rafanelli, Founder & Chief Creative Officer, Rafanelli Events

HONORARY CO-CHAIRS
Governor Charlie Baker & First Lady Lauren Baker
Jean C. Tempel

HONOREES
The Eleventh Annual Dr. Jim O’Connell Award Recipient:
Jack Connors, Jr.

The Eleventh Annual Tim Russert Award Recipient:
RIZE Massachusetts Foundation

WHEN & WHERE
Wednesday, October 19, 2022
Reception at 5:30 p.m. • Dinner and Awards at 6:30 p.m.
SoWa Power Station, 550 Harrison Avenue • Boston, MA
GALA COMMITTEE
Medicine That Matters Gala • April 26, 2022

CO-CHAIRS
Miceal Chamberlain, Managing Director & Massachusetts President, Bank of America
Sam Kennedy, President & CEO, Boston Red Sox
Sharon McNally, President, Camp Harbor View and Chief of Staff, Connors Family Office
Bryan Rafanelli, Founder & Chief Creative Officer, Rafanelli Events

HONORARY CO-CHAIRS
Governor Charlie Baker & First Lady Lauren Baker
Jean C. Tempel

DINNER COMMITTEE
Jeff Bellows
Barbara Boylan
Erin & Jackie Bradley, Jr.
Pattie & Jim Brett
Julie Burns
Mary & Joseph D’Arrigo
Jennifer & Dennis Eckersley
Ann Marie & William Kennedy
Mary Kelleher
Joanne & Al Minahan
Jennifer & Edmund F. Murphy
Susan & Thomas Reilly
Duncan Stuart
Erin Sutherland
Peggy & Steve Tringale
Suzy Welch
Phyllis Yale & Tucker Taft
Hope & Larry Zabar
LEGACY SPONSOR • $100,000

Event Recognition and Benefits:

- Two (2) tables of ten (10) with premiere seating for in person event
- Name or logo on Gala favors
- Logo recognition on tablets used at each table during fundraising portion of the event
- Signage and recognition as a sponsor of the Gala Reception
- Premiere two full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a Legacy Sponsor during the Event Program
- Company listed on signage at the registration table
- Name or logo on the Medicine That Matters Gala website
- Public acknowledgment from the stage during the Event Program
- Pre- and post-event social media recognition on Facebook, Twitter, and Instagram (minimum of ten (10) posts across all platforms to our audience of 9,000+)
- Recognition as a Legacy Sponsor in event-related media, including BHCHP’s 2023 Spring Newsletter (audience: 5,000+ households) and email newsletter (minimum of two (2) email updates to an audience of 8,000+)

Champion Level Sponsor Recognition for Emerging Leaders Fall Soirée - November 17, 2022:

- Three (3) cocktail tables reserved with company logo displayed and fifteen (15) event tickets
- Logo recognition as favor table sponsor(s)
- Signage featuring company logo throughout event space
- On-screen logo recognition during the Event Program
- Logo recognition on all event materials
- Pre- and post-event social media recognition on Facebook, Twitter and Instagram (minimum of five (5) posts)
- Corporate logo on Emerging Leaders website

Year-round Benefits:

- Lead sponsor recognition of our new *BHCHP Conversations That Matter*, on-air podcast series. A representative of your choice will have the opportunity to join President, Dr. O’Connell for one episode to discuss important healthcare and public health issues. Podcasts will be distributed broadly through social media and email communications reaching 17,000+ individuals.
- Featured on BHCHP’s homepage for one full year as a Medicine That Matters Leadership team sponsor
- Name or logo featured on The Hallway of Hope – a donor recognition plaque located in BHCHP’s Jean Yawkey Place
- Exclusive virtual or in-person book reading at your workplace of *Stories from the Shadows* with Dr. Jim O’Connell
SPONSORSHIP OPPORTUNITIES

Medicine That Matters Gala • October 19, 2022

PRESENTING SPONSOR • $50,000

Event Recognition and Benefits:

• Two (2) tables of ten (10) with premiere seating
• Premiere full-page color acknowledgment in the Gala Program Book
• On-screen recognition as a Presenting Sponsor during the Event Program
• Name or logo listed on signage at the registration table
• Name or logo on the Medicine That Matters Gala website
• Public acknowledgment from the stage during during the Event Program
• Pre- and post-event social media recognition on Facebook, Twitter, and Instagram (minimum of eight (8) posts across all platforms to our social media audience of 9,000+)
• Recognition as a Presenting Sponsor in event-related media, including BHCHP’s 2023 Spring Newsletter (audience: 5,000+ households) and email newsletter (minimum of two (2) email updates to an audience of 8,000+)

Partnership Level Sponsor Recognition for Emerging Leaders Fall Soirée - November 17, 2022:

• Two (2) cocktail tables reserved with company logo displayed and ten (10) event tickets
• Signage featuring company name throughout event space
• On-screen logo recognition during the Event Program
• Recognition on all event materials
• Pre- and post-event social media recognition on Facebook, Twitter and Instagram (minimum of four (4) posts)
• Corporate logo on Emerging Leaders website

Year-round Benefits:

• Sponsorship recognition of our new BHCHP Conversations That Matter, on-air podcast series with BHCHP President, Dr. Jim O’Connell. Podcasts will be distributed broadly through social media and email communications reaching 17,000+ individuals.
• Featured on BHCHP’s homepage for one year as a Medicine That Matters Leadership Team sponsor
• Name featured on The Hallway of Hope – a donor recognition plaque located in BHCHP’s Jean Yawkey Place
SPONSORSHIP OPPORTUNITIES
*Medicine That Matters Gala* • October 19, 2022

**DIGNITY & RESPECT PROVIDER • $25,000**

*Event Recognition and Benefits:*

- One (1) table of ten (10) with premiere seating
- Full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a Dignity and Respect Provider during the Event Program
- Name or logo listed on signage at the registration table
- Name or logo on the BHCHP Medicine That Matters Gala website
- Public acknowledgment from the stage during the Event Program
- Pre- and post-event social media recognition on Facebook, Twitter, and Instagram (minimum of six (6) posts across all platforms to our social media audience of 9,000+)
- Recognition as a Dignity and Respect Provider in event-related media, including BHCHP’s 2023 Spring Newsletter (audience: 5,000+ households) and email newsletter (minimum of two (2) email updates to an audience of 8,000+)

**Advocate Level Sponsor Recognition for Emerging Leaders Fall Soirée - November 17, 2022:**

- One (1) cocktail table reserved with company logo displayed and five (5) event tickets
- On-screen logo recognition during the Event Program
- Pre- and post-event social media recognition on Facebook, Twitter and Instagram (minimum of two (2) posts)
- Corporate logo on Emerging Leaders website

**Year-round Benefits:**

- Featured on BHCHP’s homepage for one full year as a Medicine That Matters Leadership Team sponsor
- Name or logo featured on The Hallway of Hope – a donor recognition plaque located in BHCHP’s Jean Yawkey Place
SPONSORSHIP OPPORTUNITIES
Medicine That Matters Gala • October 19, 2022

HEALTH CARE ADVOCATE • $10,000
Event Recognition and Benefits:

- One (1) table of ten (10)
- Full-page color acknowledgment in the Gala Program Book
- On-screen recognition as a Health Care Advocate during the Event Program
- Name or logo listed on signage at the registration table
- Name or logo on the Medicine That Matters Gala website

Friend Level Sponsor Recognition for Emerging Leaders Fall Soirée - November 17, 2022:

- Two (2) event tickets
- On-screen logo recognition during the Event Program
- Pre- and post-event social media recognition on Facebook, Twitter and Instagram (minimum of two (2) posts)
- Corporate name listed on Emerging Leaders website

Year-round Benefits:

- Name featured on The Hallway of Hope – a donor recognition plaque located in BHCHP’s Jean Yawkey Place

RESPITE CAREGIVER • $5,000
Event Recognition and Benefits:

- One (1) table of ten (10)
- Half-page color acknowledgment in the Gala Program Book
- On-screen recognition as a Respite Caregiver during the Event Program

Year-round Benefits:

- Name featured on The Hallway of Hope – a donor recognition plaque located in BHCHP’s Jean Yawkey Place

TRUST BUILDER • $500
Event Recognition and Benefits:

- One (1) ticket
<table>
<thead>
<tr>
<th>Gala Recognition &amp; Benefits</th>
<th>Legacy</th>
<th>Presenting</th>
<th>Dignity &amp; Respect Provider</th>
<th>Health Care Advocate</th>
<th>Respite Caregiver</th>
<th>Trust Builder</th>
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</thead>
<tbody>
<tr>
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<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$500</td>
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<tr>
<td>Name or Logo on Gala Favors</td>
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<td>Logo on Tablets</td>
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<td>Signage Recognition during Reception</td>
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<td>Acknowledgement from Stage during Speaking Program</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Media Recognition as Event Sponsor</td>
<td>Ten (10) posts</td>
<td>Eight (8) posts</td>
<td>Six (6) posts</td>
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<td>Print &amp; Email Newsletter Recognition as Event Sponsor</td>
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<td>Company Recognition at Registration</td>
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<td></td>
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<tr>
<td>Logo on Medicine That Matters Website</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>Program Ad</td>
<td>2 full-pages</td>
<td>1 full-page</td>
<td>1 full-page</td>
<td>1 full-page</td>
<td>1/2 page</td>
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<tr>
<td>On-screen Recognition during Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ticket &amp; Tables</td>
<td>Two (2) Premier tables of Ten (10)</td>
<td>Two (2) Premier tables of Ten (10)</td>
<td>One (1) Premier table of Ten (10)</td>
<td>One (1) table of Ten (10)</td>
<td>One (1) table of Ten (10)</td>
<td>One (1) ticket</td>
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<table>
<thead>
<tr>
<th>Emerging Leaders Fall Soirée Benefits</th>
<th>Legacy</th>
<th>Presenting</th>
<th>Dignity &amp; Respect Provider</th>
<th>Health Care Advocate</th>
<th>Respite Caregiver</th>
<th>Trust Builder</th>
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</thead>
<tbody>
<tr>
<td>Company Recognition as Favor Sponsor</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Logo recognition Throughout Event Space</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Name or Logo on Soirée &amp; Emerging Leaders Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name or Logo on Event Materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On-screen Recognition During Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Media Recognition as Event Sponsor</td>
<td>Five (5) posts</td>
<td>Four (4) posts</td>
<td>Two (2) posts</td>
<td>Two (2) posts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket &amp; Tables</td>
<td>Three (3) tables &amp; Fifteen (15) tickets</td>
<td>Two (2) tables &amp; Ten (10) tickets</td>
<td>One (1) table &amp; Five (5) tickets</td>
<td></td>
<td>Two (2) tickets</td>
<td></td>
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<table>
<thead>
<tr>
<th>Year-round Benefits</th>
<th>Legacy</th>
<th>Presenting</th>
<th>Dignity &amp; Respect Provider</th>
<th>Health Care Advocate</th>
<th>Respite Caregiver</th>
<th>Trust Builder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Dr. Jim O’Connell book reading of <em>Stories from the Shadows</em> at your workplace</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Opportunity to participate</strong> in or sponsor <em>BHCHP Conversations that Matter</em>, an on-air podcast series discussing important healthcare and public health issues that is publicized to list serve of 17,000+ recipients.</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Logo featured on BHCHP’s main website as a Leadership Team sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name/logo featured on The Hallway of Hope</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
SPONSOR REPLY FORM

Medicine That Matters Gala • October 19, 2022

YES! I/We would like to support Boston Health Care for the Homeless Program.

SPONSORSHIPS:

- [ ] Legacy Sponsor
  $100,000 – 20 TICKETS & BENEFITS
- [ ] Presenting Sponsor
  $50,000 – 20 TICKETS & BENEFITS
- [ ] Dignity and Respect Provider
  $25,000 – 10 TICKETS & BENEFITS
- [ ] Health Care Advocate:
  $10,000 – 10 TICKETS & BENEFITS
- [ ] Respite Caregiver
  $5,000 – 10 TICKETS & BENEFITS
- [ ] Trust Builder
  $500 – 1 TICKET
- [ ] I/We will not attend the Gala, but please accept my gift to support the work of BHCHP.

Payment Method:

- [ ] Enclosed is my check for $__________________
  Make payable to Boston Health Care for the Homeless Program or BHCHP.
- [ ] Please charge my credit card:
  - [ ] Visa
  - [ ] MasterCard
  - [ ] American Express
  - [ ] Discover

  Card # ________________________________
  Exp. ____________ CVV ________________
  Amount $ ________________
  Signature ____________________________

Donor Name _________________________________
(Please list donor’s name exactly how you would like it to appear in print.)

Contact Name ________________________________
(BHCHP will contact this person regarding guest lists, logos, and ad information)

Address ______________________________________

City ___________________________________________ State ___________ Zip ____________

Email Address _________________________________ Phone ________________

Please mail this reply form to:

Alyssa Brassil
Director of the Annual Fund
Health Care for the Homeless Program
780 Albany Street
Boston, MA 02118

For more information contact:
Alyssa Brassil
857.654.1046
abrassil@bhchp.org