



BOSTON HEALTH CARE *for*
the HOMELESS PROGRAM

2023 *MEDICINE THAT MATTERS GALA*
Monday, May 15, 2023

EVENT OVERVIEW

ABOUT BHCHP

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.

On May 15th, BHCHP will be hosting our 12th Annual Medicine That Matters Gala. Each year, this event gathers hundreds of guests from Boston’s business and philanthropic community to support our mission and to improve the quality of health and the quality of life of the people we are privileged to serve.

ABOUT THE GALA

Over the course of five years, noted author Tracy Kidder shadowed and closely chronicled the work of BHCHP’s Street Team, led by Dr. Jim O’Connell, capturing rare glimpses into the lives of *those who live in the dark shadows* of society, those who are homeless, impoverished, in poor health, and lacking the most basic of human comforts... and of *those who enter that darkness*, offering gifts of help, healing, and hope. From that shared journey comes the critically acclaimed, *The New York Times* Best Seller, “Rough Sleepers”, where humanity is revealed in heartbreaking and inspirational ways.

Join us on this very special night, when the street doctor and the noted author will enter and further illuminate the pages of this remarkable book, sharing with you their personal stories, intimate insights, persistent challenges, and promising solutions to entrenched medical and social ills. They will do so in a candid, exploratory conversation that will open both your mind and your heart to the narrative of Boston’s homeless population – a complex and shifting community of people who rely on the delivery of medicine that truly matters.

We will shine a special spotlight on Jim and Tracy as devoted street companions, on BHCHP’s nationally renowned and universally replicated Street Team, as well as its many other centers of excellence which deliver on a faithful and enduring commitment to serve those who suffer in our midst.

EVENT CO-CHAIRS

David F. M. Brown, MD, President, Massachusetts General Hospital
Jack Connors, Jr.

HONORARY CO-CHAIR

Jean C. Tempel

WHEN & WHERE

Monday, May 15, 2023

Reception at 5:30 p.m. • Dinner and Program at 6:30 p.m.

Omni Boston Hotel at the Seaport, 450 Summer St., Boston, MA 02210

GALA COMMITTEE

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CO-CHAIRS

David F. M. Brown, MD, President, Massachusetts General Hospital
Jack Connors, Jr.

HONORARY CO-CHAIRS

Jean C. Tempel

DINNER COMMITTEE

Jeff Bellows
Barbara Boylan
Erin & Jackie Bradley, Jr.
Pattie & Jim Brett
Mary & Joseph D'Arrigo
Jennifer & Dennis Eckersley
Ann Marie & William Kennedy
Mary Kelleher
Sharon McNally
Jennifer & Edmund Murphy
Susan & Thomas Reilly
Duncan Stuart
Peggy & Steve Tringale
Suzy Welch
Phyllis Yale & Tucker Taft
Hope & Larry Zabbar

SPONSORSHIP OPPORTUNITIES

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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
- Signage and recognition as a sponsor of the Gala Reception
- Logo on Medicine That Matters bookmark that will be enclosed in the copy of Tracy Kidder's *Rough Sleepers* given to all attendees
- Company listing as a Legacy Sponsor on Event Program
- 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 Fall Newsletter (audience: 5,000+ households) and email newsletter (minimum of two (2) email updates to an audience of 8,000+)
- Twenty (20) copies of Tracy Kidder's *Rough Sleepers*

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
- Exclusive virtual or in-person conversation with BHCHP President, Dr. Jim O'Connell, and CEO, Stephanie Sullivan, PhD

SPONSORSHIP OPPORTUNITIES

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PRESENTING SPONSOR • \$50,000

Event Recognition and Benefits:

- Two (2) tables of ten (10) with premiere seating
- 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
- Company listing as a Presenting Sponsor on Event Program
- Public acknowledgment from the stage 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 Fall Newsletter (audience: 5,000+ households) and email newsletter (minimum of two (2) email updates to an audience of 8,000+)
- Twenty (20) copies of Tracy Kidder's *Rough Sleepers*

Year-round Benefits:

- 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

DIGNITY & RESPECT PROVIDER • \$25,000

Event Recognition and Benefits:

- One (1) table of ten (10) with premiere seating
- Company listing as a Dignity & Respect Sponsor on Event Program
- 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 Fall Newsletter (audience: 5,000+ households) and email newsletter (minimum of two (2) email updates to an audience of 8,000+)
- Ten (10) copies of Tracy Kidder's *Rough Sleepers*

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

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HEALTH CARE ADVOCATE • \$10,000

Event Recognition and Benefits:

- One (1) table of ten (10)
- Company listing as a Health Care Advocate Sponsor on Event Program
- 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
- Ten (10) copies of Tracy Kidder's *Rough Sleepers*

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)
- Company listing as Respite Caregiver on Event Program
- On-screen recognition as a Respite Caregiver during the Event Program
- Ten (10) copies of Tracy Kidder's *Rough Sleepers*

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
- One (1) copy of Tracy Kidder's *Rough Sleepers*

	Legacy	Presenting	Dignity & Respect Provider	Health Care Advocate	Respite Caregiver	Trust Builder
	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$500
Gala Recognition & Benefits						
Name or Logo on Gala Favors	✓					
Signage Recognition during Reception	✓					
Logo on Medicine That Matters bookmark	✓					
Acknowledgement from Stage during Speaking Program	✓	✓	✓			
Social Media Recognition as Event Sponsor	Ten (10) posts	Eight (8) posts	Six (6) posts			
Print & Email Newsletter Recognition as Event Sponsor	✓	✓	✓			
Company Recognition at Registration	✓	✓	✓	✓		
Logo on Medicine That Matters Website	✓	✓	✓	✓		
On-screen Recognition during Program	✓	✓	✓	✓	✓	
Ticket & Tables	Two (2) Premier tables of Ten (10)	Two (2) Premier tables of Ten (10)	One (1) Premier table of Ten (10)	One (1) table of Ten (10)	One (1) table of Ten (10)	One (1) ticket
Tracy Kidder's <i>Rough Sleepers</i>	Twenty (20) copies	Twenty (20) copies	Ten (10) copies	Ten (10) copies	Ten (10) copies	One (1) ticket
Year-round Benefits						
Exclusive virtual or in-person conversation with BHCHP President, Dr. Jim O'Connell, and CEO, Stephanie Sullivan, PhD	✓					
Logo featured on BHCHP's main website as a Leadership Team sponsor	✓	✓	✓			
Name/logo featured on The Hallway of Hope	✓	✓	✓	✓	✓	

SPONSOR REPLY FORM

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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:

Paulita Velazquez-Fernandez
Special Events Manager
Boston Health Care for the Homeless Program
780 Albany Street
Boston, MA 02118

For more information contact:

Paulita Velazquez-Fernandez
857.654.1043
pvf@bhchp.org