

September 2023

Dear Wichita Community Partners,

For almost four decades Harry Hynes Memorial Hospice is honored to be a recognized leader in end-of-life care. As the only non-profit hospice serving South Central and Southeast Kansas, we serve with a mission-driven heart putting patients and families first. Founded by community volunteers, we continue our mission *enabling people to live with dignity and hope while coping with loss and terminal illness*.

Voted the area's #1 Hospice by Wichita Eagle readers for 12 years in a row, we provide hospice care for those at end of life regardless of their ability to pay or level of care needed. We strive to provide the highest quality of care and as experts in hospice care, we believe that every life is precious.

The way we continue this worthy cause is through generous community support. Traditional means of fundraising have long sustained our efforts, with many choosing us for their memorial or estate gift after passing. To grow our fundraising goal and reach more in our community, last year we started a new tradition - **Lights of Life**, and we hope we can count on your support to be part of its success.

Lights of Life will begin the week before Thanksgiving and will mark the official start of our annual **Lights of Life for Harry Hynes Memorial Hospice Campaign**. A 80+ foot tree will be placed on top of our downtown building at 313 S. Market. It is a bright, colorful, and joyful tree for all in the area to see during the holidays.



During the **Lights of Life** campaign, with a donation, the community will be given the opportunity to "light" a lightbulb on the tree in honor or memory of a special person in their life. Donations received through this campaign enable Harry Hynes Memorial Hospice to provide care, education, resources, and support to those facing life-threatening illnesses.

We are blessed by community members whose continued support assists us in fulfilling our mission of care, hope and support for all when illness threatens life by providing us with the ability to never deny services to anyone needing hospice care due to lack of insurance or financial resources.

We are currently looking for sponsors to support our **Lights of Life** campaign. We respectfully request your business' consideration of our **Lights of Life** event. Specifically, we request your consideration to be a **Lights of Life Gold** sponsor.

In exchange for your generous support, your business will receive:

- Digital Assets:
 - Graphics: Inclusion in event logo/graphic used for all materials
- Website:
 - Visibility on Lights of Life landing page
 - Logo placement on all Lights of Life event pages
- Social Media: Inclusion in all related tweets, Facebook and Instagram posts related to event
- Email: Inclusion in emails related to Lights of Life
- Print:
 - Program: Prominent logo placement on event program
 - Banners: Inclusion in all event banners for overall event
 - Press Releases: Prominent inclusion in all press releases
- On-Site:
 - Brand visibility and tabling opportunities at the main branch

While the above listed are requested, all things are negotiable, and we are happy to customize benefits as needed.

Included are photos from last year's event and our corporate sponsorship commitment form. I will follow up with a phone call in a few weeks, or please feel free to reach out to me with any questions. Our agency looks forward to working with you for the betterment of our community.

Thank you again for your consideration of sponsorship for Lights of Life and helping Harry Hynes Memorial Hospice provide care, hope, and support for those coping with loss and terminal illness in our community.

Sincerely,



Chenay Sloan, Director of Donor Development
Chenay.sloan@hynesmemorial.org
316-219-1774



2022 LIGHTS OF LIFE STATISTICS

During our inaugural year, the Lights of Life tree brought many firsts! Our hope is to continue to grow this unique event and quickly become one of the area's premier holiday attractions. Thanks to the many hands who helped make it happen!

- ❖ Months to build: Five
- ❖ Days to install: Seven
- ❖ Days to take down: One
- ❖ Feet from the ground: 82' – largest in Wichita!
 - ❖ Feet from the roof: 53'
 - ❖ Feet of the star on top: 8'
- ❖ Number of cranes to install: Two
 - ❖ Man hours to build: 200+
- ❖ Number of LED lights installed: 3,200
 - ❖ Number of light colors: 8
- ❖ Number of lights lit in memory or honor of a loved one: 550
 - ❖ Donations raised: \$26,000
 - ❖ Families served by donations: 1,950
- ❖ Number of people who saw the tree: Over 50,000+