

Johns Hopkins Medicine

A Woman's Journey®

UNDERWRITING AND SPONSORSHIP OPPORTUNITIES

SATURDAY, NOVEMBER 10, 2018

BALTIMORE, MD

Take advantage of the following exclusive tax deductible opportunities to add your name as a sponsor to those underwriting the Johns Hopkins Medicine's award-winning women's health program
A Woman's Journey.



JOHNS HOPKINS
M E D I C I N E

A Woman's Journey

Nearly 25 years ago, two remarkable Baltimoreans approached Johns Hopkins Medicine with an idea that would affect the lives of thousands of women. Both survivors of cancer, Mollye Block and Harriet Legum wanted to empower women to make effective health care decisions for themselves and those they love. Johns Hopkins Medicine accepted their challenge.

The result has been a powerful health conference, *A Woman's Journey*. Since 1995, this one-of-a-kind health education program has annually offered seminars—all taught by Johns Hopkins faculty physicians and scientists. Women hear firsthand about advances in medicine—from preserving memory to surviving cancer—from people who are performing research in these medical specialties. Mothers, daughters, sisters and friends come to learn from Hopkins scientists and from each other. Each year women report that *A Woman's Journey* has saved their lives and improved their health.

A Woman's Journey Baltimore includes keynotes at both the breakfast plenary and lunch with the faculty. Each registrant has the opportunity to select four of 32 seminars, all presented by Johns Hopkins University School of Medicine faculty physicians. Attendees are mature and highly educated women. More than 52 percent of all attendees have post graduate education or a post graduate degree.

National Chairs Harriet C. Legum and Kelly Geer Ripken collaborate with a 25-person local host committee and a 20-member Faculty Advisory Committee to outline a meaningful program. Presentations are selected based on the results of national surveys identifying topics of particular interest to women.

A Woman's Journey[®]

Keynote Presentations

<i>Plenary Session</i>	<i>\$20,000 (A portion of your contribution is tax deductible)</i>
<i>Lunch with the Faculty</i>	<i>\$20,000 (A portion of your contribution is tax deductible)</i>

Sponsor a keynote presentation at the Johns Hopkins Heart Healthy Breakfast or Lunch with the Faculty. In recognition of your extraordinary generosity, you will receive:

- *Premium table at breakfast and lunch with a Hopkins faculty speaker joining your table for lunch*
- *10 complimentary registrations to A Woman's Journey*
- *Opportunity for sponsor to give welcome remarks*
- *Sponsor acknowledged in opening remarks*
- *Full-page ad with premium placement in the program book*
- *Sponsorship noted on Johns Hopkins Medicine news releases*
- *Sponsor's name listed on screen savers and signage*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*
- *Six-foot vendor table*
- *Sponsor's name and/or logo will appear on:*
 - *A Women's Journey Website through June 30, 2019*
 - *Invitations to 25,000 target women*
 - *Tote bags*

Tote Bag

<i>Tote Bag</i>	<i>\$7,500 (A portion of your contribution is tax deductible)</i>
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In recognition of your extraordinary generosity, you will receive:

- *Sponsor's name/logo printed on the tote bags received by conference attendees*
- *Full-page ad with premium placement in the program book*
- *Five complimentary registrations to A Woman's Journey*
- *Sponsor's name listed on signage and screensaver*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*

Dessert with faculty

Dessert with Faculty

\$5,000 (A portion of your contribution is tax deductible)

Support dessert and a designated opportunity for participants to mingle with dozens of additional Johns Hopkins faculty who will be available to answer questions about medicine. In recognition of your extraordinary generosity, you will receive:

- *Half-page ad in the program book*
- *Three complimentary registrations to A Woman's Journey*
- *Six foot vendor table*
- *Sponsor's name listed on signage and screensaver*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*

Take Note

Notepad

\$3,500 (A portion of your contribution is tax deductible)

Sponsor a notepad for each registrant and record lessons that can help improve your health and the health of your family. In recognition of your extraordinary generosity, you will receive:

- *Sponsor's name/logo printed on the notepads received by conference attendees*
- *Half-page ad in the program book*
- *Two complimentary registrations to A Woman's Journey*
- *Sponsor's name listed on signage and screensaver*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*

Scribe

Pen

\$2,500 (A portion of your contribution is tax deductible)

In recognition of your extraordinary generosity, you will receive:

- *Sponsor's name/logo printed on the pens received by conference attendees*
- *Half-page ad in the program book*
- *One complimentary registration to A Woman's Journey*
- *Sponsor's name listed on signage and screensaver*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*

Honorable Mention

Honor a loved one or an admired friend by making a contribution in her honor to *A Woman's Journey*. In recognition of your extraordinary generosity, you will receive:

- *Acknowledgement to recipient*
- *Sponsor's name listed on signage and screensaver*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*

**Specific demographic information is available upon request.*

***ADDITIONAL OPPORTUNITY TO HIGHLIGHT YOUR COMPANY TO WOMEN IN THE
GREATER BALTIMORE COMMUNITY - SPRING 2019:***



Ladies' Night Out

Sponsorship of A Woman's Journey Ladies' Night Out \$5,000 (A portion of your contribution is tax deductible)

'A Ladies' Night Out' will provide the opportunity to promote your brand among women in their 30's, 40's and early 50's, and align your name with Johns Hopkins Medicine's A Woman's Journey. An array of health issues—chosen through an online survey of targeted women—will highlight medical advances and feature salient concerns of active, and motivated women and their families. Through social media, *A Woman's Journey* will reach at least 75,000 targeted women.

Sponsor's name and/or logo will appear on:

- *A Women's Journey website*
- *Electronic and print invitations*
- *Social media posts*
- *Tote bag*

National Sponsorship Opportunities

A Woman's Journey portfolio features 10 unique programs between Maryland and Florida, which attract women from more than 25 states. We invite you to align your company with the nationally recognized Johns Hopkins Medicine women's health program, A Woman's Journey, and promote your commitment to the health and well-being of women who make more than 80 percent of the healthcare decisions for themselves and their families.

National Sponsorship

Johns Hopkins Medicine A Woman's Journey National Sponsorship *\$200,000*
Three year commitment for \$500,000

Align your company's name with Johns Hopkins Medicine national women's health program, *A Woman's Journey*. According to data from September 2015, nearly 80 percent of Americans nationally have heard of Johns Hopkins. *A Woman's Journey* provides in-person opportunities to engage women eager to learn about medical advances and speak first-hand with Johns Hopkins physicians. This award-winning and highly valued program has more than a 20-year history of success. Satisfaction with these programs consistently rate greater than 95 percent with a comparable intention to return to a subsequent program.

Sponsor's name will appear on all programs as the National Sponsor on:

- *A Woman's Journey website for one year*
- *Invitations*
- *Tote bags*

In recognition of your extraordinary generosity, you will receive:

- *Two premium tables with guest registrations for each event*
- *20 complimentary registrations to A Woman's Journey*
- *Opportunity for sponsor to give welcome remarks*
- *Sponsor acknowledged in opening remarks*
- *Full-page ad with premium placement in the program book*
- *Sponsorship noted on Johns Hopkins Medicine news releases*
- *Sponsor's name listed on signage and screensaver*
- *Sponsor's name added to the list of conference underwriters appearing in the program book*
- *Six-foot vendor table*
- *Series of Women's Health Video Conversations*
- *National Monthly Women's Health E-Newsletter*
- *Two of your executives will be provided comprehensive medical assessments and personalized preventive strategies from the Johns Hopkins Executive and Preventative Health Program*
- *Johns Hopkins physician will speak at a private event for your company*

A Woman's Journey – Baltimore
Underwriting/Sponsorship Commitment Form

Baltimore Sponsorships

<i>Keynote Presentations</i>	\$20,000	<input type="text"/>
<i>Tote Bag</i>	\$7,500	<input type="text"/>
<i>Ladies' Night Out</i>	\$5,000	<input type="text"/>
<i>Take Note</i>	\$3,500	<input type="text"/>
<i>Scribe</i>	\$2,500	<input type="text"/>
<i>Premium Table</i>	\$2,500	<input type="text"/>
<i>Speaker's Presentation</i>	\$1,500	<input type="text"/>
<i>Vendor Table</i>	\$1,000	<input type="text"/>
<i>Hopkins Educational Mission</i>	\$500	<input type="text"/>
<i>Honorable Mention</i>	Amount	<input type="text"/>

National Sponsorships

<i>National Sponsorship</i>	\$200,000	<input type="text"/>
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Sponsor Information

**Underwriter
Name/Company:** _____

Address: _____

Telephone: _____

Email: _____

Signature: _____ **Date:** _____

Return Form to: Rebecca DeMattos, *A Woman's Journey*, 901 S. Bond Street, Suite 550, Baltimore, MD 21231
Email: awomansjourney@jhmi.edu / Fax: 443-679-1213