



**Dominican Hospital
Foundation®**
A Dignity Health Member

Partnership for Patient Care

Together, we are here for our community.

Benefits and Recognition

Digital Marketing

	PRESENTING \$30,000	HOPE \$10,000	TRUST \$5,000	KINDNESS \$2,500
Social Media (FB, IG, YouTube, LinkedIn, etc.)	✓	✓		
Newsletter Monthly E-Blasts (5K+ constituents)	✓	✓		
Recognition in Employee Communications	✓	✓		
Logo on Foundation Website	✓	✓		
Spotlight Video (shared via social media and website)	✓	✓		
Event* Presentation Screens	✓	✓		

Print Marketing

Optimal logo placement “Presented by”	✓	✓		
Ad in Focus on Wellness (sent to 90,000 households, 2/year)	Full Page	½ Page		
Spotlight Article in <i>Focus on Wellness</i>	✓	✓		
Sponsor Recognition Ad in <i>Focus on Wellness</i> (Winter/Spring Issue)	✓	✓	✓	Name Listing
Event* materials (banners, posters, brochures, invites, postcards, etc.)	✓	✓		
Spotlight on Direct Mail Appeal Letters	✓	✓		
Thank You Placement in Santa Cruz Sentinel	✓	✓	✓	Name Listing
Thank You Placement in Times Publishing Group, Inc.	✓	✓	✓	Name Listing

Recognition/Partnership Marketing

Listing on Donor Wall within Hospital Lobby	✓	✓	✓	✓
Logo on Media Screens	✓	✓		
Sponsor Banner, rotated within Hospital and Events*	✓	✓		
Invitation and Acknowledgment at Events*	✓	✓		
Exclusive Sponsorship Reception with Hospital President	✓	✓		
Sponsor partnership highlight (via marketing channels)	✓	✓		

*Foundation events may include fundraisers, Women of Wellness (WoW) Council, sponsorship and/or donor appreciation, medical professional skills training (CME/CEU events), Wellness Center education and screening events, Physicians Giving Society, NICU Family Reunion, Bob Swenson Legacy Society, and board and committee meetings, etc.

Key Initiatives

Supporting Dominican Hospital's Excellence in Health and Wellness

Advanced Surgical Technology

With technological innovation medical procedures are now increasingly performed with the assistance of minimally-invasive tools, such as the da Vinci Xi® robotic system. This promotes improved patient outcomes, from a reduced hospital stay to a quick recovery time. Your support allows Dominican Hospital to remain at the leading-edge of innovation.



Imaging Center

Diagnostic imaging during a patient's care plan is a fundamental tool which is noninvasive and timely. New CT scanners will advance the hospital's capability to diagnose disease and injury, plan medical treatment and provide improved image quality with lower doses of radiation more quickly. Your support will enable clinicians to continue to expand their capabilities for oncology, cardiac and vascular disease, and improve emergency medicine, among many other areas of medical care.



Cancer Care

Dominican Hospital's Mary and Richard Solari Cancer Center accepts all patients, regardless of financial or insurance status. Housed within the Cancer Center are crucial support services at the Katz Cancer Resource Center and Infusion Center which provide therapy, navigation, education, and more, of which many are only available and made possible through your generosity.



These are a selection of the key initiatives your partnership will support. As a comprehensive program, the Dominican Hospital Foundation continues to respond and support the changing health care needs of the Santa Cruz County area served by Dominican Hospital.

Digital Marketing

Year round recognition on Dominican Hospital Foundation websites, email communications, and social media accounts.

Follow Us



supportdominican.org

@DominicanHospitalFoundation

#DominicanHospitalFoundation



Sponsorship Spotlight

Opt-in to take part in creating a individualized video, showcasing your business and bring awareness to why your support matters.

Scan the QR code to view past sponsorship spotlights on our YouTube Channel

Print Marketing

Exposures across multiple print publications and event materials in sponsorship of Dominican Hospital Foundation's key initiatives.



As a sponsor,
you receive
an ad in
each issue.

Focus on Wellness

Focus on Wellness is a biannual publication that covers a variety of topics relating to health and wellness, shared stories of gratitude to Dominican Hospital, and includes the Personal Enrichment Program Catalog (PEP).

Audience: Santa Cruz County residents, Dominican Hospital and affiliated clinics

Exposures: 90,000 households 2x/year = 180,000 exposures

Recognition:

- Company promotional ad in each issue
- Listing on annual Honor Roll of Donors
- Sponsor Spotlight article

In-Hospital Recognition

Be seen.

Our sponsors are recognized at many locations within the Hospital — and in a variety of ways — and provide daily exposure to visitors, patients and staff.



Audience: 1,600 Staff, 500 Physicians, 25,000 Inpatients, 150,000 Outpatients, 100,000 Visitors

Exposures: combined exposures of 277,000 +

Recognition:

- Lobby Donor Wall
- Logo recognition on Main Lobby MediaTile
- Recognition Banner, which is rotated in various areas of the Hospital for maximum exposure: front lobby, main hallway, Emergency Department, entrance to the Acute Rehabilitation Unit (ARU), and more.

Partnership Impact

By working together with the Dominican Hospital Foundation, be assured that your contributions will make a significant impact on our community's level of health care. We invite you to join us in this impactful effort.

da Vinci® Xi Surgical System

This technology provides surgeons with increased dexterity, the power to examine areas under surgery with an enhanced 3DHD view, and the ability to identify specific parts of the body using firefly fluorescence imaging.

Dominican's robotic program encompasses patients from gynecologic, urologic, cardiac, and general surgery, among many other areas.



Advanced Multipurpose Patient Simulator

An adult mannequin with more than 100 different anatomical simulation capabilities, vocal response capabilities, integrated computer-based monitors and user interface.

This innovative technology will help ensure improved patient experience and outcomes by providing our nurses with the best possible hands-on simulation training.



Comprehensive Cardiac Operating Suite

This surgical suite enables seamless and centralized delivery of advanced imaging and diagnostics, minimally invasive interventions, and open surgery.



Transport Isolette

This state-of-the-art equipment is a “mini-NICU on wheels” transporting infants throughout the tri-county area while providing heat, ventilation, IV fluids, medical air, and oxygen.



Healing Gardens

The Healing Courtyards Initiative redesigned four courtyards to bring a sense of serenity to patients and their families during their visit. Research shows that access to nature can reduce stress levels and the need for pain medication, speed up the recovery process, and shorten the duration of hospital stays for patients.

Partner With Us.

Partnership for Patient Care

Presenting Sponsors



Hope Sponsors



Trust Sponsors

Optum

Kindness Sponsors

1st Capital Bank
AMG Anesthesia Medical Group - Santa Cruz
The Giving Collaborative
The Weeden Hammer Locatelli Group at Morgan Stanley
Santa Cruz Medical Group

Sponsorship Levels

Presenting

\$30,000+

Hope

\$10,000–\$29,999

Trust

\$5,000–\$9,999

Kindness

\$2,500–\$4,999

Call us at 831.462.7712 or visit supportdominican.org