

11TH ANNUAL
**TREADS
&
THREADS**

SEPTEMBER 7, 2012



Sponsorship levels

DAYTONA INTERNATIONAL SPEEDWAY

Title Sponsor (\$30,000)

- Private tent with private bar
- Hors d'oeuvres and desserts delivered to your tent
- 60 passes with pre-party admission
- 6 VIP parking permits
- Photo of 2 guests with headliner
- 2 grandstand and 2 Hospitality Village passes to the NASCAR Sprint Cup Series – Hollywood Casino 400 – including pre-race pit tour and Fan Walk (Sunday, October 21, 2012)
- Company logo on stage screens
- Prominent title sponsorship recognition in PR, promotional materials, event passes and program
- Recognition as a Company Committed to Care, including a feature ad in a prominent local publication
- Recognition in the hospital's external publications, including *BeWell* and *Good Medicine*
- Invitations to our annual Chairman's Club gathering and other hospital celebrations

TALLADEGA SUPERSPEEDWAY

Event Sponsor (\$20,000)

- Private tent with shared bars
- 42 passes with pre-party admission
- 5 VIP parking permits
- 2 grandstand and 2 Hospitality Village passes to the NASCAR Sprint Cup Series – Hollywood Casino 400 – including pre-race pit tour and Fan Walk (Sunday, October 21, 2012)
- Invitations to our annual Chairman's Club gathering and other hospital celebrations

KANSAS SPEEDWAY

Corporate Partner (\$10,000)

- Private, tented hospitality area with shared bars
- 24 passes with pre-party admission
- 2 VIP parking permits
- Invitation to our annual President's Club reception

DARLINGTON RACEWAY

Supporting Sponsor (\$5,000)

- Tented hospitality area with shared bars
- 12 passes with pre-party admission
- 1 VIP parking permit
- Invitation to our annual President's Club reception

SPONSOR BENEFITS FOR ALL LEVELS

- Sponsorship recognition in advertising, on-site signage and event program
- Guest photos
- Recognition on the hospital's website, kumed.com; The University of Kansas Cancer Center's website, kucancercenter.org; and the event website, treadsandthreads.org
- Recognition in the hospital's Annual Report
- Recognition on the hospital's intranet and in a special issue of an internal publication reaching more than 8,000 employees, students and visitors on campus
- Invitation to our sponsor recognition event

A BLACK-TIE BENEFIT AT KANSAS SPEEDWAY FOR

THE UNIVERSITY OF KANSAS HOSPITAL