



The **Donate Life Dedication Garden** offers donor families, transplant recipients and candidates, hospitals, transplant centers, organ, tissue and eye recovery organizations, and other organizations nationwide the opportunity to dedicate **Donate Life Roses** placed on Donate Life's float entry in the Rose Parade, which is watched by tens of millions of people in the U.S. and worldwide on New Year's Day. Each dedicated rose is placed in a vial that carries a unique, personal message of love, hope and remembrance, and honors donors, recipients, and others who have been touched by organ and tissue donation. Altogether, thousands of roses form the Donate Life Dedication Garden, a featured design element on the Donate Life Rose Parade Float each year.



We are proud to offer your organization the opportunity to **honor families of organ, eye and tissue donors you have served.** Your dedicated Donate Life Roses recognize the generosity of donors and their families and demonstrate your compassion towards them. Through your participation, your staff will join in a meaningful tribute that reverently celebrates your role as a vital collaborative partner in the organ, tissue and eye donation process.

By dedicating roses on the Donate Life Rose Parade Float, your organization becomes an official supporter of the Donate Life community's annual Rose Parade float entry. There are two ways you can participate in this national tradition:

1. **Become a Donate Life Rose Sponsor:** Dedicate five or more Donate Life Roses to honor organ, tissue, and/or eye donors who save and heal lives in their passing, or staff members whose efforts make the gift of life possible
2. **Host a Donate Life Rose Ceremony:** Present your Donate Life Roses to families at a ceremony honoring donors, offering a deeply meaningful experience to donor families as well as the staff who cared for them.

As the Donate Life float appears on ABC, NBC, Univision, HGTV and other networks on New Year's Day, your staff will feel overwhelming pride in knowing the Donate Life Roses dedicated by your organization adorns the most celebrated and meaningful float entry in the illustrious history of *America's New Year Celebration.*



Honoring Donors, Inspiring Communities

Each year, more than 40 hospitals and transplant centers nationwide are proud to support the Donate Life Rose Parade Float :

"At our hospitals and clinics, we see people every day whose lives have been saved by organ donations. We support the Donate Life float because it is a great way to honor our organ donors and emphasize the life-saving importance of organ donation and transplantation."

- James H. Ross, CEO, University of Missouri Health Care

"We are thrilled at the Washington University and Barnes-Jewish Hospital Transplant Center, to be able to honor the courage and generosity of organ and tissue donors, donor families and transplant patients in such a beautiful and tangible way. It's a wonderful reminder to the millions watching that they, by registering as an organ donor, can give others the hope of having "...One More Day."

- Gene Ridolfi, Director, Washington University and Barnes-Jewish Hospital Transplant Center

"We are proud to honor the families of organ, cornea and tissue donors through our participation in the 2012 Donate Life Rose Parade Float. Acknowledging the heroic decisions donor families have made toward helping strangers in need, coincides with our mission: to extend the healing ministry of Jesus Christ."

- Patrick Carrier, CEO, CHRISTUS Santa Rosa Health System

"Midwest Transplant Network has been amazed by the display of support from our hospitals for the Rose Parade in honoring their organ, tissue and eye donors. Our relationships have grown deeper in this combined effort to realize the true meaning of the gifts and the celebration of the lives saved through donation. It is our honor to partner with these hospitals."

- Jan Finn, Chief Operations Officer, Midwest Transplant Network





Donate Life Rose Sponsorship

Donate Life Rose Sponsor – \$250

Dedicate five Donate Life Roses to donors, their families, and/or staff and receive:

- (5) Dedicated Roses on the Donate Life float in the 2013 Rose Parade:
 - (5) Donate Life Rose vials to be personalized by your honorees, then returned to the Donate Life Float Committee to be placed on the float
 - (5) duplicate Donate Life Rose vials, to be kept by your honorees
 - (5) dedication cards describing the significance of the Donate Life Rose to the honored family
 - Access code to post your dedications on the Donate Life float website
- Display-ready presentation folder and customized full-color certificate reading:

[Your Organization]

honors our organ, eye and tissue donors for their decision to donate life

- Digital resources to create personalized certificates for each honoree
- Your organization's name and URL posted to the Dedication Garden section of the float website, www.donatelifefloat.org



Additional Rose Dedications – \$15 each

- Honor donors beyond the five that are included with your Donate Life Rose Sponsor package, with the benefits above extended to all dedications.
- With 50 or more dedicated roses, your organization recognized as a Donate Life Rose Parade Float Contributing Sponsor:
 - Name and URL posted to Official Partners section of float website
 - Acknowledgement in Rose Parade souvenir program advertisement (commitment required by September 30)



Donate Life Rose Ceremonies

In addition to dedicating roses, you may wish to replicate a best practice of hospitals and transplant centers nationwide by hosting a **Donate Life Rose Ceremony**. These special events offer enormous opportunity for meaning, teamwork and collaboration.

Your gift of dedicated roses at a public gathering offers staff, families and community you serve the opportunity to celebrate your good works and participation in “America’s Donate Life Celebration.” Donate Life Rose Ceremonies typically garner substantial media attention, boosting your visibility, esprit de corps, and relationship with the community you serve.

“We give our donor families a replica of the rose that goes on the float. It’s difficult to describe how moving it is when they look at the rose or the meaning they find in it, and it’s equally meaningful for the hospital staff who attend.”

- Bonnie Kass, Vice President and Chief Nurse Executive, Huntington Hospital

“The Rose Ceremony was more powerful than I could have imagined. It gave our hospital and OPO a way to collaborate in order to honor our donor families.”

- Gerald T. Kozai, CEO, St. Francis Medical Center

“Freeman’s fundraising for their Donate Life Rose Ceremony created an atmosphere of participation and team effort throughout the entire hospital, from maintenance staff through nursing staff to the CEO. All hospital staff and guests had the opportunity to be a part of this very special tribute.”

- Cathy Lucchi, Hospital Services Coordinator, Midwest Transplant Network





2013 Rose Sponsorship Commitment

Yes! We wish to join hospitals, transplant centers and organizations nationwide as Donate Life Rose Sponsor.

Organization Name _____

Contact Name _____

Contact Title _____

Street Address _____

Email _____ Phone _____

Name of organization to appear on your certificate and float website (if different from above)

URL of organization hyperlink on float website:

	Qty	Each	Total
Donate Life Rose Dedications (first five)	5	NA	\$250
Donate Life Rose Dedications (additional, if any)		\$15.00	
TOTAL			

We plan to host a Donate Life Rose Ceremony on (Date) _____

Enclosed is my check payable to Donate Life Rose Parade Float Committee

Please charge my credit card: Amex MasterCard VISA

Credit Card Number _____ Exp _____

Name on Card _____ Signature _____

Orders must be received by Nov. 30 via mail (Attn: Donate Life Dedication Garden, c/o OneLegacy Foundation, 221 S Figueroa St, Ste 500, Los Angeles CA 90012) or fax (213-633-1650). Your Rose Sponsor package will arrive within 10 business days of your commitment. Thank you!

The Donate Life Rose Parade Float campaign is a program of the OneLegacy Foundation, a division of OneLegacy, the non-profit organ and tissue recovery organization serving the seven-county Greater Los Angeles Area. OneLegacy Foundation is a 501(c)3 non-profit organization, Tax ID #45-2936915. Donations are tax-deductible to the maximum extent allowed by law.