

## AMERICA'S DONATE LIFE CELEBRATION



2015 Rose Parade Campaign  
Sponsorship Opportunities



*How can something that moves at the speed of a funeral procession make hearts race?*

*How can a parade float with a clock going backward make you feel so good about the future?*

*The Donate Life float feels like both a funeral and a christening, like heartache and heartsong.*

*It's a downer and an upper and a breath-taker all in one.*

*It will represent the best of us.*

*- Rick Reilly, ESPN.com  
11-time National Sportswriter of the Year  
December 29, 2011*

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COMMENTARY

## The parade of life

By **Rick Reilly** | ESPN.com Originally Published: December 29, 2011

*Rick Reilly*

Using coffee, onion, oregano, cinnamon and Cream of Wheat, volunteer Lisa Rhodes works on the floragraph of Jovante Woods, who died in 2010 but lives on through organ donation.

How can the murder of a referee in Arkansas bring joy in Pasadena?

LIFE 0

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ESPN 1



# The Donate Life Rose Parade Float: America's Donate Life Celebration!

Each New Year's Day, the world focuses its attention on Pasadena, California, home of the Rose Parade and Rose Bowl Game: a festival of flowers, music and sports unequalled anywhere in the world. A tradition dating back to the 19th century, the Tournament of Roses Parade is *America's New Year Celebration*®.

Since our debut in 2004, the Donate Life Rose Parade Float has become the world's most visible campaign to promote organ, eye and tissue donation. Our inspiring, celebratory and reverent float entries have become a popular mainstay in the parade, which is broadcast nationally by ABC, NBC, Univision, HGTV, RFD-TV and Tribune Broadcasting.

The annual Donate Life Rose Parade Float campaign supports the nation's organ, eye and tissue donation and transplant community by:

- Presenting real-life stories of organ, eye and tissue donors and recipients on a world stage
- Reaching a diverse worldwide audience numbering in the tens of millions
- Engaging thousands of donor family members, transplant recipients, living donors, healthcare professionals and their affiliated organizations in a nationwide collaboration

## **It's more than a float. It's what the float makes possible.**

In addition to funding the cost of the float, sponsors' contributions fund a comprehensive, multifaceted national campaign to extend the impact of our Rose Parade participation to all corners of the country and ensure a once-in-a-lifetime guest experience, including:

- An effective national and regional PR campaign that places hundreds of stories each year
- Special events for float participants, sponsor representatives and their guests
- Float and floragraphs decorating operations, supplies and volunteer support
- Support for over 60 local floragraph finishing media events nationwide
- Thousands of dedicated roses that honor donors, recipients and transplant candidates
- Float merchandise program

Each and every New Year, the Donate Life Rose Parade float's universal, emotional message and our float participants' moving stories of hope in the face of adversity communicate an uplifting message that inspires people worldwide to donate life.

Visit the official Donate Life Float website:

[WWW.DONATELIFEFLOAT.ORG](http://WWW.DONATELIFEFLOAT.ORG)



# The 2015 Donate Life Float Campaign

The 2015 Donate Life Rose Parade Float will be seen by 800,000 spectators, up to 40 million U.S. television viewers, and tens of millions more through news coverage inspired by the deeply meaningful purpose of our parade participation:

- 114 float participants (30 recipient riders, 12 living donor walkers and 72 floragraph honorees) sponsored by organ, eye and tissue donation and transplant organizations inspire news stories that air and publish throughout the three-month season of giving.
- Over 60 floragraph finishing events held across the nation rally communities to remember and honor donors and their living legacies.
- Thousands of roses dedicated by families, hospitals and advocates fill the float with personal messages of love, hope and remembrance.
- 1,500 volunteer float decorators bring the float to life in front of TV cameras.

## Parade and Float Theme

Each and every year, the Donate Life Float Committee draws upon the Rose Parade theme for inspiration as we craft our float theme, design and national media campaign. The 2015 Rose Parade theme, *Inspiring Stories*, is a natural starting point for the Donate Life float, which from the beginning has been about people and their courage in the face of adversity.

## Campaign Timeline

|                                  |   |
|----------------------------------|---|
| Jan-Jun 2014                     | Float design, creative development and unveiling      |
| Apr-Aug 2014                     | Selection of participants and sponsor representatives |
| Jul-Sept 2014                    | Rider, walker and floragraph activation               |
| Aug-Oct 2014                     | Hotel reservations and event registration             |
| July 2014-Jan 2015               | National PR campaign                                  |
| Oct 18 & 25;<br>Dec 6 & 13, 2014 | Floragraph decorating by volunteers                   |
| Nov 1, 2014                      | Volunteer decorating signups open                     |
| Nov 1-Dec 17, 2014               | Floragraph finishing events nationwide                |
| Dec 6 & 13, 2014                 | Floragraph decorating by families                     |
| Dec 6, 13, 20, 26-31, 2014       | Float decorating                                      |
| Dec 29, 2014-Jan 1, 2015         | Donate Life special events and 126th Rose Parade      |

## Join America's Donate Life Celebration!

The following pages summarize the sponsorship opportunities from which you may choose. You may indicate your intent to sponsor the Donate Life Rose Parade Float's 2015 national campaign by returning the commitment form to the Donate Life Float Committee.

We hope you will join our journey to the 2015 Rose Parade and beyond!



Donate Life's Rose Parade participation began on New Year's Day 2004 with "A Symphony of Life".



The Dedication Garden took center stage on 2007's "Giving From The Heart," with 1,000 roses honoring donors.



Donate Life's string of five consecutive awards began in 2008, when "Life Takes Flight" won the Judges Special Trophy.



2009's "Stars of Life" won the prestigious Queen's Trophy for most effective use of roses in concept, design and presentation.



"New Life Rises" won the Theme Trophy for excellence in presenting the 2010 Rose Parade theme "A Cut Above The Rest."



In 2011, the Theme Trophy awarded Donate Life's call upon all viewers to "Seize the Day!" by registering as donors.

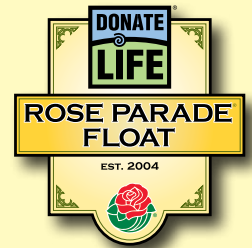


In the leadup to the 2012 Rose Parade, more than 700 media stories inspired tens of millions to imagine "...One More Day."



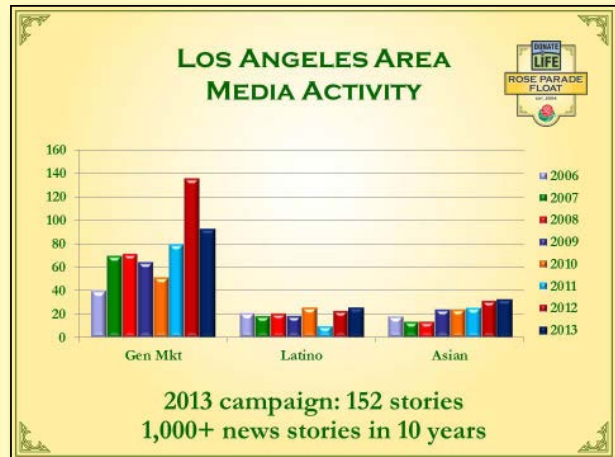
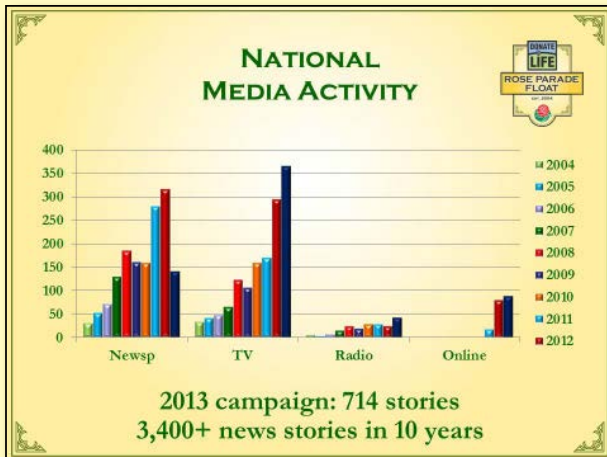
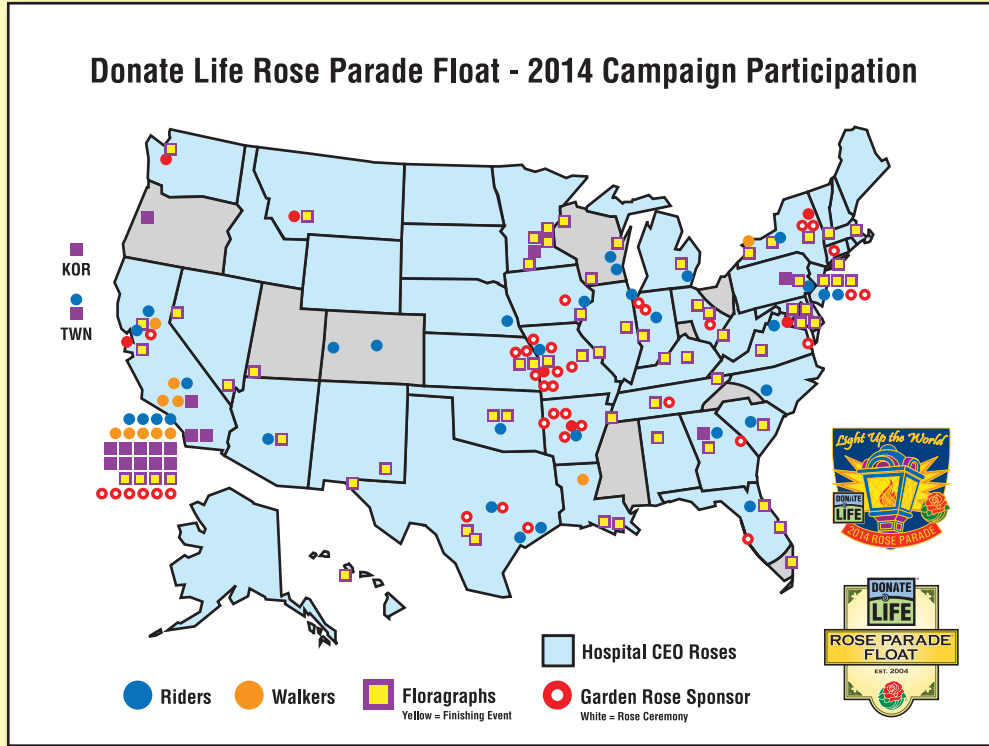
In 2014, a dozen living donor walkers helped guide "Light Up the World" to a third Theme Trophy.

# Donate Life Float Committee



|                              |   |
|------------------------------|---|
| Bryan Stewart - Chairman     | OneLegacy   |
| Glenn Abercrombie            | Dignity Memorial Network                                |
| Thomas Asfeldt, RN, BAN, MBA | Sanford USD Medical Center                              |
| Rivian Bell                  | JDI Communications                                      |
| Esther-Marie Carmichael      | Keck Medicine of USC; Donor Sister                      |
| Christina Courtney           | OneLegacy; Donor Sister                                 |
| Steve Ferkau                 | Lung Recipient  |
| Elizabeth Fox                | Donor Wife  |
| Gary Foxen                   | Lung Recipient, Donate Life Float Visionary             |
| Anne Grey                    | OneLegacy Foundation                                    |
| Kathleen Hostert             | OneLegacy; Living Donor                                 |
| Aaron Kelchner               | Donate Life America                                     |
| Kari Kozuki                  | OneLegacy   |
| Annie Kure                   | OneLegacy   |
| Larry Lefferts               | Donor Father  |
| Karen Libs                   | Consultant, Organ Donation and Transplantation Alliance |
| Randa Lipman                 | Mid-South Transplant Foundation                         |
| Virginia McBride             | PERFUSIX USA  |
| Betty McNamara               | Musculoskeletal Transplant Foundation                   |
| Tom Mone                     | OneLegacy   |
| Vicky Nguyen                 | OneLegacy; Liver Recipient                              |
| Simera Nichols               | San Antonio Eye Bank                                    |
| Jeffrey P. Orlowski          | LifeShare Transplant Donor Services of Oklahoma         |
| Erika Ospina Awad            | OneLegacy   |
| Lisa Rhodes                  | Cedars-Sinai Medical Center                             |
| Amy Waterman, PhD            | UCLA David Geffen School of Medicine                    |

# National Campaign at a Glance





**Light Up the World  
by registering as an  
organ, eye & tissue donor.  
DonateLifeAmerica.org**



*We are grateful to the national community of sponsors whose support makes the Donate Life Rose Parade® Float campaign possible:*

**BENEFACTORS**

American Association of Tissue Banks (AATB)  
Bridge to Life, Ltd.  
Dignity Memorial  
Donate Life America

Donate Life Run/Walk Committee  
Josiah's House  
OneLegacy  
OneLegacy Foundation

Order of St. Lazarus  
Ryan Viator's Legacy  
SightLife  
TBI/Tissue Banks International

**RIDER, WALKER & FLORAGRAPH SPONSORS**

ABC7  
Alabama Organ Center  
AlloSource  
American Association of Tissue Banks (AATB)  
ARORA (Arkansas Regional Organ Recovery Agency)  
Bacterin International  
Bridge to Life, Ltd.  
Buddhist Tzu Chi Medical Foundation  
California Transplant Donor Network  
Cedars-Sinai Comprehensive Transplant Center  
Center for Donation & Transplant  
CORE  
CryoLife, Inc.  
Cytonet, LLC  
Dignity Memorial  
Donate 4 Life  
Donate Life California  
Donate Life Float Committee  
Donate Life Northwest  
Donate Life Run/Walk/OneLegacy Foundation  
Donor Alliance, Inc.  
Donor Network of Arizona  
Emory Transplant Center

Finger Lakes Donor Recovery Network  
Gift of Hope Organ & Tissue Donor Network  
Gift of Life Donor Program  
Indiana Organ Procurement Organization (IOPO)  
Iowa Donor Network  
JJ's Legacy  
Joseph H. Helfgot Foundation  
Josiah's House  
Kentucky Organ Donor Affiliates  
Korean Organ Donor Program  
Life Alliance Organ Recovery Agency  
LifeGift  
Lifeline of Ohio  
LifeLink of Georgia  
LifeShare Transplant Donor Services of Oklahoma  
Lifesharing  
LifeSource  
Living Donation California  
Living Legacy Foundation of Maryland  
Loma Linda Univ. Med. Ctr. Transplantation Institute  
Louisiana Organ Procurement Agency  
Lucey Mortgage Corporation  
Medtronic Spinal and Biologics

Mendez National Institute of Transplantation  
Mid-America Transplant Services  
Mid-South Transplant Foundation, Inc.  
Midwest Transplant Network  
Minnesota Lions Eye Bank  
Musculoskeletal Transplant Foundation  
New England Organ Bank  
NJ Sharing Network Foundation  
OneLegacy  
Order of St. Lazarus  
Riverside Community Hospital  
RTI Donor Services  
Ryan Viator's Legacy  
Sallop Insurance Agency  
Sierra Donor Services  
SightLife  
Taylor's Gift Foundation  
TBI/Tissue Banks International  
Tennessee Donor Services  
TransLife  
UCLA Health System  
Unyts  
Washington Regional Transplant Community

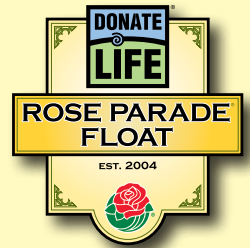
**CONTRIBUTING SPONSORS**

Community Healthcare System  
Houston Methodist J.C. Walter Jr. Transplant Ctr.  
In Memory of Michael E. Creighton  
JDI Communications, Inc.  
LifeLink Foundation

Lone Star Lions Eye Bank  
NATCO, The Organization for Transplant Professionals  
North Kansas City Hospital  
Phillips 66  
Phoenix Decorating Co.  
Renal Support Network

St. Vincent Medical Center  
TRIO Ventura County/West Valley Chapter  
UC Irvine Health  
University of Missouri Health Care  
Vons

*Special thanks to the families and organizations whose roses of love, hope and remembrance fill our Donate Life Dedication Garden.*



# Rider/Walker Sponsorship

Since Donate Life's debut in 2004, more than 230 transplant recipients, living donors, and donor family members have experienced the "ride of a lifetime" aboard the most celebrated float in Rose Parade history.

In order to streamline our message and create a platform to highlight living donors, starting in 2014 the Donate Life float fielded two groups of mobile participants: transplant recipient Riders and living donor Walkers.

## Ambassadors to the Community

Riders and Walkers have a special opportunity to dedicate their ride to others: they can represent an organization, community, city, region or even an entire state. On a more personal level, they can ride in honor of their donor.

## Announcing Your Rider/Walker

Once your Rider/Walker is identified, sponsors formally announce their participation at a standalone event or as a meaningful part of another gathering. For returning sponsors, "passing the torch" from a previous participant adds a sense of tradition and importance.

## Media Campaign

Once all Riders and Walkers are formally announced on the float website, sponsors are invited to join dozens of media professionals in a national PR Working Group to identify stories with national media potential and share successful practices. Our goal: the greatest possible local, regional and national coverage of each and every float participant.

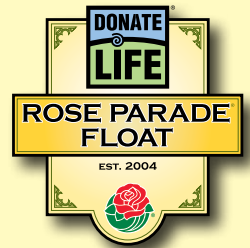
## Made-for-Media Events

One of the more successful made-for-media events involved a living donor who visited a dialysis center, presenting roses to the patients and asking them to sign a jacket to be worn during his ride down Colorado Blvd. We invite sponsors to employ their participants as ambassadors to the community, generating goodwill and anticipation throughout the holiday season.

## Sponsorship Contribution

Each Rider or Walker is supported by a \$5,500 sponsorship contribution plus travel expenses and event tickets for the participant and one guest, with no obligation to cover the cost of additional travelers. Projected cost for airfare, lodging (In Dec. 29, Out Jan. 2), meals, grandstand seating and special events for five days/four nights for party of two is \$2,500 to \$3,000.





# Floragraph Sponsorship

A trademark of the Donate Life Rose Parade Float is the collection of memorial floragraph portraits of deceased organ, cornea and tissue donors that are integrated into the float design each year.

The Floragraph Sponsor—acting independently or paired with an “affiliated partner” that has relationships with donor families—selects the donor and family to honor with this deeply meaningful opportunity. Together with the float’s contingent of riders and walkers, floragraph honorees are the centerpiece of the national media campaign surrounding Donate Life’s annual Rose Parade participation.

## Decorating in Pasadena

Families may come to Pasadena the first two weekends of December to decorate the portrait of their loved one. Donate Life volunteers guide floragraph families through the profound experience of bringing the 12” 16” portraits to life.

## Completing the Floragraph on Local TV

For families outside Southern California, local volunteers — many of them donor family members, living donors and transplant recipients — decorate the portraits to near-completion. The Float Committee then sends the floragraph to the sponsor so that the donor family can complete the portrait at a floragraph finishing event.

## The Donate Life Rose Parade Experience

Sponsors are required to send their honored floragraph families to Pasadena to meet other donor families, participate in our special events, and attend the Rose Parade, where they are seated in position to view their loved one’s portrait pass by the grandstands.

## Returning Floragraphs to Families

After the Rose Parade, the floragraphs are carefully recovered from the float and returned to the Floragraph Sponsors, who then have the opportunity to frame and return the floragraph in a meaningful way.

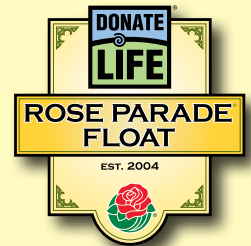
## Sponsorship Contribution

Non-AOPO Members: \$4,000

AOPO Members: \$3,000 to \$4,000 tiered by organ transplant activity  
Floragraph Sponsors are also required to cover travel expenses and event tickets for a family of two, with no obligation to cover the cost of additional travelers. Projected cost for airfare, lodging (In Dec. 29, Out Jan. 2), meals, grandstand seating and special events for five days/four nights for a party of two is approximately \$2,500 to \$3,000.



# The Donate Life Rose Parade Experience



Each year, the Donate Life Float Committee host a series of events surrounding our Rose Parade participation. Float participants, sponsor representatives, and their friends and family are invited to participate. Unlike past years, event tickets are purchased rather than included in sponsorship packages in order to give participants and sponsors maximum flexibility over their event participation. Transportation between the Sheraton Pasadena and Rosemont Pavilion (the float decorating facility) is provided.

|                                    |  |
|------------------------------------|--|
| <b>Tour of Rosemont Pavilion</b>   | All guests and families with children under 13 may view the Donate Life float and decorating operations up close with a tour of Rosemont Pavilion led by Tournament of Roses volunteers. Warm, casual attire; tennis shoes required.   |
| <b>Rider/Walker Dinner</b>         | Float riders meet one another, sign commemorative posters, and plan for the next several days' activities. Nice/casual attire. Walking distance from Sheraton Pasadena and overflow hotel. \$25 per person. No cost for kids under 12.   |
| <b>Floragraph Family Breakfast</b> | Floragraph families meet one another and potentially the volunteers who decorated their portraits with such care. Nice/casual attire. Walking distance from Sheraton Pasadena. \$25 per person. No cost for kids under 12.   |
| <b>Donate Life Float Gala</b>      | Float participants, sponsors and guests enjoy a special evening featuring a silent auction, raffle, inspiring speakers and entertainment. Cocktail attire. Walking distance from Sheraton Pasadena. \$150 per person. Not recommended for guests under 12.   |
| <b>Float Judging</b>               | After the float comes out of the barn for the first time, a dress rehearsal in front of the judges is the final step in determining award winners. Float riders required to attend in Rose Parade attire. Participants, sponsors and their families welcome. Lunch served by the legendary Taco Cart. Warm, comfortable attire. No cost.   |
| <b>Rose Parade</b>                 | Choose from two seating locations:<br><b>300 E Colorado Blvd:</b> Fronting the entrance plaza to the Paseo Colorado shopping complex, these grandstands are two blocks north of the Sheraton Pasadena. View up the street is obstructed by buildings. Seat holders will have access to Paseo Colorado's private restrooms. \$75 each.<br><b>240/235 W Colorado Blvd:</b> These grandstands on opposite sides of the Parade route are two blocks north and 3/4 mile west of the Sheraton Pasadena between "media corner" and Downtown Pasadena. Though more expensive than the other grandstands, the view looking up the street is completely unobstructed. Families and sponsors of float riders or floragraphs positioned on the north side of the float will be seated in the 235 W Colorado Blvd stands, which face south. All others will be seated at 240 W Colorado Blvd, which will have a full view of float riders and floragraphs on the south side of the float as it passes by. \$100 each. |
| <b>Post-Parade Lunch</b>           | Welcome the float riders back from their journey as you enjoy lunch. A short walk from the 300 E Colorado Blvd grandstands. \$35 per person. No cost for kids under 12.  |
| <b>Rose Bowl Game</b>              | Tickets are available to order in early September with an order deadline of Sept. 24. Subject to fulfillment by Pasadena Tournament of Roses Association. Approx. \$200 each.  |

# Reflections on the Donate Life Rose Parade Float Experience



“The kindness of strangers during this trip was absolutely phenomenal...the instant comraderie and the love was simply amazing. I have never felt anything quite like it before, and I feel quite sure I will never experience anything like this again. - *Floragraph Family*

“The experience is hard to fully grasp and continues to stink in when I tell myself, ‘Yes, that really did happen.’” - *Float Rider*

“I had the profound personal and professional experience of attending this year’s Tournament of Roses Donate Life float activities which was beyond description with its impact on donor families, recipients, and public awareness. If you haven’t attended in the past, I’ll vouch that it’s one of the most well organized and powerful events I’ve personally experienced.” - *Float Rider Sponsor*

“We came honestly thinking that it will be a cool experience to ride in the Rose Parade, but left with one of the best experiences of our life. Words cannot describe the wonderful memories of the week.” - *Float Rider*

“The response we got along the parade route was awesome. People stood and clapped, threw kisses, put arms to show a hug, and put their hands on their heart, along with tears in eyes.”  
*Float Rider*

“Participation with the dedicated roses for my wife has meant far more for me than words can adequately express.” - *Transplant Recipient in Arizona*

“We felt completely included and our float rider and floragraph families were treated like royalty.”  
*Float Rider/Floragraph Sponsor*

“A well-oiled machine—but not slick—that feels homey and welcoming to all.” - *Float Rider*

“Both of our families emailed and texted me through the entire weekend saying what a great time they were having and the great care given to them by all the staff and volunteers. My heartfelt thanks to the entire team for the work they do through the year to make this event happen. It truly means so much to the community.” - *Floragraph Sponsor*

“I just read about the 26 roses placed for the Newtown victims. I can’t think of a better way to honor them. I am so proud to have been a part of an organization with so much heart and class.”  
*Float Rider*

“Everything was amazing. The float was beautiful, and the seats were incredible. We felt like we could almost reach out and touch the floats.” - *Float Rider/Floragraph Sponsor*

“I can’t tell you how much this past week has meant to all of us. It truly was a special time with special memories and friends who will be a part of our lives forever.” - *Float Rider*



# 2015 Float Sponsorship Opportunities

Over 140 organizations sponsored the 2014 Donate Life Rose Parade Float campaign. We invite organizations nationwide to join them in sponsoring our 2015 campaign in any of the following ways:

| Level                       | Key Benefits  | Required Contribution  | Who Should Sponsor?   |
|-----------------------------|---|--|---|
| <b>Benefactor</b>           | Acknowledgement as top-tier sponsor; customized package             | \$10,000+  | Associations<br>Industry Leaders  |
| <b>Rider/Walker Sponsor</b> | Sponsorship of Rider (30 total) or Walker (12 total)                | \$5,500 plus travel and event tickets expenses for participant and guest   | Organ Procurement Organizations<br>Tissue and Eye Banks<br>Transplant Centers<br>Foundations<br>Associations                                    |
| <b>Floragraph Sponsor</b>   | Sponsorship of Floragraph (72 total)                                | Non-AOPO Members: \$4,000<br>AOPO Members: \$3,000, \$3,500 or \$4,000<br>Travel and event tickets for two donor family members required | Organ Recovery Organizations<br>Tissue and Eye Banks<br>Hospitals<br>Foundations<br>Suppliers (paired with Affiliated Partner)                  |
| <b>Event Sponsor</b>        | See next page   | \$2,500 to \$20,000  | Relationship Builders   |
| <b>Rose Sponsor</b>         | Sponsorship of 5 or more roses in the Donate Life Dedication Garden | \$250 for first 5 roses<br>\$15 for each additional rose;<br>see commitment form for complete information.                               | Hospitals and Transplant Centers<br>Funeral Homes<br>Tissue Processors (partnership w/recovery organizations)<br>OPOs (partnership w/hospitals) |

All packages offer the following benefits:

- Sponsor identification and hyperlinks as appropriate in press releases and on float website
- Complimentary invitations to Float Judging
- Bus transportation between Sheraton Pasadena and float decorating
- Opportunity to purchase unlimited tickets to special events and grandstands
- Opportunity to purchase tickets to the Rose Bowl Game (subject to fulfillment by Pasadena Tournament of Roses Association)
- Opportunity to request a decorating group of up to 20 volunteers (pending availability after first right for returning decorating groups)
- First right to renew sponsorship for 2016 Rose Parade campaign

Sponsors of the 2014 Rose Parade campaign have first right to renew their participation for the 2015 campaign. After May 15, 2014, new sponsors will be considered in order of commitment.

# 2015 Special Event Sponsorship Opportunities



Each year, the special events hosted by the Donate Life Float Committee add depth and meaning to the experience of each “pilgrim to Pasadena.” Two of these events stand out as extraordinary opportunities for companies to connect with the audience of transplant recipients, donor family members, living donors and donation/transplant professionals.



| Event                         | Floragraph Family Breakfast   | Donate Life Float Gala  |
|-------------------------------|---|---|
| <b>Description</b>            | Floragraph families meet one another and potentially the volunteers who decorated their portraits with such care. 500 attendees.  | Participants, sponsors and guests enjoy a special evening featuring a silent auction, raffle, inspiring speakers and entertainment. 500 attendees.  |
| <b>Date/Time</b>              | Dec. 30, 10am-12noon  | Dec. 30: Reception 6pm-7pm,<br>Dinner & Program 7pm-11pm  |
| <b>Location</b>               | Pasadena Convention Center Atrium   | Pasadena Convention Center Ballroom   |
| <b>Presenting Sponsorship</b> | <ul style="list-style-type: none"> <li>- Recognition as top-tier Benefactor of 2015 Donate Life Rose Parade Float</li> <li>- Name of event to include “Presented by [Sponsor]” in all mentions</li> <li>- Prominent signage, A/V presence at event</li> <li>- Representative to speak during program</li> <li>- Right to distribute promotional item at event</li> <li>- Full-page ad in 2014 Yearbook</li> <li>- Table of 10 at event</li> <li>- \$10,000</li> </ul> | <ul style="list-style-type: none"> <li>- Recognition as top-tier Benefactor of 2015 Donate Life Rose Parade Float</li> <li>- Name of event to include “Presented by [Sponsor]” in all mentions</li> <li>- Prominent signage, A/V presence at event</li> <li>- Representative to speak during program</li> <li>- Right to distribute promotional item at event</li> <li>- Full-page ad in 2014 Yearbook</li> <li>- Table of 10 at event</li> <li>- \$25,000</li> </ul> |
| <b>Table Sponsor</b>          | <ul style="list-style-type: none"> <li>- Table of 10 at event</li> <li>- \$1,500</li> </ul>   | <ul style="list-style-type: none"> <li>- Table of 10 at event</li> <li>- Inclusion in pre-program slideshow</li> <li>- \$2,500</li> </ul>   |

All packages offer the following benefits:

- Sponsor identification and hyperlinks as appropriate in press releases and on float website
- Complimentary invitations to Float Judging
- Bus transportation between Sheraton Pasadena and float decorating
- Opportunity to purchase unlimited tickets to special events and grandstands
- Opportunity to purchase tickets to the Rose Bowl Game  
(subject to fulfillment by Pasadena Tournament of Roses Association)
- First right to renew sponsorship for 2016 Rose Parade campaign



# 2015 Sponsorship Commitment

**Yes! We wish to join organizations nationwide as an Official Sponsor of the 2015 Donate Life Rose Parade Float campaign.**

We will support the Donate Life Rose Parade Float's life-saving mission as a:

- Rider/Walker Sponsor     \$5,500 Plus Travel and Event Tickets for Rider and One Guest
- Floragraph Sponsor     Non-AOPO Members:
  - \$4,000 Plus Event Tickets for Party of TwoAOPO Members:
  - \$4,000 for OPOs with 600+ Organs Transplanted in 2011
  - \$3,500 for OPOs with 300-599 Organs Transplanted in 2011
  - \$3,000 for OPOs with >300 Organs Transplanted in 2011Plus Travel and Event Tickets for Family of Two Required
- Floragraph Family Breakfast      Presenting Sponsor: \$10,000      Table Sponsor: \$1,500
- Donate Life Float Gala      Presenting Sponsor: \$25,000      Table Sponsor: \$2,500

Name of Primary Contact \_\_\_\_\_

Contact Title \_\_\_\_\_

Organization \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

- Check enclosed or sent under separate cover
- Please invoice us for our contribution

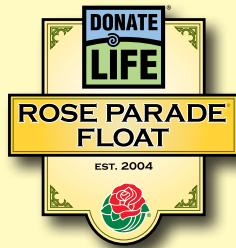
Credit Card:    Amex     MasterCard     VISA

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Please return this document to Annie Kiefhaber, Donate Life Float Program Manager, via email (akiefhaber@onelegacy.org) or fax (213-633-1630). Thank you!

*The Donate Life Rose Parade Float campaign is a program of the OneLegacy Foundation, the support arm 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.*



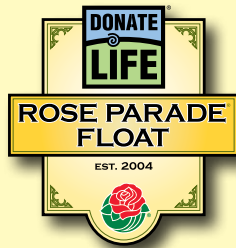
The **Donate Life Dedication Garden** offers donor families, transplant recipients and candidates, hospitals, transplant centers, organ, tissue and eye recovery organizations, and other organizations nationwide the opportunity to dedicate **Donate Life Roses** placed on Donate Life's float entry in the 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. 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, over 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."*

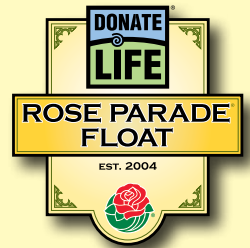
*- Patrick Carrier, CEO, CHRISTUS Santa Rosa Health System*

*"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 Dedication Garden Programs



| Program                | Description   | Deadlines   |
|------------------------|---|---|
| Individual Dedications | For a \$30 contribution, individuals and families dedicate roses in memory, honor or support of loved ones.<br><i>Order online at <a href="http://www.DonateLifeFloat.org">www.DonateLifeFloat.org</a></i>  | Order between 7/1 and 12/23<br>Order by 12/1 for acknowledgement to be received by Christmas<br>Placement appointments first-come, first-served |
| Rose Sponsors          | Organizations sponsor five or more roses, with many hospitals and transplant centers presenting them to donor families, living donors and transplant recipients at rose ceremonies hosted at their facilities.<br><i>Return the Rose Sponsorship form below.</i>  | Order by 11/15<br>Packages fulfilled within 10 days<br>Return vials by 12/6<br>Placement quantities limited                                     |
| Hospital CEO Roses     | OPOs and their collaborating eye and tissue banks offer the CEOs of their partner hospitals the opportunity to handwrite dedications to be placed on the Donate Life float.<br><i>Float Committee will contact AOPO members.</i>  | Order by 8/1<br>Vials arrive by 9/1<br>Return vials by 12/6   |
| Roses of Remembrance   | Tissue banks join their recovery partners to offer complimentary rose dedications to donor families whose decisions to donate leave a legacy of life.<br><i>Contact Annie Kiefhaber for details.</i>  | Finalize program by 10/1<br>Order by 12/23<br>Order by 12/1 for acknowledgement to be received by Christmas                                     |
| Roses for Registries   | Through a generous grant from the Order of St. Lazarus, state donor registries nationwide dedicate five roses to the motor vehicle and government agencies whose partnership is essentials to registering organ, eye and tissue donors nationwide.<br><i>Float Committee will contact state donor registries.</i> | Order by 10/15<br>Vials placed on float<br>Certificate folders arrive by 2/28/15  |
| Roses of Hope          | Thanks to a generous gift In Memory of Michael E. Creighton, each Rider and Walker Sponsor is offered five roses for their sponsored participant to present to transplant candidates in a media-friendly setting.<br><i>Float Committee will contact Rider &amp; Walker Sponsors.</i>                             | Order by 10/15<br>Vials arrive by 11/1<br>Return vials by 12/6<br>Placement opportunities limited   |



# 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](http://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)

**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. Contact the Float Committee for guidance.



# 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*





# 2015 Rose Sponsorship Commitment

**Yes! We wish to join hospitals, transplant centers and organizations nationwide as a 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 |       |
| <b>TOTAL</b>                                      |     |         |       |

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

We would like to place our dedicated roses on the float personally on Dec. 29

Enclosed is my check payable to Donate Life Rose Parade Float

Please charge my credit card:     Amex     MasterCard     VISA

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Your commitment must be received by Nov. 15 via mail (Attn: Donate Life Dedication Garden, c/o OneLegacy Foundation, 221 S Figueroa St, Ste 500, Los Angeles CA 90012) or fax (213-633-1630). Your Rose Sponsor package will arrive within 10 business days. *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.*