

# Hospital Sponsorship Package

The Dallas-Fort Worth Hospital Council presents

## The 63rd Annual Awards Luncheon

October 20, 2011  
Arlington Convention Center

Reception - 11:00 a.m.  
Luncheon - 12:00-2:00 p.m.



Healthcare Leaders

# AAL

Annual Awards Luncheon  
**Arlington - 2011**



Keynote speaker

**Ted Koppel**

Historic television reporter and 26-year host of ABC's *Nightline*



Distinguished Health Service Award

**Mayor Mike and Rosie Moncrief**



Young Healthcare Executive of the Year

**Ashley McClellan**

HCA's Medical Center of Lewisville

**Please join us for this special day** when hospital trustees and healthcare leaders are honored for their commitment to North Texas and their belief that better health makes a better community.

## Dear Friend of the Council,

Please allow me to tell you about the Dallas-Fort Worth Hospital Council's **Annual Awards Luncheon**. This event is an opportunity to honor hospital trustees and healthcare leaders from across North Texas. The luncheon, on **Oct. 20, 2011** at the **Arlington Convention Center**, will attract more than 1,000 attendees coming together in the belief that better health makes a better community.

We will present the historic Distinguished Health Service Award to **Mayor Mike and Rosie Moncrief**. Mr. Moncrief, the former Mayor of Fort Worth, and his wife Rosie have been great contributors to the health of Texans for many years. Our keynote speaker is **Ted Koppel**, historic TV news reporter and host of ABC's *Nightline* for 26 years.

Sponsorship opportunities are available. These will allow you exposure and recognition at our most impressive event of the year. Whether you would like to share your support for this year's recipient or simply the opportunity to enjoy VIP seating and prime advertising, we have created this sponsorship package exclusively for hospitals. The following pages include information explaining the levels of support. We appreciate your consideration.

If you are interested, please complete the enclosed form and return it to DFWHC by **September 30, 2011**. For additional information, please feel free to call me at **972-719-4900**.

Sincerely,



W. Stephen Love  
President/CEO  
The Dallas-Fort Worth Hospital Council



**Steve  
Love**

President/CEO  
Dallas-Fort Worth  
Hospital Council



# AAL Event Information



## Attendance:

**2001:** 1,200  
**2002:** 1,000  
**2003:** 1,100  
**2004:** 1,000  
**2005:** 1,100  
**2006:** 1,200  
**2007:** 1,000  
**2008:** 1,050  
**2009:** 1,000  
**2010:** 1,000  
**2011:** 1,100 expected

## Former Keynote Speakers

**2002:** Frank Abagnale  
**2003:** Newt Gingrich  
**2004:** Bob Arnot  
**2005:** John Stossel  
**2006:** General Tommy Franks  
**2007:** John Bolton  
**2008:** Linda Ellerbee  
**2009:** Joe Scarborough  
**2010:** Paula Zahn



**Joe Scarborough, 2009**



**Paula Zahn, 2010**

**Date:** October 20, 2011

**Location:** Arlington Convention Center

**Keynote:** Ted Koppel

**Expected Attendance:** 1,100

A salute to North Texas hospital trustees and leaders, the Annual Awards Luncheon takes place every fall and honors individuals who have made an historic impact on local healthcare. The program features nationally known keynote speakers.

Awards presented this year include:

- The Distinguished Health Service Award:  
**Mayor Mike and Rosie Moncrief**
- Young Healthcare Executive of the Year:  
**Ashley McClellan, HCA's Medical Center of Lewisville**

**Healthcare Leaders**

**AAL**

**Annual Awards Luncheon  
Arlington - 2011**

# AAL 2010 Highlights



Paula Zahn, former CNN television reporter, was the 2010 AAL Keynote Speaker.



Arlington Mayor Robert Cluck (left) visits with the award recipients during the Reception.



Steve Newton, president, Baylor All Saints Medical Center FW, served as Master of Ceremonies.



The Chairs of the board of trustees of each DFWHC-member hospital were introduced.



Val Wilkie, Jr. received the 2010 Distinguished Health Service Award.



Melissa Winter, The Heart Hospital Baylor Plano, was the Young Healthcare Executive of the Year.

# AAL History



## Distinguished Health Service Award recipients

- |  |                                 |
|--|---------------------------------|
| 2010 - Val Wilkie, Jr.                       | 1977 - M. Lee Halford           |
| 2009 - Ray and Nancy Ann Hunt                | 1976 - L. S. Turner, Jr.        |
| 2008 - Ross and Margot Perot                 | 1975 - Ben A. Lipshy            |
| 2007 - Jerry Gilmore                         | 1974 - Margaret Jonsson         |
| 2006 - Jerdy Gary                            | 1974 - J. Erik Jonsson          |
| 2005 - James E. Oesterreicher                | 1973 - Charles E. Watson        |
| 2004 - Robert and Doris Klabzuba             | 1972 - Eugene McDermott         |
| 2003 - W. W. "Bill" Aston                    | 1971 - William A. Blakley       |
| 2002 - Jerry Farrington,<br>J. Andy Thompson | 1970 - Lester T. Potter         |
| 2001 - Dr. George E. Hurt, Jr.               | 1969 - George L. MacGregor      |
| 2000 - Paul Seegers                          | 1968 - James W. Aston           |
| 1999 - Donald Zale                           | 1967 - Joe M. Dealey            |
| 1998 - Robert J. Wright                      | 1966 - Dr. Percy E. Luecke, Jr. |
| 1997 - Dr. Lucius Waites                     | 1965 - Dr. Floyd A. Norman      |
| 1996 - John P. Thompson                      | 1964 - Edward R. Maher          |
| 1995 - Paul M. Bass, Jr.                     | 1963 - Travis T. Wallace        |
| 1994 - James R. Nichols                      | 1962 - Dr. Charles Max Cole     |
| 1993 - Clinton Howard                        | 1961 - C.A. Tatum, Jr.          |
| 1992 - Ruben Esquivel                        | 1960 - Dr. Edward S. Sulkin     |
| 1991 - Judson A. Cramer                      | 1959 - Dr. Milford O. Rouse     |
| 1990 - Robert L. Dillard, Jr.                | 1958 - G. H. Penland            |
| 1989 - Louis A. Beecherl, Jr.                | 1957 - Ernest Parks             |
| 1988 - Isadore Roosth                        | 1956 - William C. Martin        |
| 1987 - Dan C. Williams                       | 1955 - L. D. Isett              |
| 1986 - Dr. Charles C. Sprague                | 1954 - Karl Hoblitzelle         |
| 1985 - Tom Vandergriff                       | 1953 - Fred Florence            |
| 1984 - William C. Connor                     | 1952 - Fred O. Detweiler        |
| 1983 - Perry R. Bass                         | 1951 - Arthur Coburn            |
| 1982 - W. Dewey Presley                      | 1950 - Dr. E. H. Cary           |
| 1981 - W. B. "Ben" Munson                    | 1949 - W.W. Caruth, Jr.         |
| 1980 - Earl Luna                             | 1948 - Milton F. Brown          |
| 1979 - William and Elizabeth Moncrief        |                                 |
| 1978 - James F. Chambers, Jr.                |                                 |



Ray and Nancy Ann Hunt - 2009



Ross and Margot Perot - 2008



Dr. Charles Sprague - 1986



Ruben Esquivel - 1992



Jerry Gilmore - 2007

# AAL Sponsor Benefits



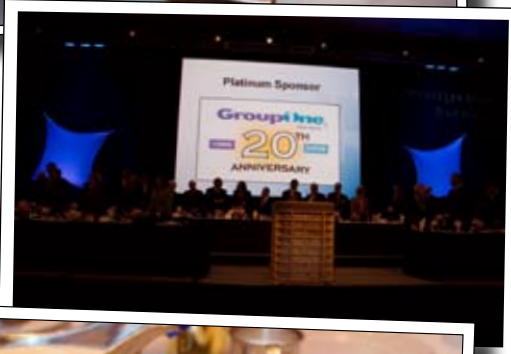
## PLATINUM SPONSOR \$6,000

- One premium table of ten
- Information and/or promotional item on table
- Full-page color ad in the program
- Recognition in Luncheon announcement
- Top logo placement on sponsor signage
- Logo on DFWHC website
- Logo recognition in presentation played during Luncheon
- Mentioned in DFWHC's *Interlocutor* magazine



## GOLD SPONSOR \$5,000

- One premium table of ten
- Full-page color ad in the program
- Recognition in Luncheon announcement
- Top placement on sponsor signage
- Logo on DFWHC website
- Logo recognition in presentation played during Luncheon
- Mentioned in DFWHC's *Interlocutor*



## SILVER SPONSOR \$3,500

- One preferred table of ten
- Half-page B&W ad in the program
- Recognition in Luncheon announcement
- Name on sponsor signage
- Name recognition in presentation played during Luncheon
- Mentioned in DFWHC's *Interlocutor*



## BRONZE SPONSOR \$2,500

- One general table of ten
- Quarter-page B&W ad in the program
- Recognition in Luncheon announcement
- Name on sponsor signage
- Name recognition in presentation played during Luncheon



# AAL

## Hospital Sponsor Form



Company (print or type): \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail: \_\_\_\_\_

Billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business phone: \_\_\_\_\_

### **HOSPITAL SPONSORSHIPS**

**Platinum \$6,000** \_\_\_\_\_

**Gold \$5,000** \_\_\_\_\_

**Silver \$3,500** \_\_\_\_\_

**Bronze \$2,500** \_\_\_\_\_

Additional Tables (seats 10):     1-5 \$1100 each \_\_\_\_\_     6 or more \$1000 each \_\_\_\_\_

Individual seats:     \$125 each (number) \_\_\_\_\_

\_\_\_\_ Send bill (Please list billing information)

\_\_\_\_ Check enclosed. Please make all checks payable to DFWHC

Charge to: \_\_\_\_ Visa    \_\_\_\_ MC    \_\_\_\_ American Express

Account number: \_\_\_\_\_ Exp.: \_\_\_\_\_

Signature: \_\_\_\_\_ Please print: \_\_\_\_\_

Please mail, fax or e-mail form to:

**MAIL**

DFWHC  
250 Decker Drive  
Irving, TX 75062

**FAX**

469-648-5086

**E-MAIL**

membership@dfwhc.org

**QUESTIONS**

Kristin Alexander  
kalexander@dfwhc.org

Chris Wilson  
chrisw@dfwhc.org

Healthcare Leaders

# AAL

Annual Awards Luncheon  
**Arlington - 2011**

**Healthcare Leaders**

**AAL**

**Annual Awards Luncheon  
Arlington - 2011**

**[www.dfwhc.org](http://www.dfwhc.org)**