THE Golden THREAD
30TH ANNIVERSARY GALA

SPONSORSHIP OPPORTUNITIES

DEADLINE: MAY 15, 2018

June 13, 2018
Ziegfeld Ballroom
New York City
The Golden Thread Gala brings together stakeholders in The Arnold P. Gold Foundation's mission of keeping healthcare human—leaders and faculty of medical schools and teaching hospitals, corporate healthcare leaders, captains of industry, thought leaders in healthcare, compassionate nurses and physicians, and patients and their families.

**DATE:** Wednesday, June 13, 2018  
**TIME:** 6 PM to 9:30 PM  
**VENUE:** Ziegfeld Ballroom (historic home of the legendary Ziegfeld Theater and Ziegfeld Follies)  
141 West 54th Street, between 6th and 7th Avenues  
New York, New York 10019  
**EVENT:** Cocktails, Gourmet Dinner and Program  
**ATTIRE:** Business/Cocktail

This year's event will be especially memorable, celebrating 30 years of The Arnold P. Gold Foundation's impact and offering a fitting tribute to our beloved namesake and co-founder whose passing early this year was felt around the world. All of this will take place in New York City's newest event space, which pays homage to its roots in the iconic era of art deco now reimagined for the 21st century.

Sponsors will enjoy a range of recognition opportunities. The keepsake 30th Anniversary Book will include tributes to Dr. Gold from patients and their parents, former colleagues, students, friends and family, as well as details of the foundation's origins and evolution.

*Show your company’s support for humanism in healthcare at this landmark event and reserve your sponsorship today.*
HONOREES

The Arnold P. Gold Foundation is pleased to be honoring two legends in their fields with the Humanism in Medicine Medal.

Alan Alda
Emmy Award-winning actor, writer, science communicator

A seven-time Emmy Award–winner, and Academy Award-nominee, Alan Alda has had a lifelong interest in science. He hosted “Scientific American Frontiers” for 11 years on PBS, and is a member of the Board of the World Science Festival, which has drawn more than 1.5 million visitors since its inception. He is a Visiting Professor at the Alan Alda Center for Communicating Science at Stony Brook University. His latest book is “If I Understood You, Would I Have This Look on My Face? My Adventures in the Art and Science of Relating and Communicating.”

We are honoring Alan Alda for his impact on scientific communication and his commitment to a deeper understanding for all of us.

Darrell G. Kirch, MD
President/CEO, Association of American Medical Colleges

A distinguished physician, educator, and medical scientist, Dr. Kirch speaks and publishes widely on the need for transformation in the nation’s healthcare system and how academic medicine can lead change across medical education, biomedical research, and patient care. Prior to becoming AAMC president in 2006, Dr. Kirch served as the dean and academic health system leader of two institutions, the Medical College of Georgia and the Penn State Milton S. Hershey Medical Center.

We are honoring Dr. Darrell Kirch for his immense contribution to humanism in medical education through his leadership at the AAMC. He has been a champion for compassion and empathy and a steadfast supporter of the Gold Foundation’s mission for decades.
SPONSORSHIPS

Deadline for the Gala Book: May 15, 2018

All sponsors will receive acknowledgment on our Gala website for an entire year.

PRESENTING SPONSOR or HONORARY CHAIR | $100,000
“The Arnold P. Gold 30th Anniversary Golden Thread Gala Presented by -------”
Company logo or name on all Gala printed materials and on Ziegfeld Center Screen at the event
Choice of placement for full-page Gold ad in 30th Anniversary Book
Recognition from the podium
Best placement for two tables of ten

LEAD SPONSOR or HONORARY VICE CHAIR | $50,000
Company logo or name on all Gala printed materials and on-screen recognition at event
Full-page Gold ad in 30th Anniversary Book
Special mention from the podium
Premium placement for a table of ten

30TH ANNIVERSARY SUPPORTING SPONSOR or HONORARY HOST | $30,000
Recognition in Gala printed materials and on screen at the event
Acknowledgement from the podium
Full-page Silver ad in 30th Anniversary Book
Prime placement for a table of ten

GUARDIAN | $15,000
Guardian listing in Gala printed materials and on-screen listing
Full-page Bronze ad in 30th Anniversary Book
Prominent placement for a table of ten

PATRON | $10,000
Patron listing in Gala printed materials and on-screen listing; full-page ad in 30th Anniversary Book
Preferred placement for a table of ten

BENEFACTOR | $5,000
Benefactor listing in Gala printed materials; half-page ad in 30th Anniversary Book
Five preferred seats

30TH ANNIVERSARY CHAMPION | $3,000
Champion listing in Gala printed materials; half-page ad in 30th Anniversary Book
Two preferred seats

SPONSOR | $1,000
Sponsor listing in Gala printed materials and one reserved seat
The 30th Anniversary Book will both chronicle the storied three decades of The Arnold P. Gold Foundation’s work and serve as a tribute to its co-founder, Arnold P. Gold. It will include stories and photographs, as well as tributes from organizations, companies, and individuals.

**GOLD FULL-PAGE AD | $25,000**  
**SILVER FULL-PAGE AD | $10,000**  
**BRONZE FULL-PAGE AD | $5,000**  
**30TH ANNIVERSARY FULL-PAGE AD | $3,000**  
**HALF-PAGE AD | $1,000**

Exact dimensions of the tribute journal to be determined.
The Arnold P. Gold Foundation’s story goes back more than 30 years, when Dr. Gold was a pediatric neurologist at Columbia University. He began to notice that the new technology in the 1970s and ’80s — CT scans, MRIs, genetics — was overshadowing the patients. Dr. Gold explained, “They were losing their focus, which was the patient, the child.”

From that realization emerged a nonprofit organization that would stand as a beacon for humanism in healthcare, even as other distractions mounted.

Dr. Gold enlisted help early on from friends at the hospital who he thought were particularly caring doctors and family friends who were philanthropists, as well as the dean at Columbia’s College of Physicians & Surgeons. Perhaps most importantly, Arnold enlisted Sandra to head the fundraising efforts. While the nonprofit organization’s name included “foundation,” it had no significant endowment. But it had the talents of Sandra.


Over time, the Gold Foundation would create a strong network of like-minded medical schools, organizations, and eventually corporations.

The foundation’s most well-known ritual began after Arnold observed medical students taking the Hippocratic Oath at graduation. “It is four years too late,” Arnold told Sandra. “They’re already the doctors they are.” So in 1993, the Gold Foundation launched the White Coat Ceremony to instill compassionate patient-centered care at the very start of training. Now nearly every medical school and 260 nursing schools hold White Coat Ceremonies annually.

The Gold Foundation has continued to innovate, including through its Tell Me More® program and its new Gold Corporate Council. In recent years, the foundation also has expanded its scope to encompass nursing students, nurses, the entire healthcare team, patients, families, hospitals, health systems, and companies — a recognition that humanism in healthcare requires all of us.

Dr. Arnold Gold and Dr. Sandra Gold, who launched The Arnold P. Gold Foundation together in 1988. Dr. Arnold Gold passed away on January 23, 2018, at age 92. He was a remarkable man, a titan of compassion and a giant in his field. The difference he made in the lives of his patients and their families, and the greater medical education community, is legendary.
The Arnold P. Gold Foundation champions the human connection in healthcare. We engage schools, health systems, companies, and clinicians in the joy of humanistic care, so that patients and their families are partners in collaborative, compassionate and scientifically excellent care. Here are a few highlights of the foundation’s wide impact:

**WHITE COAT CEREMONY**
The Gold Foundation launched the first White Coat Ceremony at Columbia University in 1993. Today, it is in nearly every medical school in the country and 260 schools of nursing. More than 40,000 new healthcare students go through a White Coat Ceremony each year.

**GOLD HUMANISM HONOR SOCIETY**
To date, about 30,000 medical students, residents and faculty have been selected by their peers as members of the Gold Humanism Honor Society. These role models of humanistic care lead such projects as the annual Solidarity Week for Compassionate Patient Care.

**AWARDS & RECOGNITION**
Each year, 100+ schools bestow the Leonard Tow Humanism in Medicine Award on a compassionate student and a faculty member, and the Pearl Birnbaum Hurwitz Award honors an exceptional woman who has advocated and made change for a vulnerable population in healthcare. These are just two of many honors.

**FELLOWSHIPS**
Every summer, Gold Student Summer Fellowships allow medical students to tackle community health projects all around the globe. The foundation also sends faculty members who are working on educational projects focused on humanistic care to the Harvard Macy Institute as Gold Humanism Scholars.

... and much more. Learn more at gold-foundation.org.
Established in 2017, the Gold Corporate Council brings together healthcare leaders from the corporate sector to collaborate and support efforts to further the Foundation’s mission of humanism in healthcare.

**ASPIRATION STATEMENT**

The Gold Corporate Council aspires to elevate the importance of compassion and empathy in healthcare, igniting conversation and action throughout the healthcare industry.

In support of The Arnold P. Gold Foundation’s mission, we strive to protect the human connection as a crucial beacon, illuminating the way forward in healthcare.

**Our aspirations:**

To leverage our collective reach and impact to influence how healthcare is considered, placing the human connection at the center — from the development and distribution of medical supplies, to the delivery of healthcare products, services and life-saving treatment innovations, to artificial intelligence breakthroughs and beyond.

To lead the way in emphasizing that a human connection in healthcare yields benefits to all stakeholders:
- Individuals and their families
- Providers
- Employees
- Investors
- The healthcare industry as a whole

We will look to the Gold Foundation, as the thought leader in humanistic healthcare, to lead the conversation. As corporate leaders, we will share best practices and serve as models to the industry.

**Openings for new members**

In 2018, the foundation will be expanding from its five founding members. It will be accepting membership inquiries from healthcare leaders that understand the crucial business case for the human connection and want to join together in forwarding The Arnold P. Gold Foundation’s mission.

For more information, please contact Elizabeth Cleek, Chief Program Officer, at ecleek@gold-foundation.org.
30th Anniversary Golden Thread Gala Sponsorships

☐ PRESENTING SPONSOR OR HONORARY CHAIR | $100,000
☐ LEAD SPONSOR OR HONORARY VICE CHAIR | $50,000
☐ 30TH ANNIVERSARY SUPPORTING SPONSOR OR HONORARY HOST | $30,000
☐ GUARDIAN | $15,000
☐ PATRON | $10,000
☐ BENEFACCTOR | $5,000
☐ 30TH ANNIVERSARY CHAMPION | $3,000
☐ SPONSOR | $1,000

OR

___ Individual Tickets ($750 ea.)

I am unable to attend but wish to make a fully tax-deductible contribution of $_____________________.

The 30th Anniversary Book will include stories and photographs, as well as tributes.

☐ GOLD FULL-PAGE AD | $25,000
☐ SILVER FULL-PAGE AD | $10,000
☐ BRONZE FULL-PAGE AD | $5,000
☐ 30TH ANNIVERSARY FULL-PAGE AD | $3,000
☐ HALF-PAGE AD | $1,000

NAME or COMPANY/ORGANIZATION, exactly as you wish it to appear in printed gala materials

PAYMENT INFORMATION:

_____________________________________________________________
NAME

_____________________________________________________________
ADDRESS

_____________________________________________________________
CITY STATE ZIP

_____________________________________________________________
PHONE EMAIL

☐ Enclosed is a check for $____________ to The Arnold P. Gold Foundation.

☐ Please charge a total of $____________ to my: VISA / MasterCard / AMEX

_____________________________________________________________
CREDIT CARD NUMBER EXPIRATION DATE

_____________________________________________________________
SIGNATURE NAME ON CARD

PLEASE MAIL RESPONSE FORMS TO:

30th Anniversary Golden Thread Gala
Arnold P. Gold Foundation
619 E. Palisade Avenue
Englewood Cliffs, NJ 07632

Contributions are fully tax-deductible to the extent allowed by law. The Arnold P. Gold Foundation is a registered not-for-profit organization under section 501(c)(3).

For further information please call 201.567.7999 or email kerry@gold-foundation.org.

Thank you for your support!