Dear Hospice SLO County Supporter,

July 30, 2020

This year, remembering those who have died takes on a whole new meaning. The COVID-19 pandemic precluded people from saying good-bye to their loved ones. Many who were fortunate to avoid the coronavirus, died alone in hospitals of other illnesses because friends and family were not able to visit or be present.

Every week, more people die from COVID-19 than were lost on 9/11. Understandably, there is an ever-present and palpable fear of death and dying. Many people are facing the possibility and reality of their own death for the first time. The need for Hospice SLO County’s services has increased in ways we never expected, and we have been honored to meet that need. Calls for help with Advanced Care Directives and last wishes have increased along with request for respite, doula support and grief counseling. Hospice SLO County is working through its staff, counselors, counseling interns and volunteers to bring comfort to hundreds of people each month.

**To sustain our vital mission, we need your Sponsorship this year more than ever!**

Your sponsorship dollars will support the LIGHT UP A LIFE events in 5 different areas of our county from December 7 – 12, 2020. These socially distanced opportunities to grieve are critically important to our community and our collective mental and emotional health. Many have not been able to hold or attend funerals or memorial services. Your sponsorship will give hundreds of people a precious opportunity to honor the lives of someone they have loved and lost. Your sponsorship creates meaningful healing.

Every donation received has a direct impact on our services. **We are a non-medical hospice and DO NOT charge fees or file claims. Our only income comes from direct donations, sponsorships, grants and bequests.** Your generosity and support of LIGHT UP A LIFE 2020 will help fill the financial gaps realized from the catastrophic impact COVID-19 has had on our ability to fundraise. It is tragically ironic that our fundraising efforts are challenged like never before at the exact moment when our services are so vital to our community’s collective health.

This has been a year like no other. Hospice SLO County, a small but mighty local non-profit, has helped thousands of people over the past 43 years. With your support Hospice SLO County will thrive for another 43 years. **These are defining days, and it will be our honor to let the community know that you are our ally. Thank you!**

With sincere appreciation,

Susan Olson, Director of Development

Patrick O’Hara, Treasure of the Board /Event Chair

For 36 years, Hospice SLO County’s “LIGHT UP A LIFE” season has offered special ceremonies at locations throughout San Luis Obispo County for remembrance of loved ones who are no longer present, but certainly not forgotten.
### SPONSORSHIP OPPORTUNITIES

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<thead>
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<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>CONTRIBUTOR</th>
<th>SUPPORTER</th>
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<tbody>
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<td>$2,500</td>
<td>$1,000</td>
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<tr>
<td>Pre &amp; post event print advertising</td>
<td>Business name and logo</td>
<td>Business name</td>
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<td>Business name, post event only</td>
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<td>Regional television spots</td>
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<td>Inclusion in all Hospice SLO County’s PSA announcements &amp; press releases</td>
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<tr>
<td>Hospice SLO County’s Light Up A Life social media &amp; e-marketing promotions</td>
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<td>Printed material (invitations, posters, flyers &amp; programs)</td>
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<td>Sponsorship acknowledgment, logo, and hotlink on Hospice SLO County website</td>
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<tr>
<td>Sponsor ad on Hospice SLO County website</td>
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<td>Provide names of loved ones for the Remembrance Ceremony and book.</td>
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<td>Recognition at National Hospice Month Webinar on Nov 5, 2020</td>
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* To ensure you receive your sponsor benefits, our office must receive your Sponsor Commitment Form by the following deadlines:
  - Mailed invitation/posters/flyers 09/15/2020; Ceremony Program 10/1/2020; Community Thank You Ad 12/15/2020.

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### SAN LUIS OBISPO
Monday, Dec. 7, 5PM
Mission San Luis Obispo de Tolosa & Plaza
751 Palm St, San Luis Obispo

### SOUTH COUNTY
Tuesday, Dec. 8, 6PM
Heritage Square Park & Gazebo
300 W. Branch St, Arroyo Grande

### COASTAL COMMUNITIES
Wednesday, Dec. 9, 5PM
Cass House
222 N Ocean Ave, Cayucos

### NORTH COUNTY
Thursday, Dec. 10, 5PM
Castoro Cellars
1315 N Bethel Rd, Templeton

### SAN LUIS OBISPO
“Paws to Remember”
Pet Peace of Mind Ceremony
Friday, Dec. 11, 6PM
Hospice SLO County Office
1304 Pacific Street, San Luis Obispo

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During the 2019-20 fiscal year, over 180 volunteers provided services valued at $343,242.00!!

- 3,460 hours- In-Home Respite Care
- 1,121 hours- End-of-Life Doula Support
- 878 hours- Threshold Singing
- 200 hours- Heart in Hand Services
- 431 hours- Pet Peace of Mind
- 1,202 hours- In-Office Support
- 3,378 hours- Individual/Family Grief Counseling Sessions
- 540 hours in 402 Facilitated Support Groups
LIGHT UP A LIFE SPONSOR COMMITMENT FORM

Level:
☐ Gold..........$2,500  ☐ Contributor.....$250
☐ Silver.........$1,000  ☐ Supporter.......$100
☐ Bronze.........$500

Sponsor Information:
Company/Individual Name: ________________________________________ Main Contact: ______________________
Title: __________________________________________ Email: ____________________________________________________
Mailing Address: ________________________________________________
City: __________________________ State: _______ Zip: ____________
Phone: ___________________ Website: ____________________________________________________

Payment Information:
Payment by: ☐ Check  ☐ Credit Card  ☐ Yes, I want to cover the 3% transaction fee so 100% of my donation goes to Hospice SLO County
Amount: ___________ Credit Card# __________________________ Expiration: ________
CODE: _______ Signature: __________________________ Date: ____________

Sponsorship is:
☐ In honor of    ☐ In memory of    ☐ In support of Hospice SLO County

Names(s) ____________________________________________________________

Please fax completed form with credit card information to 805.544.6573
or mail with your check payable to:
Hospice SLO County
Attn: LUAL SPONSORSHIP
1304 Pacific Street, San Luis Obispo, CA 93401

To provide us with your credit card information via phone, please call 805.544.2266.
Or sign up online at www.hospiceslo.org
Hospice SLO County Tax I.D. #95-3195126

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Thank You!