

# USC Verdugo Hills Hospital Foundation

Keck Medicine of USC



With a *Caddyshack*-inspired  
Virtual Experience  
*"Be the Ball"*

**MONDAY, SEPTEMBER 21, 2020**  
**VIA ZOOM** (link to be sent after registration)

Benefitting

**USC Verdugo Hills Hospital Foundation**  
[uscvhh.org/giving/foundation](https://uscvhh.org/giving/foundation)



## EVENT PROGRAM

- 5:30 P.M.** Trivia Fun &  
"Bring Your Own Caddy-Shack  
Cocktail" Happy Hour
- 5:45 P.M.** Opening Remarks –  
Keith Hobbs,  
Chief Executive Officer &  
Sue Wilder & John Taylor,  
Golf Classic Co-Chairs
- 6 P.M.** Comedy Fun with Jason Love
- 6:10 P.M.** Mystery Guest &  
Live Auction with Chuck Dukas
- 6:30 P.M.** Grateful Patient Story
- 6:35 P.M.** Fund A Need with Chuck Dukas
- 6:45 P.M.** Hospital Update & COVID  
Response Efforts –  
Dr. Armand Dorian,  
Chief Medical Officer
- 7 P.M.** Closing Remarks

# VIRTUAL SPONSORSHIP AND UNDERWRITING OPPORTUNITIES

*The USC Verdugo Hills Hospital Foundation Golf Classic has been the hospital's signature fundraising event for 29 years. The funds raised will benefit the hospital's highest priority needs, including our response to the COVID 19 pandemic, ensuring that we continue to provide world class, quality, personalized, and compassionate healthcare to our Foothills communities. We invite you to partner with us as a sponsor and help us celebrate the history, continued growth and success of our community hospital.*

## SPONSORSHIP OPPORTUNITIES

### ■ Presenting "Be the Ball" Sponsor \$50,000 (tax-deductible amount - \$48,650)

- Naming opportunity in USC Verdugo Hills Hospital
- Future foursome golf outing with Chief Executive Officer, Keith Hobbs, at Oakmont Country Club, followed by lunch or dinner
- Zoom session on COVID-19 Response Efforts & Helpful Tips for you and colleagues/friends with Dr. Armand Dorian, Chief Medical Officer\*
- Zoom session on COVID-19 Tips for Staying Healthy & Fit for you and colleagues/friends with Dr. Gregory Taylor, and Nutritionist Michelle Nguyen, Keck Signature Care
- 16 "Be the Ball" tickets to attend the virtual event
- 4 tee sign advertisements prominently placed at USC Verdugo Hills Hospital
- 1 company provided banner strategically placed at USC Verdugo Hills Hospital
- Prominent logo recognition throughout virtual event as presenting sponsor including special verbal recognition during event
- Electronic recognition on website and digital collateral
- Sponsorship recognition in all event marketing, publicity, and tournament banner

### ■ Ace Sponsor \$25,000 (tax-deductible amount - \$23,650)

- Future foursome golf outing with Chief Executive Officer, Keith Hobbs, at Oakmont Country Club, followed by lunch or dinner
- Zoom session on COVID-19 Response Efforts & Helpful Tips for you and colleagues/friends with Dr. Armand Dorian, Chief Medical Officer\*
- Zoom session on COVID-19 Tips for Staying Healthy & Fit for you and colleagues/friends with Dr. Gregory Taylor, and Nutritionist Michelle Nguyen, Keck Signature Care
- 8 tickets to attend the virtual event
- 3 tee sign advertisements prominently placed at USC Verdugo Hills Hospital
- Electronic recognition on website and digital collateral
- Sponsorship recognition in all event marketing, publicity, and tournament banner

### ■ Eagle Sponsor \$10,000 (tax-deductible amount - \$9,150)

- Zoom session on COVID-19 Response Efforts & Helpful Tips for you and colleagues/friends with Dr. Armand Dorian, Chief Medical Officer\*
- Zoom session on COVID-19 Tips for Staying Healthy & Fit for you and colleagues/friends with Dr. Gregory Taylor, and Nutritionist Michelle Nguyen, Keck Signature Care
- 6 tickets to attend the virtual event
- 2 tee sign advertisements prominently placed at USC Verdugo Hills Hospital

### ■ Birdie Sponsor \$5,000 (tax-deductible amount - \$4,650)

- Zoom session on COVID-19 Tips for Staying Healthy & Fit for you and colleague/friends with Dr. Gregory Taylor, and Nutritionist Michelle Nguyen, Keck Signature Care
- 4 tickets to attend the virtual event
- Tee sign advertisement prominently placed at USC Verdugo Hills Hospital
- Electronic recognition on website and digital collateral
- Company name listing on tournament banner and website

\* Dr. Dorian has served as a medical correspondent on news outlets (MSNBC, CNN, ABC, CBS, Fox, and NBC's *Extra*); and he has consulted for TV dramas (*Grey's Anatomy*, *ER*, and *Days of Our Lives*).

## VIRTUAL UNDERWRITING OPPORTUNITIES

When event opportunities are underwritten, more funds are available for the beneficiary. All underwriting opportunities are 100% tax deductible. All underwriters will receive recognition at the event.

### ■ Dinner Underwriting - \$10,000:

Name or logo recognition during the event, on website and digital collateral, and all event marketing materials.

### ■ Cocktail Reception Underwriting - \$8,000:

Name or logo recognition during the event, on website and digital collateral, and all event marketing materials.

### ■ Lunch Underwriting - \$5,000:

Name or logo recognition during the event, on website and digital collateral, and all event marketing materials.

### ■ Beverage and Snack Underwriting - \$3,500:

Name or logo recognition during the event, and on website and digital collateral.

### ■ Golf Cart Underwriting - \$2,500:

Name or logo recognition during the event, and on website and digital collateral.

### ■ Breakfast Underwriting - \$2,000:

Name or logo recognition during the event, and on website and digital collateral.

### ■ Massage Station Underwriting - \$1,500:

Name or logo recognition during the event, and on website and digital collateral.

### ■ Cigar Station Underwriting - \$1,000:

Name or logo recognition during the event, and on website and digital collateral.

### ■ Tee Sign Advertisement - \$500:

Name or logo recognition on 1 tournament tee sign.

## Other Opportunities

### ■ Virtual "Caddy Shack" Golfer and Ticket - \$600

(100% tax deductible)

### ■ Virtual "Caddy Shack" Event Ticket - \$150

(100% tax deductible)w

## Sponsor & Underwriting Recognition

**Deadline** – To be included in all event recognition, please confirm sponsorship by September 7, 2020.

**For more information, contact Barbara Jordan at USC Verdugo Hills Hospital Foundation**

(818) 952-2226 or [barbara.jordan@vhh.usc.edu](mailto:barbara.jordan@vhh.usc.edu).





## THE NEED

The USC Verdugo Hills Hospital has a 48-year history providing for the health and wellness needs of the Foothill communities. As the only community hospital in the Keck Medicine of USC health system, we strive to be the trusted leader in quality health care that is personalized, compassionate, and innovative. The proceeds of the 29th Annual Virtual Golf Classic will benefit USC Verdugo Hills Hospital and will be used to support the highest priority needs including investments in technology, facility improvements, patient services, and clinical training, as well as our ongoing response to the COVID-19 pandemic. Our goal is to provide world-class health care to our neighbors in the Foothill communities and beyond.

## OUR GUESTS

Virtual Golfers include prominent business and community leaders, civic officials, educators, executives and supporters of USC Verdugo Hills Hospital, Keck Medicine of USC.

## 2020 VIRTUAL GOLF CLASSIC

### COMMITTEE CO-CHAIRS

John Taylor

Sue Wilder

### COMMITTEE MEMBERS

Tina Marie Ito

Cecilia Pyzow

Ruth McNevin

Marcie Sabatella

Purnima Panchal

Steve Wilder

### USC VERDUGO HILLS HOSPITAL FOUNDATION STAFF

Kerri Yoder Hubbard

*Senior Executive Director/Health Systems Initiatives*

Barbara Jordan

*Development Coordinator*

Julie Shadpa

*Associate Director of Development*

Deborah Weirick

*Director of Community & Donor Relations*



## USC Verdugo Hills Hospital Foundation

Keck Medicine of USC

1812 Verdugo Blvd., Glendale, CA 91208

Phone (818) 952-2226 Fax (818) 952-3513

[uscvhh.org/giving/foundation](https://uscvhh.org/giving/foundation)

# 2020 Virtual Golf Classic Sponsorship & Registration Form

Name

Sponsor Name

Title

Address

City/State/ZIP

Phone

Fax

Email (required)

**Please check appropriate level of participation:**

☐ Presenting “Be the Ball” Sponsor - \$50,000

☐ Ace Sponsor - \$25,000

☐ Eagle Sponsor - \$10,000

☐ Birdie Sponsor - \$5,000

☐ Dinner Underwriting - \$10,000

☐ Cocktail Reception Underwriting - \$8,000

☐ Lunch Underwriting - \$5,000

☐ On-Course Bar & Beverage Underwriting - \$3,500

☐ Golf Cart Underwriting - \$2,500

☐ Breakfast Underwriting - \$2,000

☐ Massage Station Underwriting - \$1,500

☐ Cigar Station Underwriting - \$1,000

☐ Virtual “CaddyShack” Golfer and Ticket - \$600

☐ Tee Sign Advertisement - \$500

☐ Virtual “CaddyShack” Event Ticket - \$150

☐ I cannot participate on September 21,  
but I would like to support  
USC Verdugo Hills Hospital Foundation  
with a tax-deductible donation of

\$ \_\_\_\_\_

Total Enclosed

\$ \_\_\_\_\_

**Please charge my:**

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number

Signature

Exp. Date

☐ My check is enclosed (made payable to USC-VHH Foundation)

**Please list all virtual golfers/attendees.  
Email addresses are required.**

**Name (1)**

Title

Company

Address

City/State/ZIP

Phone

Fax

Email

**Name (2)**

Title

Company

Address

City/State/ZIP

Phone

Fax

Email

**Name (3)**

Title

Company

Address

City/State/ZIP

Phone

Fax

Email

**Name (4)**

Title

Company

Address

City/State/ZIP

Phone

Fax

Email

USC Verdugo Hills Hospital Foundation is a 501(c)(3) organization.  
Tax ID #95-3247823.

For tax purposes, the deductible portion for this event is variable.  
Please contact Barbara Jordan at (818) 952-2226 for more details.