



MAKE A DIFFERENCE
IN THE HEALTH
AND WELL-BEING OF
OUR COMMUNITIES.

CORPORATE PARTNERSHIP

JOIN IN THE PURSUIT OF PROVIDING WORLD-CLASS HEALTH CARE

Ridgeview is a comprehensive health care network that provides high-quality care to more than 300,000 friends, families and neighbors that walk through our doors each year.

Thanks to the generous support of our corporate partners, Ridgeview continues to provide the highest-quality care in the region by attracting exceptional physicians, investing in state-of-the-art equipment and partnering with innovative businesses.

SUPPORTING SUCCESS

Awards for Clinical and Organizational Excellence

At Ridgeview, our entire team of 2,200 employees makes quality and safety top priorities in everything we do. We believe our continued recognition for the following achievements is a direct result of a staff that never loses sight of Ridgeview's priorities.

Recent awards include:

- High Patient Safety Scores – Consumer Reports Magazine
- Top Doctors – Mpls.St.Paul Magazine
- Best Doctors – Minnesota Monthly Magazine
- Best Doctors for Women – Minnesota Monthly Magazine
- Top 50 "Greenest" – Becker's Hospital Review
- Nonprofit Business of the Year – SouthWest Metro Chamber of Commerce
- Outstanding Patient Experience Award - Healthgrades



HOW YOU CAN HELP

EVERY DAY, PEOPLE AT RIDGEVIEW
MAKE A DIFFERENCE.

Every day, we bring babies into the world, suture wounds from falls on the playground, set broken bones, replace aging knees and diagnose serious illnesses. Every day, we tell patients the good news that their disease is gone and regrettably the sad news. Every moment counts in the lives of patients and their families—and these moments happen at Ridgeview every day.

Ridgeview is a special kind of place. Only the very best medical centers can aspire to achieve our high level of personalized patient care. We're committed to hiring the best staff, doctors and nurses, and providing the best facilities and latest technologies. To be the health care network we are today, we've maintained our quality while always planning for a better future.

Unlike many large health care systems with large operating margins, Ridgeview can only invest 1 to 2 percent of its net operating revenues back into new facilities, innovative services and lifesaving, state-of-the-art technology. Therefore, philanthropy must provide the critical margin of funding that allows Ridgeview to transcend from good to great. With your support, we will continue providing quality, comprehensive care that is close to home.

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THESE ARE TRYING
TIMES FOR MANY
PEOPLE, AND CHARTER
BANK WANTS TO SUPPORT
ORGANIZATIONS STILL
MAKING A DIFFERENCE
IN THE HEALTH AND
VIBRANCY OF THE
COMMUNITIES WE SERVE.

-TROY WERK
MARKET PRESIDENT, CHARTER BANK

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RIDGEVIEW PROJECTS SUPPORTED BY PHILANTHROPY INCLUDE:

- Minneapolis Heart Institute® at Ridgeview Heart Center
- Neonatal Intensive Care Unit
- State-of-the-art Birthing Center
- da Vinci® Robotic Surgical System
- Renovation of the Waconia campus Medical Surgical Wing
- Norman and Ann Hoffman Emergency Center



BIG 3 SPONSORSHIP

GOLF & TASTE CELEBRATION	Premier	Chairman	President	Executive	Leadership	Associate	Stakeholder	Affiliate
Podium Recognition (e.g., signage and/or callout)	X	X						
Name/Logo on Event-Specific Promotional Item	X	X	X					
Logo Placement at End of Video Message	X	X	X					
Golf Cart Recognition	X	X	X	X				
Social Media Recognition	X	X	X	X				
Founder's Cup (Foursome)	X	X	X	X	X			
Morning Golf (Foursome)						X		
First Hole Recognition	X	X	X	X	X			
On Course Recognition	X	X	X	X	X	X	X	
Logo with Website Link on Golf & Taste Celebration Website	X	X	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X	X	X
Logo on Event T-shirts	X	X	X	X	X	X	X	X
Tickets to Taste of the Ridgeview Region	16	16	12	12	8	8	4	4
Company Ad/Logo in Event Program	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	LOGO	LOGO	LOGO

NEW FOR 2021

UNDER THE HARVEST MOON	Premier	Chairman	President	Executive	Leadership	Associate	Stakeholder	Affiliate
Podium Recognition (e.g., signage and/or callout)	X	X						
Logo Placement at End of Video Message	X	X	X					
Program Slideshow Recognition	X	X	X	X				
Pre- and Post-Event Marketing	X	X	X	X	X			
Social Media Recognition	X	X	X	X	X			
Logo with Website Link on Harvest Moon Website	X	X	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X	X	X
Company Ad/Logo in Event Program	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	LOGO	LOGO	LOGO
Number of Tickets to Harvest Moon Gala	10	10	10	10	6	4	2	2

NEW FOR 2021

ROCKS FOR RIDGEVIEW	Premier	Chairman	President	Executive	Leadership	Associate	Stakeholder	Affiliate
Name/Logo on Event-Specific Promotional Item	X	X						
Logo Placement at End of Video Message	X	X	X					
Social Media Recognition	X	X	X					
Number of Curlers	4	4	4	2	2			
Pre- and Post-Event Marketing	X	X	X	X	X	X		
Logo with Website Link on Rocks for Ridgeview Website	X	X	X	X	X	X		
Number of General Admission Tickets	4	4	4	2	2	2	2	2
Name/Logo on Event Signage	X	X	X	X	X	X	X	X
Company Ad/Logo in Event Program	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	LOGO	LOGO	LOGO

NEW FOR 2021



YEAR-ROUND RECOGNITION AND EXPOSURE

Ridgeview Foundation hosts several high-profile events throughout the year that involve community and business leaders, area professionals and civic organizations. These events draw attention from media, public officials and many of the 300,000 west-metro area residents. Depending upon your partnership level, your company will receive varying levels of recognition at all of these events.

GOLF & TASTE CELEBRATION

Since 1986, the Golf & Taste Celebration has been our largest fundraising event, drawing golfers, employees and volunteers. Each year, the event attracts more than 750 guests to Waconia's Island View Golf Club. We continue to raise more than \$1 million at each event, showcasing the success of our event and the generosity of our community. Attendees enjoy a round of golf. The celebration continues into the evening with the Taste of the Ridgeview Region, in which attendees sample beverages and hors d'oeuvres from the area's finest restaurants, food and beverage establishments.



UNDER THE HARVEST MOON GALA

More than 300 attendees join us for an evening of fun, games and fundraising during the annual Under the Harvest Moon Gala, our premier fundraising gala. Each year, we raise more than \$300,000 to support exceptional health care experiences for the communities we serve. At the gala, attendees enjoy a live auction, dessert dash, interactive raffle, and amazing food and drink.

ROCKS FOR RIDGEVIEW

Our annual curling event attracts more than 250 attendees for a night of fun on and off the ice. Attendees enjoy a curling lesson and match, then hop off the ice for food and drinks. There are plenty of activities for non-curlers, too, including a bean bag tournament and silent auction.



SINGLE EVENT SPONSORSHIP

(PICK ONE SPONSORSHIP)



NEW FOR 2021

	Premier \$30,000	Chairman \$25,000	President \$20,000	Executive \$15,000	Leadership \$10,000	Associate \$7,500	Stakeholder \$5,000	Affiliate \$3,000
Podium Recognition (e.g., signage and/or callout)	X							
Name/Logo on Event-Specific Promotional Item	X	X	X					
Logo Placement at End of Video Message	X	X	X					
Golf Cart Recognition	X	X	X	X				
Social Media Recognition	X	X	X	X				
Founder's Cup (Foursome)	X	X	X	X	X			
Morning Golf (Foursome)						X		
First Hole Sign Recognition	X	X	X	X	X			
Pre- and Post-Event Marketing	X	X	X	X	X			
Logo with Website Link on Golf & Taste Celebration Website	X	X	X	X	X	X		
Program Slideshow Recognition	X	X	X	X	X	X	X	X
Logo on Event T-shirts	X	X	X	X	X			
Tickets to Taste of the Ridgeview Region	16	16	12	12	8	8	6	4
Invitation to Annual Corporate Partners Reception	X	X	X	X	X	X	X	X
Company Ad/Logo in Event Program	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	LOGO	LOGO	LOGO

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PHILANTHROPY IS THE NATURAL EXTENSION OF OUR PASSION FOR CARING FOR THOSE AROUND US. EASILY ACCESSIBLE HEALTH CARE NEEDS TO BE AVAILABLE FOR THE BETTERMENT OF THE COMMUNITY.

-DR. MARK LAROSE
LAKEVIEW CLINIC, LTD.

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*ALL Corporate Partners receive the following recognition: Newsletter (monthly email and semi-annually printed), Website and Donor Wall.

UNDER THE HARVEST Moon



NEW FOR 2021

	Premier \$15,000	Chairman \$12,000	President \$10,000	Executive \$7,500	Leadership \$5,000	Associate \$2,500	Stakeholder \$1,000
Podium Recognition (e.g., signage and/or callout)	X						
Logo Placement at End of Video Message	X	X	X				
Program Slideshow Recognition	X	X	X	X			
Pre- and Post-Event Marketing	X	X	X	X	X		
Social Media Recognition	X	X	X	X	X		
Logo with Website Link on Harvest Moon Website	X	X	X	X	X	X	
Invitation to Annual Corporate Partners Reception	X	X	X	X	X	X	X
Name/Logo on Event Signage	X	X	X	X	X	X	X
Company Ad/Logo in Event Program	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	LOGO	LOGO
Number of Tickets to Harvest Moon Gala	10	10	10	6	6	2	2

ROCKS FOR RIDGEVIEW



CURLING EVENT



NEW FOR 2021

	Premier \$10,000	Chairman \$7,500	President \$5,000	Executive \$3,000	Leadership \$2,000	Associate \$1,500	Stakeholder \$1,000
Name/Logo on Event-Specific Promotional Item	X						
Logo Placement at End of Video Message	X	X	X				
Social Media Recognition	X	X	X				
Number of Curlers	4	4	2	2			
Pre- and Post-Event Marketing	X	X	X	X	X		
Invitation to Annual Corporate Partners Reception	X	X	X	X	X		
Logo with Website Link on Rocks for Ridgeview Website	X	X	X	X	X	X	
Number of General Admission Tickets	4	4	2	2	2	2	2
Name/Logo on Event Signage	X	X	X	X	X	X	X
Company Ad/Logo in Event Program	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	LOGO	LOGO

DIGITAL PRESENCE

WE OFFER OUR SPONSORS MANY OUTSTANDING WAYS TO REACH ONLINE AUDIENCES, INCLUDING:

SOCIAL MEDIA

Ridgeview and Ridgeview Foundation are active in the following social media channels:

 @RidgeviewFoundation @RidgeviewMedicalCenterandClinics

 @RidgeviewFoundation @RidgeviewMedicalCenter

 Ridgeview Medical Center

 @RidgeviewMed

 @RidgeviewFoundation



ANNUAL DATA

TOTAL WEBSITE USERS: 262,026

PAGEVIEWS: 754,129

SESSIONS: 405,413

FEMALE: 60.79%

MALE: 39.21%

ONLINE

We encourage our community to continuously visit our website to read patient success stories, tips on estate planning and learn about the many services offered at Ridgeview. We regularly send updates to our more than 8,000 active email subscribers.

NEWSLETTERS

We send a monthly e-newsletter, and twice a year we mail our *Foundation Focus* newsletter to our community to highlight news and information, promote upcoming events and feature community sponsors.

CORPORATE PARTNERSHIP

Join in the Pursuit of Providing World-Class Health Care

BECOME A CORPORATE PARTNER

An incredible 86 percent of consumers say they have a more positive image of companies that support a cause, and 66 percent say they would switch brands if it were a cause they cared about.

Join us in our cause to create a vibrant, healthy community through our dedication to providing the best health care possible.

Corporate partners benefit by showing Ridgeview's 300,000+ member community their company's commitment to fostering a better future.

Whether you partner at the Affiliate or Premier level, every dollar of your tax deductible donation counts.

