

# SPONSOR OPPORTUNITIES

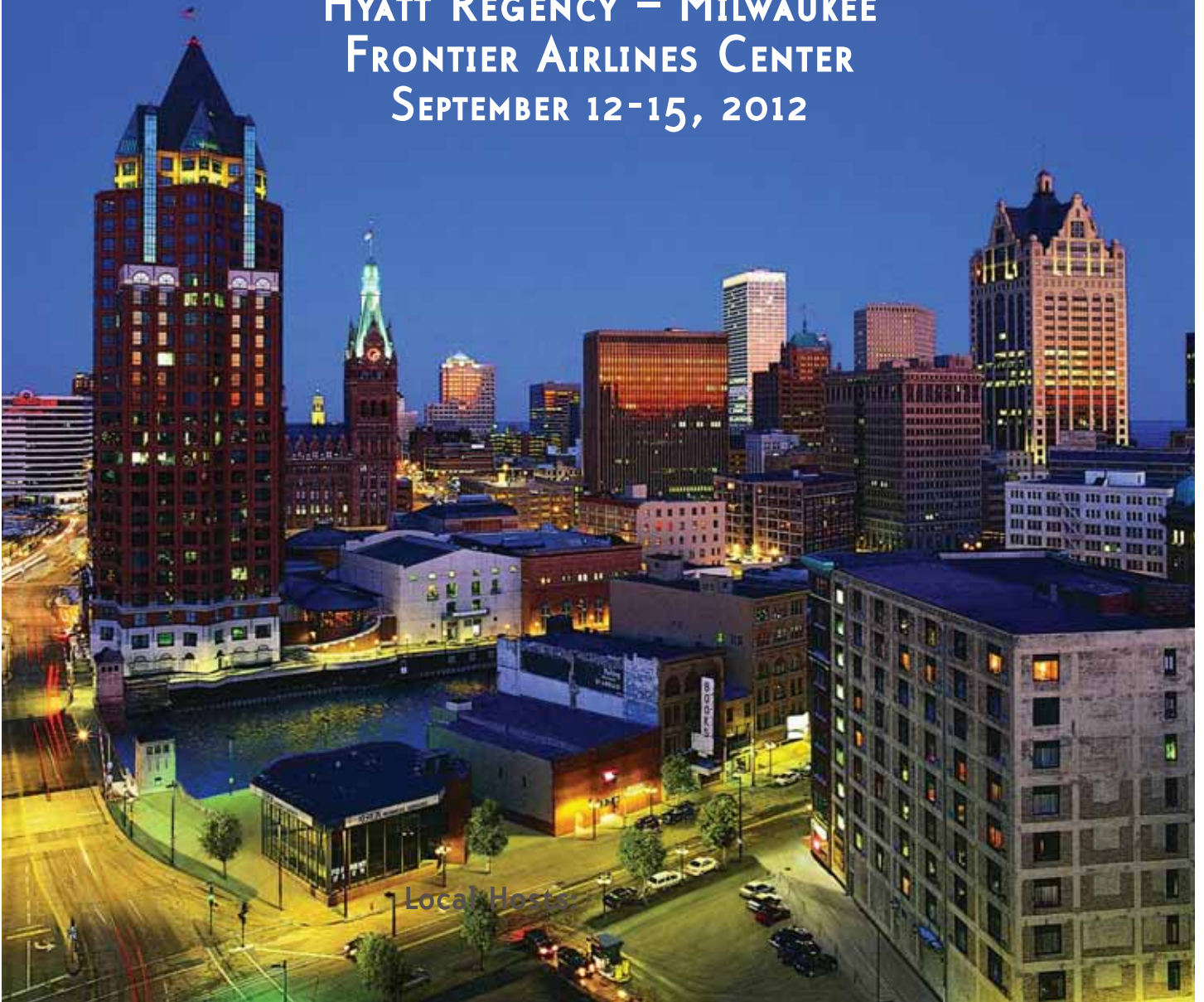


**Phoenix Society**  
*for burn survivors*

*World Burn Congress*

**24TH ANNUAL WORLD BURN CONGRESS**

**HYATT REGENCY – MILWAUKEE  
FRONTIER AIRLINES CENTER  
SEPTEMBER 12-15, 2012**



Local Hosts



## Phoenix Society for burn survivors

RECOVER. RENEW. RETURN.

People who suffer burn injuries often have a challenging time getting back to living. The Phoenix Society for Burn Survivors helps them do exactly that. For more than 30 years, the Phoenix Society has worked with survivors, families, healthcare professionals, the fire industry and donors to support burn recovery, improve the quality of burn care, and prevent burn injuries. We are the only national non-profit organization helping survivors meet their challenges with the community support and the tools they need to thrive again.

**The Phoenix Society's World Burn Congress** is an annual international program that brings together more than 800 burn survivors, their families, care givers, burn care professionals and firefighters. It is a forum in which we encourage and facilitate the sharing of stories, provide support and offer education on burn recovery.

Visit us at [www.phoenix-society.org/wbc](http://www.phoenix-society.org/wbc) to learn more about this unique opportunity to support learning and healing of hundreds impacted by burn trauma.

*We depend on sponsor contributions to help underwrite the costs. We look forward to partnering with you in making this life-changing program a success.*

## ABOUT OUR LOCAL HOSTS



With an experienced and highly-trained staff as well as state-of-the-art technology, the physicians and staff of Columbia St. Mary's Regional Burn Center assure the best outcome possible for our patients, with special concern for the spiritual and emotional support that is necessary to achieve complete healing.

Since opening in 1959, the Regional Burn Center has earned a reputation for excellence. Verified by the American Burn Association, the Center has received a Certificate of Training Care Designation by the American College of Surgeons Committee on Trauma, and was chosen as a Site of Excellence in 2009 by the Wisconsin EMS Association.



The Wisconsin Alliance for Fire Safety is a nonprofit organization with more than 20 years experience as a notable organization of success. Our clear mission is "to promote, encourage and foster fire safety, burn prevention and public fire safety education. We support burn survivors of all ages in addition to sponsorship of the Summer Camp for Burn Injured Youth." We fully expect to continue our efforts to help burn survivors enjoy their deserved quality of life with continued support from donors.

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"My family and I want to thank you for the opportunity to experience something so great that we will never forget and so much to carry me forward through my journey. In a time of tragedy my heart felt so empty until being able to connect with others. We are able to go home with full hearts! Thanks."

*The Dubak Family – Joe, Chris, & Alex at WBC 2010 in Galveston, TX*



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# The Phoenix Society's World Burn Congress

Every year over 500,000 people receive medical treatment for burn injuries and over 40,000 need even more specialized care. Over 90 percent of these patients survive their injuries. As a result, more people than ever before are living in the aftermath of a severe burn. The challenge they face goes beyond mere survival—they must literally reconstruct their lives.

The World Burn Congress program meets several needs for survivors, their families and medical professionals including:

- preventing isolation
- providing information and tools for recovery
- teaching life skills and providing peer support

At its heart, the World Burn Congress is about the transformative power of shared experiences.

We invite your support for a simple reason: sponsorships from organizations such as yours make the conference affordable for as many participants as possible. Your contribution makes the World Burn Congress possible, adding hope to lives of those who have been forever changed by the tragedy of severe burn injuries.

Please consider joining us at one of the following levels:

## Diamond Sponsorship \$50,000

- Logo and link to your website featured on the event website
- Logo on all sponsor signage at the event
- Logo on main auditorium presentation screens during breaks
- Full page recognition in the conference syllabus
- Logo in registration brochure and promotional articles/materials
- Display company banner in main auditorium (size limit of 3 x 4)
- On-stage recognition in main auditorium during program
- Complimentary exhibit booth for all three days of event
- Two complimentary registrations to attend World Burn Congress
- Invitation to annual donor recognition reception
- Invitation to the Wednesday opening celebration event
- Complimentary table at the Saturday evening gala

## Platinum Sponsorship \$25,000

- Logo and link to your website featured on the event website
- Logo on all sponsor signage at the event
- Logo on main auditorium presentation screens during breaks
- Logo in registration brochure, conference syllabus, and promotional articles/materials
- On-stage recognition in main auditorium during program
- Complimentary exhibit booth for all three days of event
- One complimentary registration to attend World Burn Congress
- Invitation to annual donor recognition reception
- Invitation to the Wednesday opening celebration event
- Four tickets to the Saturday evening gala

## Gold Sponsorship \$10,000

- Logo featured on the event website
- Logo on all sponsor signage at the event
- Logo on main auditorium presentation screens during breaks
- Logo in registration brochure, conference syllabus, and promotional articles/materials
- On-stage recognition in main auditorium during program
- Invitation to annual donor recognition reception
- Invitation to the Wednesday opening celebration event

## Silver Sponsorship \$5,000

- Name on the event website
- Name on all sponsor signage at the event
- Name on main auditorium presentation screens during breaks
- Name in registration brochure and conference syllabus
- Invitation to annual donor recognition reception
- Invitation to the Wednesday opening celebration event

## Bronze Sponsorship \$1,000

- Name on the event website
- Name on all sponsor signage at the event
- Name in registration brochure and conference syllabus
- Invitation to annual donor recognition reception

Our sponsorship program is adaptable to meet the needs of your organization.

We will customize a sponsorship package for you, based on your needs, to create a successful partnership.

See pages 4 & 5 for available feature opportunities!



“This is a life-changing experience! It gives hope, courage and lays the foundation to build or rebuild one’s life.”

*Burn Survivor sponsored to attend WBC 2010*

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# Phoenix Society's World Burn Congress 2012 Feature Sponsor Opportunities

## Closing Gala

### Diamond Sponsorship

This celebration takes place on Saturday evening at the close of World Burn Congress and includes a cocktail reception, a plated dinner, entertainment and dancing for the evening. Your sponsorship is recognized with large signs at the gala, and on-stage announcement, and throughout all Congress materials. A table at the gala is also reserved for you and your guests to join us.

**\$50,000 exclusive**

## Registration Bags

### Gold Sponsorship

Each attendee is given a registration bag with all the registration materials. Your logo is placed on one side of the bag and the Phoenix Society's logo on the other side.

**\$12,000 exclusive**

## Conference Syllabus

### Gold Sponsorship

Each attendee is given a conference syllabus at registration. The Syllabus for the Congress will have your logo and brief message on the full back cover or inside front cover (your choice).

**\$10,000 exclusive**

## Attendee Shirts

### Gold Sponsorship

Each attendee is given a t-shirt at registration. Your logo is placed on the back of the shirt and the Phoenix Society's logo on the front upper left with the Congress date and location.

**\$12,000 exclusive**

## Badge Lanyards

### Silver Sponsorship

Each attendee receives a lanyard and badge at registration. Your company logo is printed on all lanyards. Attendees wear the badges and lanyards to all Congress sessions, activities and functions and many times as they socialize.

**\$6,500 exclusive**

## World Burn Congress Talent Show

### Silver Sponsorship

The talent show serves as a centerpiece evening social event for all World Burn Congress attendees. Your sponsorship of this event

provides a piano, audio visual equipment and screens, snacks and beverages. In addition to recognition benefits offered at the Silver level, you will be recognized on the screens and on stage at the show.

**\$7,000 exclusive**

## Lunch

### Silver Sponsorship

Lunch will be served for all attendees on Thursday, Friday and Saturday. Signs will be posted at the luncheon stations acknowledging the sponsor. Three opportunities available.

**\$5,000**

## Breakfast

### Bronze Sponsorship

Light Breakfast will be served for all attendees. Signs will be posted at the breakfast stations acknowledging the sponsor. Three opportunities available.

**\$3,000**

## Registration Bags Inserts

### Bronze Sponsorship

Inserted in the registration bag that every attendee receives would be information or a sample product provided by the sponsor.

**\$1,500 per insert**

## Opening Reception

### Bronze Sponsorship

Be one of a limited number of sponsors to receive recognition and participate in the opening reception on Wednesday evening that kicks off World Burn Congress. Sponsor one of the food or beverage stations and signs will be posted at your sponsored station acknowledging your support. If you would like to consider being the exclusive sponsor for the opening reception, please call us.

**\$2,500 (each station)**

## Help a Survivor Attend

Many survivors and families lack resources to travel to World Burn Congress. Your contribution to the WBC Attendee Assistance Fund offers scholarships so they are able to attend the Congress gaining the support and tools needed to thrive again.

**\$1,500 per individual**

**\$4,500 family of 4**

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"As a healthcare worker, I could read all the books available in the subject of psychological suffering for burn survivors and never learn all I have learned by watching and listening at WBC."

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## Phoenix Society's World Burn Congress 2012 Feature Sponsor Opportunities continued

### UBelong Program: Families, Teens, and Kids together in Burn Recovery

This program is designed and implemented by burn care professionals from across the country to impact children and teens, 7-17 years old, and their families during a 3-day experience within World Burn Congress. This cutting-edge experience is a mix of fun, social skill building, and peer group interactions for burn survivors, siblings, and children of adult survivors. Also included are separate workshops and support groups for young adults, 18-25 years old, negotiating life's challenges as they take on independence and shape their identity, as well as workshops for parents, designed to support and educate on the topics needed to raise and support a happy, well-adjusted child.

#### Sponsor a Special Youth Activity

Local special attractions such as artists, programs, or welcome celebrations are designed to start the week with positive and fun energy that will carry the kids and teens through a week of healing, making new friends and gaining knowledge to conquer life's challenges.

All levels of sponsorship are welcome to support the Youth and Family programming. If you would like to sponsor a special activity of this program, please contact us for details. Sponsors of the Youth programming at the Silver level (\$5,000) and above will also have their logo screen printed on the back of the youth t-shirts and sweatshirts that each participant of the Youth and Family Program receives at registration.

#### Young Adult Experience

##### Bronze Sponsorship

A specialized workshop is offered Wednesday of WBC. To implement the skills learned during the workshop, a local attraction is chosen to provide a growth experience for this specific group during the week.

Your gifts provide skilled facilitators, special speakers, social skills training, mentoring, and take home tools.

**\$2,500**

#### Please note:

Sponsors of the above opportunities also receive benefits listed on the previous page at their appropriate gift level.

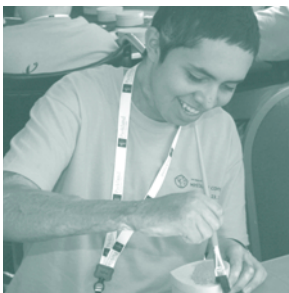
There are many opportunities to donate product and/or services in support of World Burn Congress, including gifts to our annual silent auction.

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"In the program I learned how to face the world and not be ashamed of myself. To accept myself"

*2010 youth attendee*

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"I would describe it (UBelong) as the most wonderful thing that happened to us, whereby I met people who taught me not to be afraid"

*2010 teen attendee*

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**Phoenix Society**  
for burn survivors

World Burn Congress

## 2012 SPONSOR REGISTRATION FORM

Company / Individual Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State / Province: \_\_\_\_\_ Zip / PC \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship amount: \_\_\_\_\_

Feature Sponsor Opportunity Choice: \_\_\_\_\_

Full payment is due by August 3, 2012.

My check is enclosed. (Make your check payable to the Phoenix Society.)

Please invoice me.

I'd prefer to charge my sponsorship to my:  Visa  MasterCard  Discover  Amex

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

This is a gift in kind. I am donating \_\_\_\_\_ (description of product donated)  
valued at \$ \_\_\_\_\_.

Company or Individual name as it will appear in literature and website only if different than above:

Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

**Deadline for recognition in WBC Registration Brochure is April 2, 2012.**

**Deadline for recognition in Conference Syllabus is August 3, 2012.**

**All sponsorships must be received by August 3, 2012.**

Please submit the name of your company, your company's website address and the logo as you would like it to appear on all sponsor recognition to: Megan Geerling, [Megan@phoenix-society.org](mailto:Megan@phoenix-society.org)

**Complete and return to:**

Phoenix Society for Burn Survivors, Inc.  
1835 RW Berends Drive SW  
Grand Rapids, MI 49519  
Fax: 616-458-2831  
800-888-2876



**Phoenix Society**  
for burn survivors

**For More Information on Sponsorship, Contact:**

Megan Geerling, Development Coordinator  
1.800.888.2876 • [Megan@phoenix-society.org](mailto:Megan@phoenix-society.org)  
[www.phoenix-society.org/wbc](http://www.phoenix-society.org/wbc)