



**THE ANNUAL GALA
OF THE ARNOLD P.
GOLD FOUNDATION**

**SPONSORSHIP
OPPORTUNITIES**

**JUNE 20, 2023
ZIEGFELD BALLROOM, NYC**

Benefitting The Arnold P. Gold Foundation



EVENT DETAILS

The Arnold P. Gold Foundation will recognize four healthcare leaders who embody the ideal of placing human interests, values, and dignity at the core of healthcare with its 2023 National Humanism in Medicine Medal.

This year's medal honorees are: global nursing leader and Dean of the College of Nursing and Allied Health Sciences at Howard University Dr. Gina S. Brown; visionary physician and President and CEO of the Gold Foundation Dr. Richard I. Levin; national health policy leader, founding Dean and President Emeritus of the Morehouse School of Medicine, and former Secretary of the Department of Health and Human Service, the Honorable Dr. Louis W. Sullivan; and pioneering nursing leader and Dean at the NYU Rory Meyers College of Nursing Dr. Eileen Sullivan-Marx.

The four honorees will be presented with their awards at the Gold Foundation's Annual Gala, Tuesday, June 20, which returns to the beautiful Ziegfeld Ballroom in New York City. The Annual Gala draws leaders of medical and nursing education, of hospitals and health systems, of community health centers, and of global healthcare companies, as well as humanistic doctors, nurses, and students, Gold Humanism Honor Society members, Gold grantees and awardees, and passionate supporters of humanism in healthcare.

"We are honored to recognize these distinguished leaders who have each made an indelible mark on humanism in healthcare," said Gold Foundation Board Chairman Richard C. Sheerr. "Their pioneering vision and immense dedication – across nursing and medical schools, innovative public policy and community health, nationally and globally – has made a remarkable difference to patient care. We are grateful to each of them, and we look forward to celebrating them in June."

DATE: Thursday, June 20, 2023

TIME: Cocktail reception at 6:00 p.m. Program begins at 7:00 p.m.

The gala offers a range of recognition opportunities, including a listing on our website and in our digital gala program, a sponsorship listing on the screen during the event, and a special recognition from the podium on the evening of the gala.



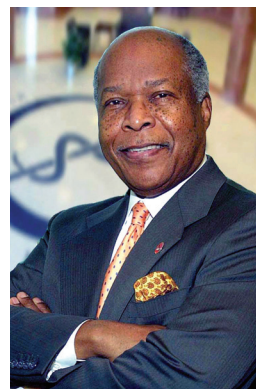
DR. GINA S. BROWN

Transformational Nursing Leader, Global Champion of Health Equity and Social Justice, and Dean of Howard University's College of Nursing and Allied Health Sciences



DR. RICHARD I. LEVIN

Visionary President and CEO of The Arnold P. Gold Foundation, Biomedical Scientist, and Innovative Humanist and Leader in Medical Education



DR. LOUIS W. SULLIVAN

Renowned Health Policy Leader, Minority Health Advocate, President Emeritus, Morehouse School of Medicine, and former Secretary of the U.S. Department of Health and Human Services



DR. EILEEN SULLIVAN-MARX

National Leader in Nursing Education and Practice, Innovative Researcher, Global Public Health Expert, and Dean of NYU's Rory Meyers College of Nursing

**Show your support for humanism in healthcare
and reserve your sponsorship today.**



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2023 GALA HONOREES



Dr. Gina S. Brown, PhD, MSA, RN, FAAN,

is a transformational global leader, educator, and nurse, who has spent more than 25 years focused on care and education in North America, Asia, and Africa. Since 2015, she has led the College of Nursing and Allied Health Sciences as Dean at Howard University, one of the most esteemed historically Black universities in the nation. Dr. Brown is engaged with a wide spectrum of nursing leaders and interdisciplinary health care professionals (Allied Health Sciences, Medicine, Dentistry and Pharmacy) to advance inclusive health care in America. She currently serves as a Commissioner for the NLN (National League for Nursing) Commission for Nursing Education Accreditation. Championing diversity, equity, and inclusion are hallmarks of her work. Dr. Brown has spoken on 5 continents on issues ranging from health disparities and social justice to religious liberty. She has lent her vast administrative and academic experience in multiple areas (traditional, adult, and online learning) to the development of both graduate and undergraduate programs. She has also brought

her expertise in curriculum development to international programs, including in schools and hospitals in Ghana, the Philippines, and Tanzania. Dr. Brown has been a speaker at several Gold Foundation conferences, bringing her keen insights into humanistic care, and she and fellow medal honoree and nursing dean Dr. Sullivan-Marx have formed a research and educational partnership with their two nursing schools focused on health equity.



Dr. Richard I. Levin, M.D.,

is an extraordinary physician leader who has been President and CEO of The Arnold P. Gold Foundation since 2021. He has guided the nonprofit organization through a period of transformational growth, expanding its reach to nursing schools and corporate partners, and elevating the message of humanism. Under his tenure, the Gold Foundation has established the Gold Corporate Council, reinvigorated the Gold Partners Council, founded the Canadian affiliate of the Gold Foundation and the first Canadian award, the AFMC-Gold Award for Humanism in Healthcare, jointly created the Vilcek-Gold Award for Humanism in Healthcare, and expanded the Gold Humanism Honor Society to more than 45,000 members and 180 chapters. Under Dr. Levin's leadership, the Gold Foundation made its commitment to diversity, equity, inclusion, and anti-racism explicitly woven into its programs, for true humanism in healthcare is for all. Prior to his current role, Dr. Levin was Dean of the Faculty of Medicine and

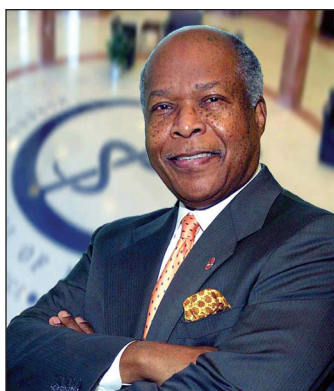
Vice-Principal for Health Affairs at McGill University and, previously, Vice Dean for Education, Faculty and Academic Affairs and Professor of Medicine at NYU School of Medicine. He is an Emeritus Attending Physician at Bellevue Hospital in New York City, the oldest public hospital in the United States. He is also a practicing cardiologist, pioneering research in the cell biology of vascular disease, and the founder of a diagnostics company. Dr. Levin is a member of the Gold Humanism Honor Society.



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The Honorable Dr. Louis W. Sullivan, M.D.,

is a national icon in healthcare, Founding Dean and President of Morehouse School of Medicine, and esteemed leader in health policy and minority health advocacy. He is Chairman of the Washington, D.C.-based Sullivan Alliance to Transform the Health Professions, which is now a program of the Association of Academic Health Centers (AAHC), a subsidiary of the AAMC. Dr. Sullivan served as Secretary of the U.S. Department of Health and Human Services under President George H. W. Bush. His vast efforts to improve the health and health behavior of Americans included establishing at the National Institutes of Health the Office of Research on Minority Health, which became the National Institute on Minority Health and Health Disparities; inaugurating the Women's Health Research Program at NIH; and introducing a new, improved Food and Drug Administration food label. Dr. Sullivan led the Morehouse School of Medicine for more than two decades and was Founding President of the Association of Minority

Health Professions Schools. He serves on the corporate boards of United Therapeutics and Emergent Biosolutions and co-chairs the Henry Schein Cares Foundation, the philanthropic arm of Henry Schein, Inc., a Gold Corporate Council member. He is also the author of multiple books, including *The Morehouse Mystique: Becoming a Doctor at the Nation's Newest African American Medical School*, his autobiography *Breaking Ground: My Life in Medicine and We'll Fight It Out Here: A History of the Ongoing Struggle for Health Equity*.



Dr. Eileen Sullivan-Marx, PhD, MS, RN, FAAN,

is a visionary nursing leader, educator, and clinician known for research and innovative approaches in primary care, sustaining models of care using advanced practice nurses, pioneering collaborations, and developing health policy in community-based settings. With a strong belief in the integration of practice, research, education, and interdisciplinary teamwork, Dr. Sullivan-Marx has built and sustained models of team care, including a private family practice and numerous older adult team programs in academic centers as well as the Veterans Administration. Since 2012, Dr. Sullivan-Marx has led NYU Rory Meyers College of Nursing as Dean and the Erline Perkins McGriff Professor of Nursing. Her deanship included such milestones as the completion of the college's first real home, the 433 1st Avenue building; the generous naming gift from the Meyers family that funds full scholarships for first-generation students with financial need; and advancing the school as a top 15 nursing school in research funding. Prior to

NYU, Dr. Sullivan-Marx had a distinguished career at the University of Pennsylvania School of Nursing, where she was the associate dean for practice and community affairs. Dr. Sullivan-Marx is past president of the American Academy of Nursing (AAN), which she led during the height of the COVID-19 pandemic. She is a Trustee of the Gold Foundation, as well as a Fellow of the American Academy of Nursing, New York Academy of Medicine, and the Gerontology Society of America.



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OUR HISTORY

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 for some of his trainees, the personal connection to their patients and their families was slipping away. He was alarmed: He knew that connection and collaboration in healthcare were equal in importance to scientific facts and measurements.

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.

And so The Arnold P. Gold Foundation began in 1988, in Englewood Cliffs, New Jersey, just across from New York City. 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 foundation launched the White Coat Ceremony to instill compassionate care at the start of training. Now nearly every medical school and hundreds of nursing schools hold White Coat Ceremonies annually.

The Gold Foundation has continued to innovate, including through its Tell Me More® program, its Gold Corporate Council, and its revamped Gold Partners 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.



Drs. Arnold and Sandra Gold 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.



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2023 GALA SPONSORSHIPS

Please respond by Friday, April 28, 2023.

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

PRESENTING SPONSOR | \$100,000

- “The 2023 Annual Gala of The Arnold P. Gold Foundation 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 special digital Gala Journal
- Recognition from the podium
- Best placement for two tables of ten

LEAD SPONSOR or HONORARY CHAIR | \$50,000

- Company logo or name on all Gala printed materials and on-screen recognition at event
- Full-page Gold ad in special digital Gala Journal
- Special mention from the podium
- Premium placement for a table of ten

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 special digital Gala Journal
- 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 special digital Gala Journal
- Prominent placement for a table of ten

PATRON | \$10,000

- Patron listing in Gala printed materials and on-screen listing
- Full-page ad in special digital Gala Journal
- Preferred placement for a table of ten

*For additional sponsorship opportunities and individual ticket options,
please reach out to Kerry Ford at 201.735.8722 or kerry@gold-foundation.org.*



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2023 GALA JOURNAL

The special digital Gala Journal will celebrate the impact
of the four honorees.

GOLD FULL-PAGE AD | \$25,000
SILVER FULL-PAGE AD | \$10,000
BRONZE FULL-PAGE AD | \$5,000
FULL-PAGE AD | \$3,000
HALF-PAGE AD | \$1,000

AD DIMENSIONS

Full Page - 10.5 in. x 8 in. (horizontal only)
Half Page - 5 in. x 8 in. (vertical only)

GOLD
FULL-PAGE AD

SILVER
FULL-PAGE AD

BRONZE
FULL-PAGE AD

FULL-PAGE AD

HALF-PAGE
AD



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Sponsorship levels:

- ☐ **PRESENTING SPONSOR | \$100,000**
- ☐ **LEAD SPONSOR OR HONORARY CHAIR | \$50,000**
- ☐ **SUPPORTING SPONSOR OR HONORARY HOST | \$30,000**
- ☐ **GUARDIAN | \$15,000**
- ☐ **PATRON | \$10,000**

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

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

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

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SECURITY CODE

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EXPIRATION DATE

SIGNATURE

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The Arnold P. Gold Foundation
P.O. Box 111
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Contributions are fully
tax-deductible to the
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The Arnold P. Gold Foundation
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organization under section
501(c)(3).

*For further information please
call 201.735.8722 or email
kerry@gold-foundation.org.*

Thank you for your support!