



Salem STATE UNIVERSITY

SPONSORSHIP OPPORTUNITIES

For 37 years, the Salem State Series has presented hundreds of world leaders, artists, athletes and intellectuals to thousands of patrons. The Series is a leader among the nation's speaker programs for nearly four decades, featuring four former U.S. presidents (Presidents Ford, Carter, Clinton and Bush Sr.), Shimon Peres, Desmond Tutu, Maya Angelou, Benazir Bhutto, Gloria Steinem, Tom Brady and the latest, John Legend.

As a sponsor of the special presentation of the Salem State Series featuring Paul Farmer, MD, PhD, you will enjoy valuable interaction with key change-makers in the greater Boston community and the world, while receiving valuable marketing benefits.

SALEM STATE SERIES

Paul Farmer, MD, PhD

Nov. 6, 2018

7:30 pm

O'Keefe Complex

On November 6, 2018, the Salem State Series will feature Paul Farmer, MD, PhD, medical anthropologist and physician. Dr. Farmer has dedicated his life to improving health care for the world's poorest people. He is Co-founder and Chief Strategist of Partners In Health (PIH), an international non-profit organization that since 1987 has provided direct health care services and undertaken research and advocacy activities on behalf of those who are sick and living in poverty. Dr. Farmer and his colleagues in the U.S. and abroad have pioneered novel community-based treatment strategies that demonstrate the delivery of high-quality health care in resource-poor settings.



EVENT SPECIFIC REACH

- 80,000 alumni and friends of the university
- 12,000 past Series attendees
- 9,000 current students
- 1,500 current faculty and staff
- 600 event attendees
- 200 regional business leaders and fellow sponsors

Dr. Farmer will be joined on stage with colleagues David Walton, MD, MPH and Jim Ansara, co-Founders of Build Health International, a Boston-based global healthcare infrastructure non-profit.



Jim Ansara, Executive Chairman



*David Walton, MD, MPH,
Chief Executive Officer*

David Walton, MD, MPH is the Chief Executive Officer & co-Founder of Build Health International, a Boston-based global healthcare infrastructure non-profit. Dr. Walton is also an Associate Physician in the Division of Global Health Equity at Brigham and Women's Hospital and Instructor in Medicine at Harvard Medical School. For two decades Dr. Walton has focused on health systems strengthening, systemic improvement and expansion of medical care and medical infrastructure in resource-poor settings. In 2010, after the 7.0 earthquake that devastated Haiti, he partnered with Jim Ansara to build the Hôpital Universitaire de Mirebalais, a 320-bed state-of-the-art facility in the Central Plateau.

When he started Shawmut Design & Construction in 1982, Jim Ansara committed to taking on the most difficult jobs — ones others did not want; to meeting the highest building standards; to completing projects at reasonable costs; and to supporting his employees and community at every opportunity. When he sold the firm to his employees in 2005, he and his wife Karen used the profits to co-found the Ansara Family Fund to end global poverty. Since then, the Fund has supported locally developed projects in Haiti, Nepal, and elsewhere. Soon after a magnitude 7.0 earthquake devastated much of Haiti In 2010, however, they got a call from colleagues there. That emergency request — to restore power to the few health centers still standing — led to a new, even bolder commitment: to help rebuild the island's health infrastructure, no matter how long it took. In 2013, Jim established Build Health International with Dr. Walton to continue the work in Haiti and elsewhere and now serves as the Executive Chairman.

As a Series sponsor you and your guest(s) will enjoy the valuable and exclusive opportunity to meet and mingle with our speakers.



AVAILABLE SERIES SPONSORSHIPS

SPONSOR RECEIVES:	PRESENTING \$25,000	FEATURE \$5,000	PRESIDENTIAL \$1,000	BENEFACTOR \$500
MARKETING BENEFITS				
Company logo on billboards booked for Series advertising	X			
Company logo on exterior banners at the university and throughout North Shore cities	Logo			
Company name/logo on all email campaigns advertising the events, sent to over 25,000	Logo	Name	Name	Name
Company name/logo on direct mail brochure sent to 12,000	X	Name		
Company name included in all press releases	X			
Company name/logo displayed on ticket inserts (minimum 200 distributed)	Logo	Name	Name	Name
Company name/logo on all advertising associated with the events, including emails, posters, social media posts, signage, and banners	X			
Company name/logo with a link at salemstate.edu/series	Logo	Logo	Name	Name
EVENT BENEFITS				
Exhibit table at event	X			
Opportunity for 15 second commercial to air prior to the lecture	X			
Corporate banner displayed in areas of high visibility (sponsor to provide banner)	X			
Acknowledgement/advertisement in Series programs (minimum of 500 distributed)	1 page color back cover	1 page color	½ page	¼ page
Company name on sponsor banner displayed at venues	Logo	Logo	Name	Name
Opportunity to include information, goods, or another promotional item in the gift bag placed on all V.I.P. and sponsor seats at the lecture	X	X	X	X
Number of premium tickets	10	8	4	2 or 6 if no dinner requested
Number of tickets to the dinner and photo opportunity with speaker	10	8	4	2 or 0 if higher ticket number is requested

Benefits of each sponsorship package will be appropriately valued and the remaining portion will be tax deductible.

All sponsorships will be sent directly to the Salem State Foundation and funds will be distributed appropriately thereafter.