



Sponsorship Opportunities

DD SPONSORSHIP OVERVIEW

For more than a decade, the Denim & Diamonds Bash has symbolized celebration and community impact supporting vital mental health services at Luminis Health Anne Arundel Medical Center (LHAAMC). Last spring, our community came together once again: 1,000 guests and 100 sponsors raised nearly \$1 million to support young patients in mental health crisis and the dedicated caregivers who serve them right here at LHAAMC.

Moving forward, the Denim & Diamonds Bash will take place every other year—a strategic shift designed to deepen its impact. Mark your calendar for Saturday, April 24, 2027!

As part of this new two-year sponsorship model, we are proud to introduce Denim & Diamonds Spotlight, an intimate, elevated dinner program that highlights stories of resilience and celebrates the powerful impact of community philanthropy. This is only available to early committed sponsors of the 2027 Denim & Diamonds Bash.

On Saturday, April 25, 2026, Denim & Diamonds Spotlight is proud to host a conversation with the most decorated female swimmer in history, Katie Ledecky, moderated by broadcast journalist, Chris Wallace. They will discuss Katie's Olympic journey and the role that perseverance, purpose, and mental health resources play at the highest levels of competition as well as right here in our community.

Space is extremely limited, don't miss your chance to be a part of it.

The 2026 Denim & Diamonds Spotlight
Saturday April 25, 2026

The 2027 Denim & Diamonds Bash
Saturday April 24, 2027

Why Sponsor?

LHAAMC provides a variety of ways that we can work together to achieve important corporate and community goals. We can create a custom partnership that best meets your needs and priorities as an organization. Together, we can make great things happen, for your company, your employees and their families, and our community at large. These include:

- ♥ Marketing opportunities that provide exposure, positioning your company as a local leader in partnership with the area's best hospital
- Strategic communications that celebrate your investment in the health of our community in front of audiences for as long as two years
- The opportunity to align with our trusted brand to showcase your company's priorities and social impact goals
- ♦ Opportunities for you to entertain your employees and clients at some of the area's largest, most popular & exclusive local events
- 💧 Customized wellness programs and services for your employees

For more information on how to be involved, please contact Marie Treanor at mtreanor@luminishealth.org

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$70,000

Only one available, option to fulfill over two years

- Event specific benefits:
 - » Three tables (30 tickets) with priority seating to the 2027 Denim & Diamonds Bash
 - » Thirty (30) VIP passes to the 2027 Denim & Diamonds Bash
 - » Two tables (20 tickets) with priority seating to the 2026 Denim & Diamonds Spotlight featuring a moderated conversation with Gold Medal Olympic Swimmer, Katie Ledecky
 - » Opportunity for a meet and greet and a photo with Katie Ledecky before the program
 - » Option to have a LHAAMC executive join you at your table for either event
 - » Parking available for the 2027 Denim & Diamonds Bash
- Three-hour charter for up to 200 guests with Watermark. Includes open beer & wine package with bartenders as well as tables and linens.*
- Membership in LHAAMC Business Society
 - » Six (6) invitations to LHAAMC Foundation's Holiday Toast
 - » Ten (10) tickets to LHAAMC Foundation's Baldwin Society Tailgate and game tickets to a Naval Academy football game
- One year of Quarterly Health Education Events for your employees at company location to include your choice of topics, such as Orthopedics, Pediatrics, Cardiac Care, Smoking Cessation, or Blood Pressure Workshops
- Tour of LHAAMC for a group of your leaders or staff based on your interests
- A dedicated profile in ***With Gratitude***, LHAAMC Foundation's annual donor magazine, mailed to nearly 2,000 local philanthropic leaders
- Recognition on Denim & Diamonds website
- Premium marketing opportunities at events and on LHAAMC campus including:
 - » Recognition on Thank You banner at LHAAMC during Spring 2026 and Spring 2027
 - » Acknowledgment prominently displayed on the future Denim & Diamonds recognition wall
 - » Highest recognition on all Denim & Diamonds digital and print materials
 - » Recognition on sponsored tabletops
 - » Full-screen tribute in event slideshows
 - » Recognition in rotation on TVs in LHAAMC hallways
- Marketing toolkit provided to include graphics, tools, and language for use on your website, social media, and other communications to help you showcase your investment in the health of our community
- First right of refusal to be the Presenting Sponsor in 2028-2029
- Must commit by March 20, 2026 for full marketing and event benefits

**Mutually agreeable date. Food not included.
Final arrangements determined between
Sponsor and Watermark.*



DD SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - \$50,000

Option to fulfill over two years

- Event specific benefits:
 - » Two tables (20 tickets) with priority seating to the 2027 Denim & Diamonds Bash
 - » Twenty (20) VIP passes to the 2027 Denim & Diamonds Bash
 - » One table (10 tickets) with priority seating to the 2026 Denim & Diamonds Spotlight featuring a moderated conversation with Gold Medal Olympic Swimmer, Katie Ledecky
 - » Opportunity for group photo with Katie Ledecky
 - » Parking available for the 2027 Denim & Diamonds Bash
- Membership in LHAAMC's Business Society
 - » Four (4) invitations to the LHAAMC Foundation's Holiday Toast
 - » Eight (8) tickets to LHAAMC Foundation's Baldwin Society Tailgate and game tickets to a Naval Academy football game
- One-time waived rental fee for an event in the Martin L. Doordan Institute, LHAAMC's Conference Center*
- Tour of LHAAMC for a group of your leaders or staff based on your interests
- One Health Education Event of your choice for your employees at company location, to include your choice of topics, such as Orthopedics, Pediatrics, Cardiac Care, Smoking Cessation, or Blood Pressure Workshops
- Recognition on Denim & Diamonds website
- Premium marketing opportunities at events and on LHAAMC campus including:
 - » Recognition on Thank You banner at LHAAMC during Spring 2026 and Spring 2027
 - » Acknowledgment prominently displayed on the future Denim & Diamonds recognition wall
 - » Recognition on all Denim & Diamonds digital and print materials
 - » Recognition on sponsored tabletops
 - » Full-screen tribute in event slideshows
 - » Recognition in rotation on TVs in LHAAMC hallways
- Marketing toolkit provided to include graphics, tools, and language for use on your website, social media, and other communications to help you showcase your investment in the health of our community
- Must commit by March 20, 2026 for full marketing and event benefits

**Mutually agreeable date. Food & beverage not included. Final arrangements determined between Sponsor and Conference Center Officer.*



SPONSORSHIP OPPORTUNITIES

Diamond Sponsor - \$30,000

Option to fulfill over two years

- Event specific benefits:
 - » One table (10 tickets) to the 2027 Denim & Diamonds Bash
 - » Ten (10) VIP passes to the 2027 Denim & Diamonds Bash
 - » Six (6) tickets to 2026 Denim & Diamonds Spotlight featuring a moderated conversation with Gold Medal Olympic Swimmer, Katie Ledecky
 - » Parking available for the 2027 Denim & Diamonds Bash
- Membership to LHAAMC's Business Society
 - » Four (4) invitations to the LHAAMC Foundation's Holiday Toast
 - » Four (4) tickets to LHAAMC Foundation's Baldwin Society Tailgate and game tickets to a Naval Academy football game
- Tour of LHAAMC for a group of your leaders or staff based on your interests
- Recognition on Denim & Diamonds website
- Marketing opportunities at events and on LHAAMC campus
 - » Recognition displayed on Thank You banner at LHAAMC during Spring 2026 and Spring 2027
 - » Acknowledgment prominently displayed on the future Denim & Diamonds recognition wall
 - » Recognition on all Denim & Diamonds digital and print materials
 - » Shared screen tribute in event slideshows
 - » Recognition in rotation on TVs in LHAAMC hallways
- Marketing toolkit provided to include graphics, tools, and language for use on your website, social media, and other communications to help you showcase your investment in the health of our community
- Must commit by March 20, 2026 for full marketing and event benefits



DD SPONSORSHIP OPPORTUNITIES

Silver Sponsor - \$20,000

Option to fulfill over two years

- Event specific benefits:
 - » One table (10 tickets) to the 2027 Denim & Diamonds Bash
 - » Ten (10) VIP passes to the 2027 Denim & Diamonds Bash
 - » Four (4) tickets to 2026 Denim & Diamonds Spotlight featuring a moderated conversation with Gold Medal Olympic Swimmer, Katie Ledecky
- Membership to LHAAMC's Business Society
 - » Four (4) invitations to the LHAAMC Foundation's Holiday Toast
 - » Four (4) tickets to LHAAMC Foundation's Baldwin Society Tailgate and game tickets to a Naval Academy football game
- Recognition on Denim & Diamonds website
- Marketing opportunities at events and on LHAAMC campus
 - » Recognition on all Denim & Diamonds digital and print materials
 - » Shared screen tribute in event slideshows
 - » Recognition in rotation on TVs in LHAAMC hallways
- Marketing toolkit provided to include graphics, tools, and language for use on your website, social media, and other communications to help you showcase your investment in the health of our community
- Must commit by March 20, 2026 for full marketing and event benefits

Denim Sponsor - \$10,000

Option to fulfill over two years

- Event specific benefits
 - » Eight (8) tickets to the 2027 Denim & Diamonds Bash
 - » Eight (8) VIP passes to the 2027 Denim & Diamonds Bash
 - » Two (2) tickets to 2026 Denim & Diamonds Spotlight featuring a moderated conversation with Gold Medal Olympic Swimmer, Katie Ledecky
- Membership to LHAAMC's Business Society
 - » Two (2) invitations to the LHAAMC Foundation's Holiday Toast
 - » Two (2) tickets to LHAAMC Foundation's Baldwin Society Tailgate and game tickets to a Naval Academy football game
- Recognition on Denim & Diamonds website
- Marketing opportunities at events and on LHAAMC campus
 - » Recognition on all Denim & Diamonds digital and print materials
 - » Shared screen tribute in event slideshows
 - » Recognition in rotation on TVs in LHAAMC hallways
- Marketing toolkit provided to include graphics, tools, and language for use on your website, social media, and other communications to help you showcase your investment in the health of our community
- Must commit by March 20, 2026 for full marketing and event benefits



SPONSORSHIP LEVELS

Event Benefits

Sponsorship Levels and Benefits	Presenting \$70,000	Platinum \$50,000	Diamond \$30,000	Silver \$20,000	Denim \$10,000
Tickets to the 2027 D&D Bash	30 (three tables)	20 (two tables)	10 (one table)	10 (one table)	8
VIP passes to the 2027 D&D Bash	30	20	10	10	8
Tickets to 2026 D&D Spotlight*	20 (two tables)	10 (one table)	6	4	2
Meet and greet with Katie Ledecy*	X				
Photo with Katie Ledecy*	X	X			
LHAAMC executive to join your table for either event	X				
Premier D&D Bash parking	X	X	X		
Three-hour charter with Watermark	X				
Tickets to Holiday Toast	6	4	4	4	2
Tickets to Baldwin Society Tailgate and Naval Academy football game	10	8	4	4	2
Health Education Events	4	1			
Exclusive tour of LHAAMC	X	X			
Dedicated profile in <i>With Gratitude</i>	X				
Waived rental fee for an event in Martin L. Doordan Institute, LHAAMC's Conference Center*		X			

Marketing Benefits

Sponsorship Levels and Benefits	Presenting \$70,000	Platinum \$50,000	Diamond \$30,000	Silver \$20,000	Denim \$10,000
Recognition on D&D website	X	X	X	X	X
Recognition on Thank You banner at LHAAMC during Spring 2026 and Spring 2027	X	X	X		
Acknowledgment on the future D&D recognition wall	X	X	X		
Recognition on all digital and print materials	Highest	Prominent	Prominent	Prominent	Prominent
Recognition in event slideshows	Full-screen	Full-screen	Shared screen	Shared screen	Shared screen
Recognition on LHAAMC hallway TVs	X	X	X	X	X

*Must commit by March 20, 2026 for full marketing and event benefits

Please review each sponsorship opportunity for detailed descriptions and benefits.

For sponsors interested in supporting the 2027 Denim & Diamonds Bash ONLY, details will become available June 2026, including sponsorship levels starting at \$3,500.

SPONSORSHIP

Thank You

We are deeply grateful for your partnership and look forward to the opportunity to celebrate together while creating something truly meaningful. Your support helps make this event possible and directly contributes to an unforgettable experience for our community.

Please reach out with any questions or to discuss partnership opportunities further.

Marie Treanor

Corporate Giving Officer

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A copy of our current financial statement is available upon request by contacting Luminis Health Anne Arundel Medical Center at 2000 Medical Parkway, Suite 604, Annapolis, MD 21401 or 443.481.4747. Documents and information submitted to the state of Maryland under the Maryland Charitable Solicitation Act are available from the office of the secretary of state for the cost of copying and postage. If you prefer not to receive fundraising communications from LHAAMC, please contact us toll free at 888-890-6919 or by email at OptOut@luminishealth.org. Please include your name and address so that we may honor and acknowledge your request.