



## You are invited to the Mad Hatter!

The AtlantiCare Foundation's  
64<sup>th</sup> Annual Century Club Gala

Saturday, May 17, 2025  
Borgata Hotel Casino & Spa

Supporting AtlantiCare's Workforce Excellence efforts.  
Your donation is tax deductible to the full extent allowable by law.

Sponsorship Opportunities	The Mad Hatter \$40,000	Alice \$25,000	Drink Me \$20,000	Caterpillar \$15,000	Cheshire Cat \$10,000	Queen of Hearts \$7,500	Wonderland \$5,000	White Rabbit \$4,000	Tweedles \$2,500
Gala Seats	20	20	16	10	10	8	6	4	2
Hotel Room at the Borgata the evening of the Gala.	4	3	2	1					1
\$100 Borgata Gift Cards.	4								
Sponsor recognition at the podium.	●	●	●	●					
Logo prominently displayed at high visual area.	●	●	●	●	●	●			
Logo included on signage and on screens. Deadline for signage April 25, 2025.	●	●	●	●	●	●	●	●	
Ad in printed program book if received no later than April 25, 2025.	2 Full Page Color Ads	1 Full Page Color Ad	1 Full Page Color Ad	1 Full Page Color Ad	1 Full Page Color Ad	1 Full Page Color Ad	1 Full Page Color Ad	1 Half Page Color Ad	
Recognition on AtlantiCare Foundation website.	●	●	●	●					
Post on the AtlantiCare Facebook page.	●	●	●	●					

Sponsors who support the 64<sup>th</sup> Annual Century Club Gala will receive, by mail, a beautiful, commemorative program book highlighting the sponsors of the Gala and photos from the event.

Ad Sizes

Placement in the Program Book cannot be guaranteed for ads received after April 25, 2025.

- Full Page Ads: 7.5" (wide) x 7.5" (high)
- Half Page Ads: 7.5" (wide) x 3.625" (high)

Note: Our program book is SQUARE

Ad File Format

- Ads & photographs must be submitted at high resolution (300 dpi)
- Ads & photographs should be submitted in full color
- Files must be hi-res .pdf or high quality .jpg
- Original digital photography should be captured at the camera's highest resolution.
- You are responsible for submitting ads & photography that adhere to the above mentioned specifications. (Each advertiser is responsible for the creation or correction of their ad.)

Submitting Ads

- Email to: [cheryl.broschard@atlanticare.org](mailto:cheryl.broschard@atlanticare.org)
- Deadline: April 25, 2025
- Questions on ads: Please call Cheryl Broschard 609-572-8288

Additional Opportunities

- ☐ The Dormouse (Full Page Ad) - \$1,000    ☐ The Flamingo (Half Page Ad) - \$500    ☐ Gala Tickets - \$350 each
- ☐ I/we are happy to sponsor this event, but will waive the use of our seats; please make our contribution fully tax deductible.
- ☐ We cannot attend but would like to make a donation in the amount of \$ \_\_\_\_\_ in support of AtlantiCare.

Please complete the information below and submit this page to AtlantiCare Foundation.

Mail:

AtlantiCare Foundation, Attn: Cheryl Broschard  
1809 Pacific Avenue  
Atlantic City, NJ 08401

Fax: 609-572-8254  
e-mail: [cbroschard@atlanticare.org](mailto:cbroschard@atlanticare.org)

Name/ Company Name		Contact
Address		City/State/Zip
Phone	e-mail	Sponsorship Level

Payment

- Checks: Make payable to AtlantiCare Foundation.
- Credit Cards: Please complete form.

Credit Card Number	Exp Date	CV Code
Amount to be charged \$	Signature	Date