



# CareSquare

A Program for the Health  
of Our Community

## CARESQUARE MARKETING REWARDS

As a CareSquare member, you'll receive a host of benefits and support designed to help you boost client and employee engagement not only at your CareSquare events but also year-round. The more you choose to donate, the more marketing support you can receive.

Annual Commitment*			
	\$5000 (\$417/month)	\$2500** (\$209/month)	\$1200 (\$100/month)
On-Site Marketing Kit	✓	✓	✓
Print Listings	✓	✓	✓
Online Listing/Link	✓	✓	✓
Social Media Promotion	✓	✓	
Internal Email Promotion	✓	✓	
Wellness Program Opportunity	✓		
Radio Promotion	✓		
Public Relations Promotion	✓		
Thank You Advertising	✓		
Naming Opportunity <i>(with 5-year commitment of at least \$25,000 total)</i>	✓		
*Does not include contributions made for hospital/hospice events. **Or a \$10,000 multi-year pledge.			



## ADVANCED RADIOLOGY

*"We view Carroll Hospital as one of the most progressive community hospitals in the region. Benefiting from strong leadership, it has expanded services over the years to become leaders in cancer, stroke, cardiac, maternity, emergency and surgical care, to name a few. We're proud to support those efforts in this small way."*

-Advanced Radiology

Turn over to learn more about each of these rewards.



200 Memorial Avenue, Westminster, MD 21157 | 410-871-6200  
CarrollHospitalCenter.org | foundation@CarrollHospitalCenter.org



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## CARESQUARE MARKETING REWARDS: WHAT'S INCLUDED

**Complete on-site marketing kit**, including a window cling, table tents, poster, change box and digital CareSquare badge for your website.

**Print listings** in CareSquare collateral materials that will be handed out at hospital/hospice and community events or mailed to community members. Listings will also appear periodically in *A Healthy Dose*, the hospital's award-winning magazine mailed three times a year to more than 60,000 community members; *DASH*, Carroll Hospice's twice-yearly newsletter and *Happenings*, a monthly newsletter that reaches more than 2,000 Carroll Hospital, Carroll Hospice and Carroll Health Group employees and volunteers.

**Online listing and link** to your business's website in the CareSquare members directory, available on both the Carroll Hospital and Carroll Hospice websites for customers wanting to support businesses that support the hospital and hospice.

**Social media promotions**, including Facebook and Twitter alerts promoting your events. Carroll Hospital and Carroll Hospice currently have nearly 4,500 combined Facebook and Twitter followers.

**Internal email promotions** of your CareSquare specials/events to the more than 2,000 Carroll Hospital, Carroll Hospice and Carroll Health Group employees.

**Wellness program opportunity** (one per year)—host a Carroll Hospital or Carroll Hospice healthy living class, workshop or event for your employees at your place of business.

**Radio promotion** (one per year) during WTTR's weekly morning drive-time segment, Carroll Hospital Health Chat.

**Public relations promotion** to the local and regional news media through Carroll Hospital's PR team. (As with all PR efforts, coverage is not guaranteed.)

**Thank you advertising** in *Carroll County Times*, as well as *A Healthy Dose* and Carroll Hospice's *DASH* newsletter, which together are mailed to more than 65,000 readers at least twice a year.

**Naming opportunity** (with a five-year commitment of at least \$25,000 total). Create a lasting legacy by having a hospital or hospice space named after you or your business.

### Ready to join CareSquare?

Simply complete the  
enclosed enrollment form,  
call 410-871-6200 or email

[foundation@CarrollHospitalCenter.org](mailto:foundation@CarrollHospitalCenter.org)  
and a member of the CareSquare  
team will get you started.

**CARROLL HOSPITAL  
FOUNDATION**

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