

FRIDAY JUNE 23, 2017 | 8:00 a.m.-5:00 p.m.
San Diego Professional Palliative Care Conference

PALLIATIVE CARE: A Cloak of Many Colors

December, 2016

Greetings,

The CSU Institute for Palliative Care at California State University San Marcos and the San Diego Coalition for Compassionate Care (SDCCC) requests your support of its second annual San Diego County Professional Conference on Palliative Care. The conference will be held Friday, June 23, 2107 on the campus of CSU San Marcos. The 2017 conference theme, "**Palliative Care: A Cloak of Many Colors,**" will highlight best practices in Palliative Care across populations, settings, cultures, and the life span. At our first conference, more than 120 attendees from all clinical disciplines benefited from rich learning, networking, and concrete suggestions for practice change. On the evaluations, 97% said they'd be back this year!

Palliative Care is patient-and-family-centered care that optimizes quality of life by anticipating, preventing, and treating suffering. It is appropriate throughout the course of serious illness – regardless of the patient's age. Palliative care addresses the physical, intellectual, emotional, social, and spiritual needs of patients and their families. The palliative approach utilizes interdisciplinary teams to increase patient autonomy, improve quality of life, and ensure that patients have choices. In short, it is providing the best care possible to patients and their loved ones.

Please join us as we work to equip San Diego County health care leaders (e.g., physicians, physician's assistants, nurse practitioners, registered nurses, social workers, and chaplains) with the tools to implement or expand palliative care programs in our hospitals, outpatient clinics, medical offices, hospices, and care facilities. **Sponsorships are more than financial support. They are truly partnerships...a shared commitment to local professional development and to our local community's well-being.**

On behalf of the CSU Institute for Palliative Care at CSUSM and the San Diego Coalition for Compassionate Care, we thank you for your support and participation! Enclosed please find the conference sponsorship form. If you have any questions or need additional information, please contact Lisa Lipsey at llipsey@csusm.edu, or by phone, 760-750-3550.

We look forward to partnering with you,

Jennifer Ballentine, MA
Chair, SDCCC
President,
The Iris Project

Sharon Hamill, PhD
Secretary, SDCCC
Faculty Director,
CSU Institute for
Palliative Care at
CSUSM

Christine Knutson, RN, MSN
Education Co-Chair, SDCCC
Nurse Educator

Glenn Panzer, MD
Education Co-Chair,
SDCCC
Chief Medical Officer,
The Elizabeth Hospice



JOIN US!

FRIDAY JUNE 23, 2017
8 a.m.-5 p.m.

- **Save the Date!**
Registration opens
January 2017
- **\$175 price includes**
continental breakfast,
lunch, and afternoon
dessert reception
- **Open to all Health Care,**
Advocacy, and Policy
Professionals
- **CEU/CME education**
for Physicians, Nurses,
Social Workers,
Psychologists, and
Chaplains pending



For more information:
Lisa Lipsey at 760-750-3550
Or e-mail llipsey@csusm.edu

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SPONSORSHIP INVITATION

PLATINUM SPONSOR \$5,000 (2 AVAILABLE)

- Prominent logo placement on conference bag and promo materials
- Acknowledgement as Platinum Sponsor in printed program and on conference website and promotional flyers
- Corporate banner (provided by sponsor) displayed at event
- 1 six foot table at professional resource fair
- Registration, with premium reserved seats, for 6 at the conference

GOLD SPONSOR \$2,500 (4 AVAILABLE)

- Logo placement on conference bag
- Acknowledgement as a Gold Sponsor in printed program and on conference website and promotional flyers
- 1 six foot table at professional resource fair
- Registration, with reserved seats, for 4 at the conference

SILVER SPONSOR \$1,000 (10 Available)

- Name recognition on all printed promotional flyers
- Logo acknowledgement as a Silver Sponsor in printed program and on conference website
- 1 six foot table at professional resource fair
- Registration for 2 at the conference

BRONZE SPONSOR \$500

- Acknowledgement as a Bronze Sponsor on conference website
- Company name in conference program
- 1 agency handout or brochure on the community resource table at the professional resource fair
- Registration for 1 at the conference

ATTENDEE SPONSOR \$100

- Opportunity limited to registered conference attendees. Please see registration website for details (www.csusm.edu/palliativeconference)
- Placement of agency brochure or business card on the community table at the professional resource fair

SPONSOR REGISTRATION FORM ON REVERSE



Institute for Palliative Care

AT CALIFORNIA STATE UNIVERSITY SAN MARCOS



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California State University
SAN MARCOS

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SPONSORSHIP INVITATION

THANK YOU FOR YOUR SPONSORSHIP!

AGENCY: _____

CONTACT: _____

E-MAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____

SPONSORSHIP LEVEL:

PLATINUM SPONSOR \$5,000 (2 AVAILABLE)

GOLD SPONSOR \$2,500 (4 AVAILABLE)

SILVER SPONSOR \$1,000 (10 AVAILABLE)

BRONZE SPONSOR \$500

ATTENDEE SPONSOR \$100

Option only available as part of our online conference registration

SPONSORSHIP DEADLINES:

Logo Inclusion — February 15, 2017

Submit Corporate Banner to be displayed — June 15, 2017

MAKE CHECK PAYABLE TO:

CSUSM Foundation

MAIL FORM AND CHECK TO:

Lisa Lipsey

IPC CSUSM, COM 109

333 S. Twin Oaks Valley Road

San Marcos, CA 92096-0001