Morton Plant Hospital

Centennial Celebration

A Century of Service, a Future of Possibilities

November 11–13 | 2016

Sponsorship Opportunities

Morton Plant Mease Health Care Foundation

MPHCelebrating100.com
History of Morton Plant Hospital

With a long, rich history in the Clearwater community, we are excited to celebrate our centennial anniversary and reflect on how Morton Plant Hospital began, seemingly by accident — a car accident, to be specific.

In 1912, Henry B. Plant II was on vacation with his family at what was once the Belleview Biltmore Hotel, and was badly injured in a car wreck. Instead of sending his son across the water to Tampa for care, Henry’s railroad tycoon father, Morton Freeman Plant, rushed railroad cars filled with doctors, nurses and equipment down from Chicago to help his son. At the time, there was no local hospital within a day’s drive for those who were hurt or seriously injured, so doctors in the community did what they could to care for patients without the help of appropriate medical equipment.

As Henry Plant recuperated in a railroad car next to the hotel, a group of civic-minded women, encouraged by Dr. John Bowen, began their quest to bring what is now Morton Plant Hospital to life.

The women began fund-raising and in 1914 approached Morton Plant for support. Plant, with his son’s accident in the forefront of his mind, offered the women an endowment of $100,000 in railroad stock if they could raise $20,000 to pay for the cost of the building.

Within a few weeks, the small community of 2,000 Clearwater residents, comprised mostly of farmers and tradesmen, raised the money needed to begin construction.

On January 1, 1916, the 20-bed hospital opened, costing $21,298. Almost a century later, Morton Plant Hospital is a nationally recognized 687-bed facility providing compassionate, quality care to more than 50,000 patients annually and working in more than 50 specialty areas.
Morton Freeman Plant was the spirited and philanthropic son of Henry and Ellen Plant. His father was a pioneer railroad constructor, a path in which Morton followed, after many years of schooling at the finest institutions. While serving as the director of the Atlantic Coast Line Railroad, Morton married Nellie Capron and bought a large part of the Philadelphia National League baseball club, as well as ownership of the New London Eastern League club.

Nellie Capron Plant died in 1913 and Mr. Plant then married Miss May Caldwell. Maisie, as she liked to be called, married Plant and took up residence in his expansive home on 59th Street and Fifth Avenue in New York. While shopping, Maisie found and fell in love with a double strand of pearls at Cartier, regarded as the world’s most expensive pearls, valued at $1 million dollars (today, these same pearls would be worth nearly $16 million).

Morton, who was incredibly generous to his new wife, couldn’t imagine spending such an exorbitant amount on pearls, but what Maisie wanted, Maisie got. At this time, the area where their Fifth Avenue home stood was becoming more of a business zone, and those with money were moving uptown. In true tycoon fashion, and to appease his young wife, Plant traded his mansion (plus $1) for the elegant two-strand Cartier pearl necklace, which he then gifted to Maisie.

Today, the famous Cartier building still calls Fifth Avenue home, and the epic story of Morton and Maisie Plant is rooted in the history of this incredible city and its famous building.
Centennial Celebration Weekend at a Glance

Skip Cline Society Centennial Kick-Off Party

Friday, November 11
Opal Sands Resort
6–10pm
Benefiting the pediatric programs at the hospitals of Morton Plant Mease

Morton Plant Hospital Centennial Gala

Saturday, November 12
Opal Sands Resort
6–11pm
Benefiting charity care at Morton Plant Hospital

Centennial Sunday Brunch

Sunday, November 13
Opal Sands Resort
11am–2pm
Benefiting charity care at Morton Plant Hospital

Skip Cline Society Centennial Kick-Off Party

Friday, November 11

Benefiting the pediatric programs and services at the hospitals of Morton Plant Mease

The Skip Cline Society of Morton Plant Mease Health Care Foundation will be kicking off the historical 100th celebration weekend in style at the new Opal Sands Resort on Clearwater Beach.

Please join us on Friday, November 11, as we toast 100 years of Morton Plant Hospital with live music, delicious food and handcrafted cocktails. Cheers!
Skip Cline Society Centennial
Kick-Off Party

Sponsorship Opportunities

Presenting Sponsor: $25,000
✦ Ten tickets to event
✦ Full-page acknowledgement of sponsorship in event program
✦ Logo recognition on Save the Date card as Presenting Sponsor
✦ Prominent logo placement on event invitation
✦ Prominent logo recognition on event website
✦ Opportunity to distribute company collateral to event attendees
✦ Logo recognition on event signage, AV presentation and lighted GOBO
✦ Opportunity to address event attendees
✦ Significant social media recognition on all Foundation sites

Century Sponsor: $15,000
✦ Eight tickets to event
✦ Recognition throughout Opal Sands on event day
✦ Half-page acknowledgement of sponsorship in event program
✦ Logo recognition on event invitation and Save the Date card
✦ Prominent logo recognition on event website
✦ Ample social media recognition leading up to event

Millennium Sponsor: $10,000
✦ Six tickets to event
✦ Recognition throughout Opal Sands on event day
✦ Half-page acknowledgement of sponsorship in event program
✦ Logo recognition on event invitation
✦ Prominent logo recognition on event website
✦ Ample social media recognition leading up to event

Generation Z Sponsor: $5,000
✦ Five tickets to event
✦ Recognition throughout Opal Sands on event day
✦ Name recognition on event webpage
✦ Name recognition in event program
✦ Name recognition on event signage

Legacy Sponsor: $2,500
✦ Four tickets to event
✦ Name recognition on event webpage
✦ Name recognition in event program

Decades Sponsor: $1,000
✦ Two tickets to event
✦ Name recognition on event webpage
✦ Name recognition in event program

Individual Ticket:
$125 – Skip Cline Society members
$175 – Non-Skip Cline Society members
The new Doyle Tower at Morton Plant Hospital, scheduled to be completed in early 2017. Another example of how the community gave back.
Morton Plant Hospital Centennial Gala

Saturday, November 12

Benefiting charity care at Morton Plant Hospital

Morton Plant Hospital holds a special place in the lives and hearts of so many in our community. As we celebrate the 100th anniversary of this renowned institution, we invite you to join us for our centennial gala on Saturday, November 12, for an evening of elegance and entertainment that will pay homage to our rich history, while eagerly welcoming the future. An event like this only comes around once every 100 years, so don’t miss out on making memories that will last a lifetime!
Sponsorship Opportunities

Presenting Sponsor:

Platinum Sponsor: $50,000
✦ One table of 12 with premier seating
✦ Two standard guest rooms at the Opal Sands Resort the night of the Gala
✦ Full-page acknowledgement of sponsorship in event program
✦ Logo recognition on event invitation and Save the Date card
✦ Prominent logo recognition on event webpage
✦ Ample social media recognition leading up to event
✦ Email to more than 9,000 people acknowledging company as sponsor
✦ Logo recognition on event signage

Gold Sponsor: $25,000
✦ One table of 10 with premier seating
✦ One standard guest room at the Opal Sands Resort the night of the Gala
✦ Full-page acknowledgement of sponsorship in event program
✦ Logo recognition on event invitation and Save the Date card
✦ Prominent logo recognition on event webpage
✦ Ample social media recognition leading up to event
✦ Email to more than 9,000 people acknowledging company as sponsor
✦ Logo recognition on event signage

Silver Sponsor: $15,000
✦ Ten tickets with premier seating
✦ Half-page acknowledgement of sponsorship in event program
✦ Logo recognition on event invitation and Save the Date card
✦ Prominent logo recognition on event webpage
✦ Ample social media recognition leading up to event
✦ Email to more than 9,000 people acknowledging company as sponsor
✦ Logo recognition on event signage

Bronze Sponsor: $10,000
✦ Six tickets with priority seating
✦ Logo recognition on event invitation and Save the Date card
✦ Prominent logo recognition on event webpage
✦ Ample social media recognition leading up to event
✦ Email to more than 9,000 people acknowledging company as sponsor
✦ Logo recognition in event program and on event signage

Pearl Sponsor: $5,000
✦ Four tickets with VIP seating
✦ Logo recognition on event invitation and Save the Date card
✦ Prominent logo recognition on event webpage
✦ Ample social media recognition leading up to event
✦ Email to more than 9,000 people acknowledging company as sponsor
✦ Logo recognition in event program and on event signage

Naming Its Sponsorships: $2,500
Only one available for each of the following sponsorship levels
✦ Bar Sponsor: Company or family name will be imprinted on cocktail napkins
✦ Favor Sponsor: Company or family name will be imprinted on the favor
✦ Photo Sponsor: Company or family name will be imprinted on photo keepsake
✦ Pearl Sponsor: Company or family name will be recognized on our raffle tickets and in program
✦ Menu Sponsor: Company or family name will be imprinted on the menu card at each place setting
✦ Valet Sponsor: Company or family name will be displayed on a sign at the valet area to welcome guests as they arrive at the Opal Sands Resort

Individual Ticket: $500
Centennial Sunday Brunch
Sunday, November 13

Benefiting charity care at Morton Plant Hospital

Celebrating Morton Plant Hospital’s bright future is the very essence of what our 100th weekend is all about, but it is also important to recognize the community leaders who have been instrumental in defining the hospital’s history. Join us on Sunday, November 13, for our centennial brunch and help us celebrate the many generations of families that have shaped our amazing hospital, and paved the way for so many exciting achievements in health care.
Sponsorship Opportunities

**Presenting Sponsor: $25,000**
- One table of 10 with premier seating
- Full-page acknowledgement of sponsorship in event program
- Logo recognition on Save the Date card as Presenting Sponsor
- Prominent logo placement on event invitation
- Prominent logo recognition on event website
- Opportunity to distribute company collateral to event attendees
- Logo recognition on event signage and AV presentation
- Opportunity to address event attendees
- Significant social media recognition on all Foundation sites

**Pearl Sponsor: $15,000**
- Ten tickets with premier seating
- Recognition throughout Opal Sands on event day
- Half-page acknowledgement of sponsorship in event program
- Logo recognition on event invitation and Save the Date card
- Prominent logo recognition on event website
- Ample social media recognition leading up to event

**Italian Renaissance Sponsor: $10,000**
- Eight tickets with premier seating
- Recognition throughout Opal Sands on event day
- Half-page acknowledgement of sponsorship in event program
- Logo recognition on event invitation
- Logo recognition on event website
- Ample social media recognition leading up to event

**Fifth Avenue Sponsor: $5,000**
- Six tickets with priority seating
- Recognition throughout Opal Sands on event day
- Name recognition on event webpage
- Name recognition in event program
- Name recognition on event signage

**Midtown Sponsor: $2,500**
- Four tickets to event
- Name recognition on event webpage
- Name recognition in event program

**Landmark Sponsor: $1,000**
- Two tickets to event
- Name recognition on event webpage
- Name recognition in event program

**Individual Tickets**
- $100 – General
- $50 – Adler Legacy Society Member
- $50 – Junior (under 21)