

## Cooman, Kevin

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**From:** Inez Herrero <iherrero@bridgetowermedia.com>  
**Sent:** Monday, February 13, 2023 1:03 PM  
**To:** Cooman, Kevin  
**Subject:** FW: Health Care Heroes - sponsorship and tables  
**Attachments:** RBJ 2023 Health Care Heroes Awards Sponsorship Information.pdf; HCH23 Honorees Ad\_FP\_02.10.23.pdf

You don't often get email from iherrero@bridgetowermedia.com. [Learn why this is important](#)

**[EXTERNAL EMAIL]** DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.  
Good afternoon, Kevin.

Your email was forwarded to me by my colleague. My name is Inez Herrero and I will be your contact moving forward.

First, I'd like to congratulate Ms. Glenda Hastings for her Lifetime Achievement award. What an honor!  
CONGRATULATIONS!

The Health Care Heroes event will take place on March 28, 2023 as we celebrate the 2023 honorees during a breakfast event to be held at the Hyatt Regency Rochester. This will also be a great time to network with other attendees since this will be the first live Health Care Heroes event since the pandemic. Attached are two PDF flyers:

1. **2023 Health Care Heroes Awards Sponsorship Information** – includes available sponsorships and rates.  
**An important thing to note is that only sponsors will get a table and since space is limited, we expect to sell out. This means that we may not have individual tickets to sell.**  
**Event Date:** March 28, 2023  
**Awards Magazine Publication Date:** March 31, 2023  
**Sponsorship Deadline Date:** March 2, 2023  
**Ad Materials Due:** March 6, 2023

Though the attached PDF lists all the sponsorships, I thought I'd list them on the body of this email as well:

- Presenting Sponsor - \$8,000  
**SOLD!**
- Awards Sponsor - \$7,000  
**Exclusive Opportunity - Available**  
This sponsorship includes a table of 10 plus more benefits.
- Reception Sponsor - \$6,000  
**Two Available – One is SOLD.**  
This sponsorship includes a table of 10 plus more benefits.
- Social Media Red Carpet Sponsor - \$4,600  
**Two Available**  
This sponsorship includes a table of 10 plus more benefits.
- Supporting Sponsor - \$3,400  
**Six Available**  
This sponsorship includes a table of 8 plus more benefits.
- Celebration Sponsor - \$2,800  
**Unlimited Availability**  
This sponsorship includes a table of 8 plus more benefits.

2. **HCH23 Honorees Ad** – includes details on the event (when and where) as well as a list of all the awardees.

Please let me know if your organization would like to participate as a sponsor.

If you have any questions or if you would like to discuss further, please let me know.

Enjoy your day!

Inez

**Inez Herrero**

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**From:** Cooman, Kevin <[kcooman@mccmlaw.com](mailto:kcooman@mccmlaw.com)>

**Sent:** Saturday, February 11, 2023 7:29 PM

**To:** Suzanne Fischer-Huettner <[shuettner@bridgetowermedia.com](mailto:shuettner@bridgetowermedia.com)>

**Subject:** Health Care Heroes - sponsorship and tables

Dear Reader – please provide me the information on sponsorship and ticketing opportunities for the event in March. I serve as Chair of the Board for Perinton Ecumenical Ministries/Advent House, and our Executive Director is a Lifetime Achievement honoree.

Thank you.

Kevin

**Kevin S. Cooman**, *Partner*

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