



**YOU DON'T NEED A TIME MACHINE  
TO CHANGE THE FUTURE.**

**Join THE FIFTY for  
BRACK TO THE FUTURE**

**Saturday, October 26, 2013**

**8 p.m. – Midnight**

**Brazos Hall, 204 E 4th St. Austin, TX 78701**

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**COSTUME CONTEST • DANCE PARTY • AWESOME FOOD & DRINKS**

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**Dress: Your Best Movie Costume**

**BENEFITING NEW CONSTRUCTION, RENOVATION OR EXPANSION  
AT UNIVERSITY MEDICAL CENTER BRACKENRIDGE.**

For more information and sponsorship opportunities visit:  
**[www.setonfund.org/bracktothefuture](http://www.setonfund.org/bracktothefuture)**  
or contact Sydney Townsend at [sotownsend@seton.org](mailto:sotownsend@seton.org) or 512.324.3394



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TO CHANGE THE FUTURE.**

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## **BIG VISION, GOOD PEOPLE AND A VIBRANT PLACE**

The Fifty is hosting BRACK TO THE FUTURE on Saturday, October 26, 2013  
8:00 p.m. – midnight, at Brazos Hall.

This costume party will benefit new construction, renovation or expansion  
at University Medical Center Brackenridge (UMC Brackenridge).

**Sponsor BRACK TO THE FUTURE so you can help  
take Brack to the future – and change our collective tomorrow.**

This is a special time in our community's history. Seton, UT Austin, UT System, UT Southwestern, and Central Health are working in concert to create the next big thing in Austin – a system of care that delivers better outcomes at lower costs and a medical district that will bring innovative care, ground breaking research, and a new economic sector to Austin. UT is working hard to build a world class medical school. The Seton Healthcare Family is committed, with your help, to building a new UMC Brackenridge where tomorrow's cures will be discovered and delivered.

Having a medical school without a modern, innovative teaching hospital is like having a DeLorean without a flux capacitor. You have to have the boost to get where you really want to go.

We have a once in a lifetime opportunity to build a new UMC Brackenridge where world class doctors deliver care for everyone – regardless of ability to pay, UT academicians collaborate with frontline physicians to do research that turns ideas into cures, and a new economy is launched to create opportunities for so many people in our community. It is where the rubber meets the road.

With you as a visionary partner, a new University Medical Center Brackenridge will change the healthcare and economic future of Central Texas for generations to come. The plan is complex. The benefits are numerous. But your role is simple: **Give Brack – Change the future.**

**Rob Weaver**  
Chair

**Dan Graham**  
Vice-Chair

**Jennifer Stevens**  
Event Chair

**Chuck Lipscomb**  
Fundraising Chair

**Leon Chen**  
Membership Chair



THE SETON FUND

**The Fifty**  
members

# THE FIFTY

Michelle Apodaca • John Arrow • Alan Blake • Michael Breen • Rob Bridges • Carlos Brown, MD • Diane Carter •  
Brad Compere • Brant Couch • Penny Crow • Lauren Davis • Ben De Leon • Hugo Diaz • Steve Franco • Brannon Frank, MD •  
Dan Graham • Jim Graham • Cuatro Groos • Tracey Haas, MD • Susan Hewlitt • Ed Kargbo • Sean Kelly • Chuck Lipscomb •  
Tony Manuel, MD • Dennis McWilliams • John Minter • Cathy Nabours • Stephen Pan • Michael Patton, MD • Lee Potts •  
Ben Richards • Joe Ross • Lesa Rossick • Emily Schmitz • Jennifer Stevens • Austin Stowell • Judson Sutherland •  
Rob Weaver • Eric Weaver • Judd Willmann • Lloyd Wilson • Ellis Winstanley

Note: The Fifty membership is current as of 4/12/13



**SATURDAY, OCTOBER 26, 2013**  
**8 P.M. – MIDNIGHT**

**BRAZOS HALL, 204 E 4TH ST.**  
**AUSTIN, TX 78701**

**I/We wish to support BRACK TO THE FUTURE at the following level:**

**Underwriting**

- ☐ \$25,000 PRESENTER
- ☐ \$15,000 ENTERTAINMENT
- ☐ \$15,000 VENUE
- ☐ \$12,500 PHOTO BOOTH
- ☐ \$10,000 COSTUME CONTEST

- ☐ \$7,500 FLIP BOOK
- ☐ \$7,500 VALET
- ☐ \$7,500 ROOFTOP LOUNGE
- ☐ \$6,000 T-SHIRT AND KOOZIE\*
- ☐ \$6,000 BEVERAGE\*
- ☐ \$4,000 DINING\*

**Sponsorship**

- ☐ \$5,000 GOLD SUITES
- ☐ \$3,500 SILVER\*
- ☐ \$2,500 BRONZE

\_\_\_\_\_\*Upgrade me to a reserved table for an additional \$1,000. (Limited upgrade opportunities for starred levels only).  
Visit [www.setonfund.org/bracktothefuture](http://www.setonfund.org/bracktothefuture) for a list of current sponsors and remaining sponsorship opportunities.

»Name as you would like it to appear in published material:

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact person for follow up: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Information:**

- ☐ Enclosed, please find my check payable to The Seton Fund in the amount of \$ \_\_\_\_\_  
Mailing address: The Seton Fund, 1201 W. 38th Street, Austin, TX 78705

- ☐ Please charge my payment to: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_ Discover  
Card number \_\_\_\_\_ Expiration date: \_\_\_\_\_

- ☐ Please bill me. (Final payments must be made no later than January 2014).

In order to be listed on the invitation, your commitment must be received by Friday, August 23, 2013.  
Thank you for your generosity.

I/We understand that The Seton Fund will use my gift to support  
new construction, renovation or expansion at University Medical Center Brackenridge.

Please contact Sydney Townsend at (512) 324-3394 or [sotownsend@seton.org](mailto:sotownsend@seton.org) for more information. Fax number: (512)324-1989

—— **Mail completed forms to: The Seton Fund, 1201 W. 38th Street, Austin, TX 78705** ——

## UNDERWRITING OPPORTUNITIES

**BRACK TO THE FUTURE underwriting opportunities offer enhanced advertising and marketing benefits for your organization.**

» All Underwriters will receive the following:

- ~ Complimentary Valet Service
- ~ Invitation for four guests to Sponsor Pre-Party hosted by J. BLACK'S Feel Good Kitchen and Lounge in September – additional opportunity to network with fellow Underwriters and Sponsors, Seton Senior Leadership and The Fifty

### **\$25,000 PRESENTER**

*One available*

- Reserved VIP Premium lounge area in the main room and 20 tickets
- Exclusive naming opportunity (BRACK TO THE FUTURE Presented by: \_\_\_\_\_) and prominent signage at the event
- Prominent recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

### **\$15,000**

#### **ENTERTAINMENT**

*One available*

- One reserved table with exclusive VIP seating (10 seats)
- Exclusive recognition at DJ booth and prominent signage at the event
- Verbal recognition by DJ throughout the event
- Prominent recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

#### **VENUE**

*One available*

- One reserved table with exclusive VIP seating (10 seats)
- Prominent signage at the event
- Prominent recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

### **\$12,500 PHOTO BOOTH**

*One available*

- Prominent and exclusive signage at Photo Booth and your logo on all pictures taken at booth
- One reserved table with exclusive VIP seating (10 seats)
- Provides immediate and lasting marketing opportunities
  - Photos will be printed onsite and include your logo and the event logo
  - Photos will be available post event to download for free or order for a fee
- Prominent Recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

### **\$10,000 COSTUME CONTEST**

*Two available*

- One reserved table with exclusive VIP seating (10 seats)
- Recognition during costume contest. One member of your organization will be a costume contest judge along with local celebrity guest judge and second costume contest underwriter.
- Prominent signage at the event
- Prominent recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

**Visit [www.setonfund.org/bracktothefuture](http://www.setonfund.org/bracktothefuture)  
for a list of current sponsors and remaining sponsorships**



**\$7,500**

**VALET**

*Two available*

- One reserved table with premium seating (10 seats)
- Provides immediate and lasting marketing opportunities:
  - Signage at valet and
  - Special recognition/giveaway *provided by underwriter* in all parked vehicles
- Recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

**FLIP BOOK**

*One available*

- One reserved table with premium seating (10 seats)
- Prominent and exclusive signage at Flip Book Booth and your logo on all pictures taken at booth
- Provides immediate and lasting marketing opportunities:
  - Flip Books will be printed onsite and include your logo and the event logo
  - Flip Book videos will be featured on event website after event
- Recognition (with logo) on The Seton Fund website, invitation and pre-event email blasts

**ROOFTOP LOUNGE SPONSOR**

*One available*

- One premium reserved rooftop suite (10 seats)
- Prominent signage on rooftop area at event
- Set up for a giveaway promotional item provided by underwriter in rooftop
- Recognition (with logo) on The Seton Fund website, invitation, and pre-event email blasts

**\$6,000**

**BEVERAGE**

*Two available*

- Ten open seating tickets to the event\*
- Prominent and exclusive signage at one of two venue bars (rooftop or main room) and your logo on all cups
- Recognition on The Seton Fund website, invitation and pre-event email blasts

*\*Upgrade to a reserved table - \$1,000*

**T-SHIRT AND KOOZIE**

*One available*

- Ten open seating tickets to the event\*
- Provides immediate and lasting marketing opportunities:
  - Your logo and the event logo on koozies to be given away to all guests at BRACK TO THE FUTURE
  - Recognition at T-shirt sales venues: BRACK TO THE FUTURE event and Brackenridge gift shop
- Recognition on The Seton Fund website, invitation and pre-event email blasts

*\*Upgrade to a reserved table - \$1,000*

**\$4,000 DINING**

*Three available*

- Ten open seating tickets to the event\*
- Prominent and exclusive signage at one of three food stations
- Recognition on The Seton Fund website, invitation and pre-event email blasts

*\*Upgrade to a reserved table - \$1,000*

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## SPONSORSHIP OPPORTUNITIES

**BRACK TO THE FUTURE sponsorship opportunities offer increased event benefits for individuals, businesses and organizations.**

» All Sponsors will receive the following:

- ~ Complimentary Valet
- ~ Invitation for four guests to Sponsor Pre-Party hosted by J. BLACK'S Feel Good Kitchen and Lounge in September – additional opportunity to network with fellow Underwriters and Sponsors, Seton Senior Leadership and The Fifty

### **\$5,000 GOLD SUITE**

*Ten available*

- Reserved suite area (think poolside cabana) and ten tickets to the event
- 5 available on the rooftop, 5 available in main room
- Signage identifying your reserved suite
- Recognition at the event on The Seton Fund website, invitation and pre-event email blasts

### **\$3,500 SILVER**

*Twenty available*

- Ten open seating tickets to the event\*
  - Recognition at the event, on The Seton Fund website, invitation and pre-event email blasts
- \*Upgrade to a reserved table - \$1,000 – Limited upgrade opportunities available.*

### **\$2,500 BRONZE**

*Ten available*

- Six open seating tickets to the event
- Recognition at the event, on The Seton Fund website, invitation and pre-event email blasts

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