

THE ALL NEW CAPITAL REGION CARES 2019

Capital Region Cares, now in its 24th year, was created to be a unique resource to provide insight to the selfless work carried out by charities and philanthropists throughout California's 10-County Capital Region. By sharing their stories with more than 85,000 business and community leaders, Comstock's vision was to inspire those leaders with the capabilities and resources to contribute to the success of the region's nonprofit community to become engaged and to elevate our region's quality of life. To date, hundreds of nonprofits have benefited from participation in Capital Region Cares.

Our Capital Region Cares "3.0" represents the next generation of this effort, by offering the best of what we offer in print, with added multimedia features and benefits including posting Capital Region Cares profiles on a dedicated landing page on our website for a full year (including options for videos to be included!), providing added opportunities to share via web and social media, as well as additional Comstock's social media, email newsletter and "Featured Event" promotion options. These unique multimedia packages provide great added value, too, at up to 51% off the regular individual rates for the included benefits.

If you are a nonprofit with a great story to tell about your mission and your success, this is *your* opportunity to share your story and your needs with the most affluent and influential leaders throughout the Capital Region and beyond with the addition of our digital platforms.

If you are a company or organization that has a passion for generating more awareness, board engagement, business and community support for your favorite nonprofit (while promoting your company's brand and community engagement), this is your opportunity to do something very special for that nonprofit in Comstock's magazine and through our website and digital channels.

Please see accompanying page for complete list of packages and benefits.

CAPITAL REGION CARES
COMMUNITY SPOTLIGHT

SHRINERS HOSPITAL

Destination of choice.

Located in the heart of Sacramento, Shriners Hospitals for Children - Northern California is a destination of choice for families in need of highly specialized care for kids with complex medical needs and congenital differences.

Doctors, nurses and other health providers refer more than 7,000 children to the Northern California Shriners Hospital for care each year. They include kids with cerebral palsy, clubfoot, spina bifida, scoliosis, limb deficiencies, hip disorders, sports injuries, colorectal issues, acute burns, facial feature abnormalities, spinal cord injury and more. Patients come from near and far, and kids treated often require surgical care and acute rehabilitation.

"While each child comes for a different reason, families depend on Shriners Hospital for care that otherwise would be outside their reach, due to an absence of specialty care in their community or treatment limits defined by insurance coverage or financial constraints," says Alan Anderson, director of development. "A big misconception is that Shriners is a safety-net hospital. We welcome all kids — with or without insurance. The truth is that charitable giving ensures that all children in need of our services have access to the Shriners gift of specialized pediatric care."

Since opening in 1997, Shriners Hospital in Sacramento has accepted more than 85,000 children for care. Located adjacent to the UC Davis Medical Center, Shriners Hospital is the only standalone children's hospital in the region. Each patient's journey begins with a clinical evaluation, and doctors chart an individual course of care for each child, which is delivered in a family-friendly environment.

"With 80 percent of children served coming to us from within 100 miles, we're an incredible community resource," says Anderson. "A gift to Shriners Hospital is a gift to our community."

An enormous asset to the Sacramento region, Shriners Hospitals for Children welcomes philanthropic involvement from the business community.

**Shriners Hospitals
for Children®**

SHRINERSCHILDRENS.ORG

SAMPLE PROFILE OF FULL PAGE



CAPITAL REGION CARES 2019 SPECIAL MULTI-MEDIA PACKAGES

SILVER PACKAGE

- FULL PAGE Profile (professional writer provided) Reg: \$6,530
- Choice of Sponsored Content Post of CRC profile on special landing page of **comstocksmag.com**, including links to nonprofit and sponsor sites (\$2,000 value) or 1/4 Page ad in magazine (\$2,000 value)
- Social Media Package to include 1 Tweet and 1 Facebook post (\$300 value)

Special Package Incentive Pricing: \$5,495 (Package Value at standard pricing: \$8,830), a savings of 38% off.

GOLD PACKAGE

- 2-PAGE SPREAD This can be a 2-page profile for the nonprofit or a 1-page profile for the nonprofit *and* a 1-page display ad for the sponsor (professional writer provided) Reg: \$11,530
- Sponsored Content Post of CRC profile on special landing page of **comstocksmag.com**, including links to nonprofit and sponsor sites (\$2,000 value)
- Social Media Package to include 1 Tweet and 1 Facebook post linking to online profile (\$300 value) or Profile included in one weekly newsletter (\$300 value)
- A 1/3 page display ad to further promote the nonprofit in any issue of Comstock's of their choice (\$2,980 value)

Special Package Incentive Pricing: \$8,695 (Package Value at standard pricing: \$16,810), a savings of 48% off.

PLATINUM PACKAGE

- 2-PAGE SPREAD with priority positioning in CRC section. This can be a 2-page profile for the nonprofit or a 1-page profile for the nonprofit *and* a 1-page display ad for the sponsor (professional writer provided) Reg:\$11,530
- Sponsor logo appears as a Platinum Sponsor on each Intro Page of section for one year (\$1,000 added value).
- Sponsored Content Post of CRC profile on special landing page of **comstocksmag.com**, including links to nonprofit and sponsor sites (\$2,000 value)
- Video can be embedded in online profile, in addition to multiple images (\$200 added value).
- Social Media Package to include 2 Tweets and 2 Facebook posts linking to online profile (\$500 value)
- Featured Event Post on website for nonprofit's chosen event (choose month), remaining online for 1 month (\$750 value)
- Profile or Featured Event post to be included in one weekly newsletter (\$300 value)
- A half page display ad to further promote the nonprofit in any issue of Comstock's of their choice (\$4,140 value)

Special Package Incentive Pricing: \$9,995 (Package Value at standard pricing: \$20,420), a savings of 51% off.



SAMPLE PROFILE OF FULL PAGE



SAMPLE PROFILE OF TWO-PAGE SPREAD

