



The Friends of Einstein 72nd Annual Harvest Ball

Corporate Partners Change Lives

Dear Friend,

Jefferson Moss-Magee Rehabilitation Hospital – Elkins Park has roots dating back to 1900. Then known as the Lucien Moss Home for Incurables of the Jewish Faith, its storied history began with a facility dedicated to helping chronically ill people learn how to live or die with ailments in a dignified and humane manner. Sixty years later, as physical rehabilitative medicine was emerging, an innovative new facility named the Moss Rehabilitation Hospital opened at 1200 West Tabor Road in Philadelphia. In the 1980s, the hospital was renamed MossRehab as it expanded into research, stroke, and traumatic brain injury rehabilitation, and continued patient care programs for arthritis, pediatrics, vascular disease, limb amputation, chronic pulmonary disease, and other neurological conditions.

Thanks to the dedication and support of organizational leaders over the past years, significant milestones such as the establishment of the Drucker Brain Injury Center, earning distinction as a TBI Model System of Care, growing the Sheerr Gait and Motion Analysis Lab, and the Moss Rehab Research Institute that have kept MossRehab at the forefront of physical medicine and rehabilitation. The relocation to MossRehab at Elkins Park in 2003 allowed the institution to solidify and further advance its mission of improving the lives of people with disabilities through education, advocacy, research, and innovative care. With research funding from NIH and other federal and state agencies and the establishment of our Residency Training Program, Jefferson Moss-Magee Rehabilitation Hospital - Elkins Park is in need of modernization. The Elkins Park facility must be rejuvenated, upgraded, and improved to better meet the increasingly complex needs of the patients and community we are privileged to serve.

One priority for this revitalization is to modernize and enhance existing therapy space to accommodate the proliferation of advanced technology and equipment, some of which have been tested and further developed at our facility and are now used routinely for care delivery.

The 2024 Harvest Ball will celebrate not only the hospital's recent ranking as number 8 in the country by US News & World Report, but also the incredible work performed by the Jefferson Moss-Magee Rehabilitation Hospital - Elkins Park staff each and every day. Your support as a sponsor of the 2024 Harvest Ball is critical to the success of this important revitalization project and the patients and families we serve.

Thank you in advance for your generosity.

Kind Regards,

A handwritten signature in black ink that reads "Thomas Smith".

Thomas Smith
Chief Operating Officer
Jefferson Moss-Magee Rehabilitation Hospital

A handwritten signature in black ink that reads "Alberto Esquenazi".

Alberto Esquenazi
The John Otto Haas Chair
Professor, Department of Physical Medicine and Rehabilitation
Chief Clinical Officer, Jefferson Moss-Magee Rehabilitation Hospital
Jefferson Senior Vice President for Rehabilitation and Post-Acute Services

Jefferson.edu/harvestball



The Friends of Einstein 72nd Annual Harvest Ball

Stand Out from the Crowd

Align Your Brand

Customizable packages offer high visibility and corporate positioning before, during, and after the 2024 Harvest Ball.

Check out our 2023 Harvest Ball Digital Ad Book at bit.ly/2023HarvestBall.

Digital Ad Specifications

Please produce all digital ads in the following size:
1920 pixels wide x 963 pixels high
or 26.6667 inches wide x 13.375 inches high.

Send all ads and logos as high resolution .jpeg, .ai, .eps or .pdf to Ariel Belli at ariel.belli@jefferson.edu no later than Wednesday, October 9, 2024.

Please note the new branding terminology when creating ads:

Einstein Medical Center Philadelphia is now Jefferson Einstein Philadelphia Hospital; Einstein Medical Center Montgomery is now Jefferson Einstein Montgomery Hospital; The MossRehab and Magee Rehabilitation names have combined to become Jefferson Moss-Magee Rehabilitation Hospital; and Health Partners Plans is now Jefferson Health Plans.

Please let us know if you will be using your tickets.

I am excited to be part of Jefferson Einstein's 2024 Harvest Ball!

Please print all information or register online at jefferson.edu/harvestball

Contact Information

Contact Name (please print): _____

Company Name: _____

Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Telephone: Home Business Cell _____

Payment Information

Payment due with ad copy by Wednesday, October 9, 2024

I would like to make a full tax-deductible contribution of \$ _____

Enclosed is my check made payable to Harvest Ball in the amount of \$ _____
or pay online at jefferson.edu/harvestball

I will be using my tickets. I will not be using my tickets.

Additional tickets: _____ Individual \$400 _____ Couple \$750

Please charge my: Business Personal

Visa Mastercard American Express Discover

Card Number: _____ Exp. Date: ____ / ____

CVV: _____ Billing Zip Code: _____

Name on Card: _____

Signature: _____

Select Your Harvest Ball Package

Presenting - \$50,000

Champion - \$25,000

Benefactor - \$15,000

Innovator - \$10,000

Platinum - \$6,000

Gold - \$3,000

Silver - \$1,500

Bronze - \$500

Please detach your completed 2024 Harvest Ball Registration Form and mail with your payment to:

Jefferson Einstein Philadelphia Hospital

Office of Institutional Advancement, Braemer Education Building
5501 Old York Road, Philadelphia, PA 19141

or pay online at jefferson.edu/harvestball