



# ANNUAL *Gala*

02

FEBRUARY

07

DAY

26

YEAR

## WINGS OVER THE ROCKIES



Marcus Institute  
for Brain Health

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS

**SECURE YOUR SPOT**

Ashley Blubaugh

(303) 724-1860

[MIBH.EVENTS@cuanschutz.edu](mailto:MIBH.EVENTS@cuanschutz.edu)



## MIBH LEADERSHIP

IRMA SMITH, MSN, RN  
DIRECTOR OF CLINICAL OPERATIONS

JEFFREY HEBERT, PhD, PT  
DIRECTOR OF RESEARCH & PT

ASHLEY BLUBAUGH, MBA  
DIRECTOR OF FINANCE & ADMIN

TINA FANELLO, LCSW  
ASSOC DIRECTOR OF CLINICAL  
OPERATIONS



Marcus Institute  
for Brain Health

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS

### Dear Friends of the Marcus Institute for Brain Health,

It is my honor, as Executive Director of the Marcus Institute for Brain Health (MIBH), to invite you to support our signature event; the Hope for Heroes Gala, taking place on February 7, 2026. This meaningful evening celebrates the strength and resilience of military Veterans and first responders living with the invisible wounds of traumatic brain injury (TBI).

At MIBH, our mission is to provide comprehensive, compassionate care for those who have sustained mild to moderate TBIs, often accompanied by psychological health challenges like PTSD, anxiety, or depression. We serve those who have served us; combining world-class medical expertise with integrative, person-centered care that supports healing in body, mind, and spirit.

The Hope for Heroes Gala shines a light on the inspiring journeys of our patients and the critical importance of long-term recovery. It is a night to honor their courage, amplify their voices, and bring our community together in shared commitment to their care and well-being.

Your support makes this possible. Past sponsors have played a vital role in expanding access to our care, supporting family education, and building awareness of brain health challenges facing our nation's heroes. We are deeply grateful for that generosity and hope you will join us again this year.

Please consider becoming a sponsor of the Hope for Heroes Gala. Together, we can ensure that Veterans and first responders receive the hope, healing, and help they so greatly deserve.



With sincere appreciation,

A handwritten signature in cursive script that reads "Kathleen J".

**Brig Gen (Dr.) Kathleen Flarity,  
DNP PhD (USAF)**

**Executive Director | Marcus Institute for Brain Health  
Anschutz Medical Campus  
Aurora, Colorado**



# Making An IMPACT

## MARCUS INSTITUTE FOR BRAIN HEALTH

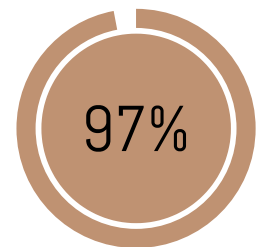
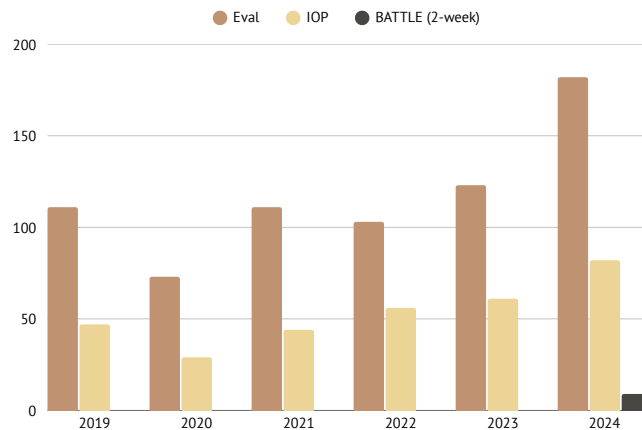
900+

PATIENTS EVALUATED  
SINCE 2017

400+

PATIENTS TREATED  
SINCE 2017

Each patient's full care, including evaluation and IOP, costs approximately \$48,000. Philanthropic support bridges the gap, funding nearly \$42,000 of every healing journey.



97% of MIBH patients reported significant improvement in overall health/wellness & everyday function on the Patient Global Impression of Change scale

## In 2024 We Served

» **137**  
Military  
Veterans

» **16**  
Active  
Duty

» **15**  
National  
Guard

» **13**  
First  
Responders

On Average,  
MIBH Providers  
Actively Engage  
in 300 Hours of  
Direct Care Per  
Week

### Average Cost Per Patient for Assessment

Evaluation = \$8,400

### Average Cost Per Patient for Treatment

Intensive Outpatient Program = \$41,800

### 12% - Average Insurance Reimbursement

On average, MIBH receives only 12% reimbursement in total on all costs of care for Eval and IOP care.



Marcus Institute  
for Brain Health

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS



# Sponsorship Packages Offered

Proceeds from the Hope for Heroes Gala directly impact the Marcus Institute for Brain Health's mission: delivering world-class care to veterans, active-duty service members, and first responders facing the complex challenges of traumatic brain injury and associated psychological conditions.

This inspiring annual event brings together more than 250 generous benefactors, business leaders, and community advocates who are united by a shared commitment to brain health and healing. The evening features powerful stories of resilience, a compelling keynote address, and meaningful opportunities to support transformative care for those who've served our nation.

Over the next year, funds raised from the gala will allow MIBH to expand awareness of our innovative treatment model, grow our team of expert clinicians, and accelerate pioneering research that brings breakthrough therapies from the lab directly to the people who need them most.

## Presenting Sponsor \$25,000

- One (1) minute media clip featured during the event
- Private visit and tour of MIBH including lunch for four (4) with MIBH Executive Director
- Two (2) dinner tables with premium placement (16 seats)
- Top-tier logo placement on all event materials, digital and print materials
- Marquee listing in the event program and on the MIBH Hope for Heroes Gala website (featured for approx. one year)
- Featured logo on MIBH homepage
- Recognition as Presenting Sponsor in all press releases
- Featured logo in social media promotions
- Full-page logo display in the event's looping slideshow
- Opportunity to include branded collateral in the event swag bag

## Platinum Sponsor \$15,000

- Private visit and tour of MIBH
- One (1) dinner table with premium placement (8 seats)
- Prominent logo placement in event program and website (featured for approx. one year)
- Recognition in social media posts
- Featured logo on MIBH homepage
- Half-page logo display in the event slideshow
- Opportunity to include branded collateral in the swag bag

**MAKE  
AN  
IMPACT**



Marcus Institute  
for Brain Health

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS



# Gold Sponsor

**\$10,000**

- One (1) dinner table with premium placement (8 seats)
- Prominent logo placement in event program and website (featured for approx. one year)
- Recognition in social media posts
- Featured logo on MIBH homepage
- Half-page logo display in the event slideshow
- Opportunity to include branded collateral in the swag bag

# Silver Sponsor

**\$5,000**

- One (1) dinner table (8 seats)
- Name listing in event program and website (featured for approx. 6 months)
- Name listing in the event slideshow
- Opportunity to include branded collateral in the swag bag

# Wingman Sponsor

**\$2,500**

- One (1) dinner table (8 seats)
- Name listing in event program and website (featured for approx. 6 months)
- Name listing in the event slideshow

SPONSORSHIP BENEFITS	PRESENTING \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	WINGMAN \$2,500
LOGO/NAME ON ALL EVENT MEDIA	✓	✓	✓	✓	✓
LOGO ON EVENT SLIDESHOW	✓	✓	✓	✓	✓
OPPORTUNITY TO PLACE COLLATERAL IN EVENT SWAG BAG	✓	✓	✓	✓	
LOGO/NAME SOCIAL MEDIA RECOGNITION	✓	✓	✓		
LOGO/NAME ON MIBH WEBSITE	✓	✓	✓		
PRIVATE TOUR OF MIBH	✓	✓			
LUNCH WITH MIBH EXECUTIVE DIRECTOR DURING PRIVATE TOUR	✓				
ONE (1) MINUTE MEDIA CLIP DURING EVENT	✓				
DINNER TICKETS/TABLES	16 TICKETS 2 TABLES	8 TICKETS 1 TABLE	8 TICKETS 1 TABLE	8 TICKETS 1 TABLE	8 TICKETS 1 TABLE



Marcus Institute  
for Brain Health

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS

\*Net proceeds from the 2<sup>nd</sup> Annual Hope for Heroes Gala benefit the Marcus Institute for Brain Health at the University of Colorado Anschutz Medical Campus. Print materials are subject to deadlines and remarks are subject to University of Colorado approval. We welcome payments/sponsorships from individuals and corporations. In light of IRS clarifications of charitable donation rules, the University and the CU Foundation cannot accept payments/sponsorships from a donor advised fund, related private foundation or a qualified charitable distribution from a donor's IRA (QCD), unless the sponsor waives all benefits from the sponsorship, including attendance at the sponsored event. The University and CU Foundation strongly advise that a donor consult with their tax advisor before making any sponsorship payments as adherence to the IRS regulations are the donor's responsibility. The estimated Fair Market Value (FMV) of goods and services provided is as follows: Presenting Sponsor Luncheon: \$25 pp/\$100 lunch, Gala Dinner \$100 pp/\$800 per table



# WE HOPE TO *See You There*

02

FEBRUARY

07

DAY

26

YEAR

## WING OVER THE ROCKIES

### SECURE YOUR SPOT

Ashley Blubaugh

(303) 724-1860

[MIBH.EVENTS@cuanschutz.edu](mailto:MIBH.EVENTS@cuanschutz.edu)



Marcus Institute  
for Brain Health

UNIVERSITY OF COLORADO  
ANSCHUTZ MEDICAL CAMPUS

