

# What Matters Most at the End of Life?

A Minnesota Network of Hospice & Palliative Care  
Matters of Death and Life Conversation

with Dr. BJ Miller and Dr. Sunita Puri,  
Moderated by Cathy Wurzer

**Monday, April 6, 2020**  
**Saint Paul RiverCentre**



## Sponsorship Information

for details contact Susan Marschalk, Executive Director  
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MINNESOTA NETWORK OF  
HOSPICE & PALLIATIVE CARE

# Matters of Death....and Life

Each spring, MNHPC hosts over 1000 health care professionals and volunteers at our annual conference with the goal of increasing the quality and accessibility of serious illness and end-of-life care. We are committed to providing high-quality educational opportunities for people who provide this vital care in our communities.

But we at MNHPC believe that the conversation about the end-of-life should reach beyond health care providers; it should be happening within civic organizations and faith communities and in living rooms everywhere. When we talk openly and honestly about our own mortality, we are better prepared to advocate for end-of-life care that aligns with our values. Moreover, living with an awareness of our own mortality can help us to live full, rich lives until we take our last breath—to live well not *in spite* of death, but *because* of it.

“

If we love such moments ferociously, then maybe we can learn to live well—not in spite of death, but because of it. Let death be what takes us, not lack of imagination.”

Dr. BJ Miller

With this goal of broadening the conversation about mortality, MNHPC has launched an initiative to host public events featuring nationally and internationally recognized speakers. In 2015 we welcomed Dr. Atul Gawande, healthcare visionary and author of the best-seller *Being Mortal*. In 2018 palliative care physician and author Ira Byock presented “What Mortality Can Teach us about Living.” And in 2019 we welcomed Dr. Jesscia Zitter, author of *Extreme Measures* and subject of the documentary *Extremis*, and Frank Ostaseski, internationally known Buddhist teacher and author of *The Five Invitations* for a conversation about being present through the end of life.

These events have been meaningful opportunities to engage a diverse audience in considering what they can learn about how to live well by thinking about their own mortality. And we are proud to continue this initiative in 2020 as the Matters of Death and Life Conversation Series.

This April we will welcome two preeminent voices in health care today, Dr. BJ Miller and Dr. Sunita Puri, for a conversation entitled “What Matters Most at the End of Life?” moderated by Minnesota’s own Cathy Wurzer. Both doctors have compelling life stories and have become internationally recognized experts on end-of-life care. We are proud to bring them to Minnesota and eager to share their unique voices.

Hundreds of people have attended past events, and we anticipate welcoming as many as 1,000 people to this year’s conversation. We invite you to be a part of this one-of-a-kind event as a sponsor. Sponsorship makes events like this possible—we hope you’ll join us in doing this important work and creating this life-affirming opportunity for members of our community.



# Speakers

## Dr. BJ Miller

After suffering a tragic accident as a college student that resulted in the amputation of both of his legs and one of his arms, BJ Miller found himself reimagining his own life. After an arduous recovery, he returned to Princeton, changed his major to art history, and started on a path that would lead him to become one of the most well known and respected palliative care doctors in America today. With a TED talk that has been viewed over nine million times, appearances on national media for an audience that reaches far beyond the healthcare community including an interview with Oprah Winfrey, and a newly published book, *A Beginner's Guide to the End: Practical Advice for Living Life and Facing Death*, Dr. Miller is a visionary who advocates a reimagining of how we care for people, especially those at the end of life.



## Dr. Sunita Puri

The path to becoming a palliative care physician for Sunita Puri could be traced to her early life when, as a child of immigrant parents, she navigated the gulf between her parents' experiences of extreme poverty in India and her experience living in Kentucky, the child of an anesthesiologist and an engineer. She found the two factors that helped her connect the two worlds were medicine and spirituality. The tension between medicine's desire to preserve life and her spirituality's embrace of the impermanent led her to palliative care. The publication of her book, *That Good Night: Life and Medicine in the Eleventh Hour*, has garnered her much acclaim and positioned her as one of the most influential and inspirational voices bridging the gap between medical intervention and acceptance of--even reverence for--the impermanence of life.



What if I regarded my own death with reverence instead of fear? I wondered. Or, more radically, what if I had some sort of gratitude for the transience of my life? Would it change what I worried and cared about?"  
Dr. Sunita Puri



# Event at a Glance

What Matters Most at the End of Life?  
Monday, April 6, 2020 | 6:30-8:30  
Saint Paul RiverCentre

## Schedule

Entertainment: 6:30-7:00

Event: 7:00-8:30

VIP Reception: 8:30-9:00



## Audience

Previous events have drawn audiences between 700-2500 people who come from a wide range of backgrounds. Though many who attend MNHPC events are part of the health care community, it is part of our mission to reach out to the greater public as well. We seek to bring together individuals at all stages of life from diverse cultural, socioeconomic, religious, and other backgrounds. We are committed to broadening the conversation about end-of-life care and what we can learn from our own mortality to include as many people as possible.



# Sponsorship Opportunities

Events like this are made possible through the generous support of partner organizations who share MNHPC's goal of expanding the conversation about end of life issues. Working together, event sponsors and MNHPC are leading the movement to improve health care from birth until death and to empower individuals to live their best lives right up until their last moments.

There are numerous sponsorship opportunities available. In addition to VIP opportunities, event passes, and thank you gifts, sponsors benefit from the wide range of promotion that MNHPC will do in anticipation of the event as well as visibility at the event.

We believe that together we can inspire real change in the lives of Minnesotans, helping them to focus on what matters most. It's a matter of death....and life.

Please join us!

Nikki Gruis Diekman  
President, MNHPC

Susan Marschalk  
Executive Director, MNHPC

# Sponsorship Levels and Benefits

## Visionary – \$20,000 (\$10,225 tax deductible)

- Your organization will be the exclusive sponsor at this level.
- A representative from your organization will welcome the audience to the event and introduce the moderator of the conversation, Cathy Wurzer.
- You will receive an attendee contact list including phone and email (list is for the public evening event only and is provided for company's internal marketing efforts, not to be shared or sold externally with other organizations/conferences).
- Your organization's name and logo will be featured on all event promotional materials as well as on the MNHPC website.
- MNHPC will highlight your sponsorship in a pre-event e-blast and in the MNHPC Weekly Update and Monthly Alert.
- MNHPC will produce a press release highlighting your organization's sponsorship.
- Your organization's logo will appear on all event signage.
- Your organization will receive 25 tickets with reserved VIP seating at the event.
- Your organization will receive 25 invitations to a post-event VIP reception and photographs from the reception.
- You will receive 26 books signed by the evening's speakers (13 copies of *A Beginner's Guide to the End* and 13 copies of *That Good Night*).

## Champion- \$15,000 (\$9,540 tax deductible)

- Your organization will be the exclusive sponsor at this level.
- A representative from your organization will welcome guests and speakers at the post-event VIP reception.
- Your organization's name and logo will be included on all event promotional materials as well as on the MNHPC website.
- MNHPC will highlight your sponsorship in a pre-event e-blast and in the MNHPC Weekly Update and Monthly Alert.
- Your organization's logo will appear on select event signage.
- Your organization's logo will appear on cocktail napkins at the event.
- Your organization will receive 15 tickets with reserved VIP seating at the event.
- Your organization will receive 15 invitations to the post-event VIP reception and photographs from the reception.
- You will receive 16 books signed by the evening's speakers (8 copies of *A Beginner's Guide to the End* and 8 copies of *That Good Night*).



# Sponsorship Levels

## Trailblazer- \$7,500 (\$6,000 tax deductible)

- Your organization's name and logo will be included on event promotional materials as well as on the MNHPC website.
- Your organization's logo will appear on select event signage.
- Your organization will receive 8 tickets with reserved VIP seating at the event.
- Your organization will receive 8 invitations to the post-event VIP reception and photographs from the reception.
- You will receive 8 books signed by the evening's speakers (4 copies of *A Beginner's Guide to the End* and 4 copies of *That Good Night*).

## Leader - \$5,000 (\$4,088 tax deductible)

- Your organization's name and logo will appear on the MNHPC website.
- Your organization's logo will appear on select event signage.
- Your organization will receive 6 tickets with reserved VIP seating at the event.
- Your organization will receive 6 invitations to the post event VIP reception.
- Your organization will receive books signed by the evening's speakers (3 copies of *A Beginner's Guide to the End* and 3 copies of *That Good Night*.)

## Supporter - \$2,500 (\$2,044 tax deductible)

- Your organization's name will appear on select event signage.
- Your organization will receive 4 tickets with reserved VIP seating at the event.
- Your organization will receive 4 invitations to the post-event VIP reception.
- Your organization will receive 4 books signed by the evening's speakers (2 copies of *A Beginner's Guide to the End* and 2 copies of *That Good Night*).

## Friend - \$500 (\$386 tax deductible)

- Your name will be listed on select event signage.
- You will receive 2 tickets with reserved VIP seating at the event.
- You will receive 2 invitations to the post-event VIP reception.
- You will receive one signed copy of each of the evening's speakers' books.



**Questions?** Contact Susan Marschalk at 651-917-4626 or [smarschalk@mnhpc.org](mailto:smarschalk@mnhpc.org)

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