



23rd Annual

Breathe Youth Media Awards

Saturday, February 24, 2018

Annunciation Greek Orthodox Church Hall, Sacramento CA

Sponsorship Kit



About Us

Breathe California Sacramento Region

(Breathe) has been fighting for clean air, healthy lungs and a tobacco-free future in the Sacramento region since 1917.

Throughout our rich 100-year history, Breathe has helped make light-rail a reality in Sacramento, pioneered the creation of smoke-free workplaces and restaurants, fought for the passage of Proposition 99 tobacco tax initiative, and played an instrumental role in phasing out rice straw burning in the Sacramento Valley. However, there is still much to be done to ensure every breath we take is a healthy one.

About the Breathe Youth Media Awards

The Breathe Youth Media Awards (the BYMAs for short, formerly the Hackademy Awards) raise awareness of the media's influence on tobacco use and encourage peer education and prevention. This red carpet-style event is a collaboration among health organizations, CVS Health, and the Tobacco-Use Prevention Education projects of the California Department of Education.

Last year, the BYMAs drew 350+ attendees, attracting teens, their families, and leaders in the health industry, including special recognition from California Senator Richard Pan. Youth-generated content in the form of an anti-tobacco PSA contest and choreographed dance performances is interwoven with important messages about the portrayal of tobacco in the media.

Show Your Support

The annual Breathe Youth Media Awards give teen advocates a powerful platform to share their message about protecting lung health with their peers. The money raised through this event directly benefits Sacramento youth by mentoring future leaders in clean air stewardship, educating young asthmatics on how to better manage their disease, and educating teens about the health consequences of tobacco use.



Corporate

Sponsorship Benefits

GOLD
\$10,000

SILVER
\$5,000

BRONZE
\$2,500

CONTRIBUTING
\$1,500

		GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	CONTRIBUTING \$1,500
Before the event	Recognition in pre-event promotional materials such as website, social media, and e-newsletters	Logo*	Logo*	Logo*	Name
	Link to sponsor commercial or PSA posted on Breathe website and Facebook page	●	●		
	Recognition in press releases and media advisories	●			
At the event	Opportunity to host an activity booth and/or distribute promotional items at the teen after-party	●	●	●	
	VIP seating, dinner, refreshments	10 tickets	10 tickets	5 tickets	5 tickets
	Recognition on event day materials such as banners, programs, and multimedia presentations	Logo*	Logo*	Logo*	Name
	Print advertisement in event program	Full page	Half page	Quarter page	
	Opportunity to hang company banners at the event venue	●	●		
	Opportunity to air a commercial or PSA before the ceremony and during the teen after-party	Up to 90 seconds	Up to 30 seconds		

*Logo prominence will depend on sponsorship level

To become a Sponsor for the 2018 BYMAs, please contact Jenny Matchell at **(916) 444-5900 x 217** or **jmatchell@sacbreathe.org**.

SacBreathe.org / 909 12th Street, Suite 100 / Sacramento, California 95814

T: (916) 444-5900 / F: (916) 444 6661

Individual

Sponsorship Benefits

GOLD
\$1,000

SILVER
\$500

CONTRIBUTING
\$250

Before the event	Recognition in pre-event promotional materials such as website, social media, and e-newsletters	Name	Name	Name
	Recognition in press releases and media advisories	●		
At the event	VIP seating, dinner, refreshments	6 tickets	4 tickets	2 tickets
	Recognition on event day materials such as banners, programs, and multimedia presentations	●	●	●

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Breathe Youth Media Awards

2018 Sponsorship Commitment Form

Please complete this form and return to:

Breathe California Sacramento Region, Attn: Jenny Matchell

by Friday, December 15, 2018 to be included in all promotional materials.

By Mail:
909 12th Street,
Suite 100,
Sacramento CA
95814

Tax ID: 94-1641240

Email: jmatchell@sacbreathe.org

Fax: (916) 444-6661

Yes! We are proud to sponsor the Breathe Youth Media Awards

Corporate Sponsorship

- Gold Sponsor: \$10,000
- Silver Sponsor: \$5,000
- Bronze Sponsor: \$2,500
- Contributing Sponsor: \$1,500

or Individual Sponsorship

- Gold Sponsor: \$1,000
- Silver Sponsor: \$500
- Contributing Sponsor: \$250

Please check here if this is an in-kind sponsorship

Description of goods or services to be provided: _____

_____ Estimated value: _____

RSVP Will attend Proud to sponsor, but will not attend

Primary Contact

Name: _____ Title: _____

Organization/Company: _____

Name as you would like it appear: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Email: _____

Corporate Marketing Contact (We will contact your marketing contact with design specs and requests)

Name: _____ Title: _____

Phone: _____ Email: _____

Payment Methods

Check payable to Breathe California Sacramento Region

Please send an invoice

Visa/Mastercard/Amex/Discover (Please fill out information below and call (916)444-5900 ext. 200 to pay by phone)

Name: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

Card Number: _____

Exp. Date: _____ Number on back of card: _____

Signature: _____ Date: _____