



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 area since 1917.

Through 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 the Proposition 99 tobacco tax initiative, and played an instrumental role in phasing out rice straw burning in the Sacramento Valley. There is still much work to be done to ensure every breath Sacramento takes is a healthy one.

About the Breathe Youth Media Awards

The Breathe Youth Media Awards (the BYMAs for short) 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 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.



Individual

Sponsorship Benefits

	GOLD	SILVER	BRONZE	CONTRIBUTING	
	\$1,000	\$500	\$250	\$25-\$250	
Before the event	Recognition in pre-event promotional materials such as website, social media, and e-newsletters	●	●	●	
	Recognition in press releases and media advisories	●			
At the event	Support teen tobacco education (each \$25 supports one student to attend the event)	●	●	●	●
	Recognition at on-site event materials such as banners, programs, and multimedia presentations	●	●	●	
	VIP Seating, dinner, refreshments	6 tickets	4 tickets	2 tickets	

To become a Sponsor for the 2018 Breathe Youth Media Awards, 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

Breathe Youth Media Awards

2018 Sponsorship Commitment Form

Please complete this form and return to:
Breathe California Sacramento Region, Attn: Jenny Matchell
by Wednesday, January 31, 2018 to be included in all promotional materials.

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

Email: jmatchell@sacbreathe.org

Fax: (916) 444-6661

Tax ID: 94-1641240

Yes! I am proud to sponsor the Breathe Youth Media Awards

Individual Sponsorship

Gold Sponsor: \$1,000

Silver Sponsor: \$500

Bronze Sponsor: \$250

Contributing sponsor, in the amount of: _____
(each \$25 supports one student, e.g. \$100 will allow 4 students to attend the event)

Please check here if this is an in-kind sponsorship (e.g. water, snacks, printing, equipment)

Description of goods or services to be provided: _____

Estimated value: _____

RSVP Will attend Proud to sponsor, but will not attend

Contact Information

Name (as you would like it appear): _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Email: _____

Payment Methods

Check payable to Breathe California Sacramento Region

Please send an invoice

Visa/Mastercard/Amex/Discover (Please fill out information below or 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: _____