

# THE 20<sup>TH</sup> HACKADEMY AWARDS

HELPING TEENS MAKE HEALTHY DECISIONS ABOUT TOBACCO



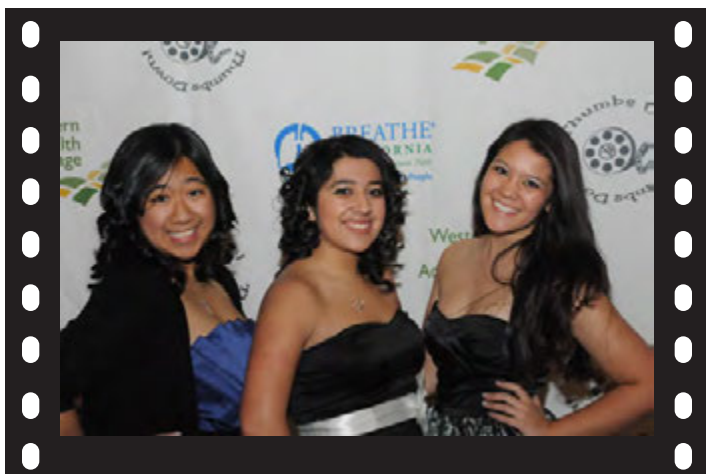
PROUDLY PRESENTED BY BREATHE CALIFORNIA OF SACRAMENTO-EMIGRANT TRAILS ON  
**SATURDAY, FEBRUARY 21, 2015 @ SACRAMENTO TURN VEREIN**

# THE 20<sup>TH</sup> HACKADEMY AWARDS

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## WHAT ARE THE HACKADEMY AWARDS?

“The Hackademy Awards provide a great way to explain to my friends what movies say about tobacco and that smoking is something that should not be promoted due to its addictive and harmful nature.” - Phillip Gwin, TUTD



The Hackademy Awards promote lung health by raising awareness of pop culture's influence on tobacco use among teens. A unique red carpet-style event and the only one of its kind, the Hackademy Awards empower Sacramento-area teens to make educated decisions about their health.

Last year, the Hackademy Awards drew 270 attendees, attracting teens, their families, and leaders in the health industry. Live and onscreen performances by talented young actors, musicians and dancers are interwoven with important messages about the portrayal of tobacco in the media.

**Your sponsorship directly impacts teen health and tobacco prevention.** We hope you will be a part of this fun, engaging and exceptional event!

Past sponsors include: **Western Health Advantage, Smart Investor, Sierra Health Foundation, and McDonald's.**

## WHY SPONSOR THE HACKADEMYS?

The annual Hackademy Awards gives teen advocates a powerful platform to share their message about protecting lung health with their peers. The money raised through the Hackademy Awards 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.

Breathe California currently is seeking sponsorships for the 2015 Hackademy Awards event. Read on to learn more about our 2015 sponsorship levels and benefits – and how YOU can help achieve clean air, healthy lungs and a tobacco-free future for our community!

“The Hackademy Awards makes me consciously aware of the tobacco usage in films and how it affects our growing generation.” - Anh Nguyen, TUTD

## THUMBS UP! THUMBS DOWN! (TUTD)

Breathe California's Thumbs Up! Thumbs Down! (TUTD) program is designed to counter the glamorization of tobacco in film by recruiting and training high school student volunteers to analyze tobacco content in movies. Their findings are compiled into our online database, [www.SceneSmoking.org](http://www.SceneSmoking.org), the world's largest and most comprehensive database on tobacco use in movies.

The research done by TUTD students is used by medical and public health professionals such as the U.S. Surgeon General, UC San Francisco, the Centers for Disease Control and Prevention, and the World Health Organization.

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**FOUR STAR 'PRESENTING' SPONSOR - \$10,000**

## PRE-EVENT PUBLICITY

- Company Name and/or Logo on event promotion materials including: website, tickets, e-blasts, etc.
- Recognition in all event media outreach: press releases, media advisories and public service announcements
- Option to craft a "Why We Support this Program" message to be posted on the Breathe blog and shared via social media outlets.\*
- Option to post a link to either a commercial or public service announcement on the Breathe California Facebook page and Hackademy Awards event page.\*
- Option to partner with Breathe California in a joint Facebook contest promotion in the format of your choosing. (Content must be approved by both sponsor and Breathe California)

"The Hacks shine a light on the presence of tobacco in cinema and the influence actors have on the presence of tobacco in our lives." –  
Melissa Teuber, TUTD

"A lot of the youth today watch many movies involving smoking or some form of tobacco use and the Hackademy's are a great way to illustrate the problems and subtle advertising of the tobacco industry from these movies."

– Blythe Nishi, TUTD

## ON-SITE BRAND PRESENCE

- Sponsor banners (provided by you) hanging prominently at venue during the Hackademys
- Sponsor name mentioned during red carpet arrivals
- Full-page advertisement in 2015 Hackademy Awards Program
- Letter-sized signage featuring sponsor name and logo displayed at the after-party and VIP lounge
- Sponsor name listed on the sponsor page of the 2015 Hackademy Awards program
- Sponsor name and/or logo included in multimedia presentation at the awards ceremony and on a star on the Hackademy Walk of Fame
- Option to sponsor an activity booth at the youth after-party
- Option to provide promotional items for distribution at event
- Option to air a commercial and/or public service announcement of up to 90 seconds (provided by you) during the Hackademy Awards ceremony.\*
- Option to air a commercial and/or public service announcement of up to 30 seconds during both the pre-ceremony entertainment and/or during the teen after party.\*

## ADDITIONAL BENEFITS

- VIP package for 8 (Includes event admission, special reserved seating, VIP access and drink tickets)
- Reserved table with sponsor signage

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## THREE STAR SPONSOR - \$5,000

### PRE-EVENT PUBLICITY

- Sponsor name and/or logo prominently listed on the event page of our website: [www.SacBreathe.org](http://www.SacBreathe.org)
- Option to craft a "Why We Support this Program" message to be posted on the Breathe blog and shared via social media outlets.\*
- Option to post a link to either a commercial or public service announcement on the Breathe California Facebook page and Hackademy Awards event page.\*
- Option to partner with Breathe California in a joint Facebook contest promotion in the format of your choosing. (Content must be approved by both sponsor and Breathe California)

### ON-SITE BRAND PRESENCE

- Sponsor name mentioned during red carpet arrivals
- Half-page advertisement in the 2015 Hackademy Awards Program
- Letter-sized signage featuring company name and logo displayed at the after-party and VIP lounge
- Sponsor name listed on the sponsor page of the 2015 Hackademy Awards program
- Sponsor name and/or logo included in multimedia presentation at the awards ceremony and on a star on the Hackademy Walk of Fame
- Option to sponsor an activity booth at the youth after-party
- Option to provide promotional items for distribution at event
- Option to air a commercial and/or public service announcement of up to 30 seconds during both the pre-ceremony entertainment and/or during the teen after party.\*

### ADDITIONAL BENEFITS

- VIP package for 8 (Includes event admission, special reserved seating, VIP access and drink tickets)

*\* Content must be provided by the sponsor and approved by Breathe California.*

"The Hackademy Awards are a great way to inform teens on what Breathe does to help teens be healthy."

- Mohammed Iqbal, TUTD

## WHY DOES SMOKING IN MOVIES MATTER?

### FACT NO. 1

- Dartmouth Medical School studies found that viewing smoking in movies puts young people at a significant risk of trying cigarettes.

### FACT NO. 2

- Nearly 44% of smoking initiation by adolescents in the United States can be credited to exposure to smoking in movies. - Dartmouth Medical School

### FACT NO. 3

- The amount of smoking imagery in movies increased 45 percent from 2011 to 2012, marking the second straight year of increase after five years of decline.  
- The Campaign for Tobacco Free Kids

### FACT NO. 4

- When teens see celebrities that they love smoking, they start thinking smoking is normal and aspirational. - National Cancer Institute

### FACT NO. 5

- In the U.S., smoking is depicted in one-third of youth-rated movies, and 75% of R-rated movies. - [thetruth.com](http://thetruth.com)



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## TWO STAR SPONSOR - \$2,500

- Sponsor name and/or logo prominently listed on the event page of our website: [www.SacBreathe.org](http://www.SacBreathe.org)
- Option to craft a “Why We Support this Program” message to be posted on the Breathe blog and shared via social media outlets.\*
- Quarter-page advertisement in the 2015 Hackademy Awards program
- Letter-sized signage featuring company name and logo displayed at the after-party and VIP lounge
- Sponsor name listed on the sponsor page of the 2015 Hackademy Awards program
- Sponsor name and/or logo included in the multimedia presentation at the awards ceremony and on a star on the Hackademy Walk of Fame
- Option to sponsor an activity booth at the youth after-party
- Option to provide promotional items for distribution at event
- VIP package for 6 (Includes event admission, special reserved seating, VIP access and drink tickets)

## ONE STAR SPONSOR - \$1,500

- Sponsor name and/or logo prominently listed on the event page of our website: [www.SacBreathe.org](http://www.SacBreathe.org)
- Option to craft a “Why We Support this Program” message to be posted on The Breathe Blog and shared via social media outlets. \*
- Letter-sized signage featuring company name and logo displayed at the After-Party and VIP Lounge
- Sponsor name listed on the Sponsor Page of the 2015 Hackademy Awards program
- Sponsor name and/or logo included in the multimedia presentation at the awards ceremony and on a star on the Hackademy Walk of Fame
- Option to provide promotional items for distribution at event
- VIP package for 4 (Includes event admission, special reserved seating, VIP access and drink tickets)

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2015 HACKADEMY AWARDS SPONSORSHIP BENEFITS SUMMARY		1 STAR	2 STARS	3 STARS	4 STARS
PRE-EVENT PUBLICITY	Sponsor name and/or logo on event promotion materials, including: invitations, tickets, e-newsletters and Facebook event page				+
	Recognition in all event media outreach, including: press releases, media advisories, and public service announcements				+
	Sponsor name and/or logo listed on the Hackademy Awards and events pages of our organization's website: <a href="http://www.SacBreathe.org">www.SacBreathe.org</a>	+	+	+	+
	Option to craft a "Why We Support this Program" message to be posted on the Breathe blog and shared via social media outlets.	+	+	+	+
	Option to post a link to either a commercial or public service announcement on the Breathe California Facebook page and Hackademy Awards event page.			+	+
	Option to partner with Breathe California in a joint Facebook contest promotion in the format of your choosing.			+	+
ON-SITE BRAND PRESENCE	Sponsor banners hanging prominently both inside and outside event venue.				+
	Sponsor name mentioned during red carpet arrivals			+	+
	Printed advertisement in the 2015 Hackademy Awards Program		+	+	+
	Letter-sized signage featuring sponsor name and logo displayed in the reception/after-party area and VIP lounge	+	+	+	+
	Sponsor name listed on the sponsor page of the 2015 Hackademy Awards Program	+	+	+	+
	Sponsor name and/or logo included in multi-media presentation at the awards ceremony	+	+	+	+
	Sponsor name and/or logo featured on a star on the Hackademy Walk of Fame	+	+	+	+
	Option to host an activity booth at the teen after-party		+	+	+
	Option to provide promotional items for distribution at event	+	+		+
	Option to air a commercial and/or public service announcement of up to 90 seconds (provided by you) during the Hackademy Awards ceremony.				+
EXTRAS	Option to air a commercial and/or public service announcement of up to 30 seconds during both the pre-ceremony entertainment and/or during the teen after-party.			+	+
	Number of individual VIP Packages	4	6	8	8
	Reserved table with company signage				+

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## 2015 CORPORATE SPONSORSHIP COMMITMENT FORM

\*\*\*Please fill out and submit this form to Breathe California of Sacramento-Emigrant Trails by October 31, 2014\*\*\*

☐ **YES!** We are proud to sponsor the 2015 Hackademy Awards.

### Please Select Your Sponsorship Level:

☐ Four Star Sponsor - \$10,000

☐ Three Star Sponsor - \$5,000

☐ Two Star Sponsor - \$2,500

☐ One Star Sponsor - \$1,500

☐ Please check here if this is an in-kind sponsorship

Description of Goods or Services to be provided: \_\_\_\_\_

\_\_\_\_\_

Estimated Value: \$ \_\_\_\_\_

(In-kind sponsorship levels are based on the cash value of the donation )

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization/Company: \_\_\_\_\_

Name as you would like it to appear in publicity efforts: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment: ☐ Check - Make payable to Breathe California of Sacramento-Emigrant Trails

☐ Visa/Mastercard (Please fill out the information below or call (916) 444 - 5900 ext. 208 to pay by phone.)

☐ Please send an invoice.

Name (as it appears on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV2: \_\_\_\_\_ (Last 3 digits in signature panel on back of card)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fill out this form and return to:

Breathe California of Sacramento-Emigrant Trails; ATTN: Frances Muenzer;

909 12th Street | Suite 100 | Sacramento, CA 95814

-OR submit via Fax: (916) 444-6661 OR submit via EMAIL to [fmuenzer@sacbreathe.org](mailto:fmuenzer@sacbreathe.org)