

Breathe California

proudly presents

The 21st Hackademy Awards

Saturday, February 27, 2016 | Elks Tower Ballroom

Keeping young lungs healthy with smokefree movies and a tobacco-free future



BREATHE
CALIFORNIA
of Sacramento-Emigrant Trails

The Clean Air and Healthy Lungs People
Since 1917

Breathe California

proudly presents

The 21st Hackademy Awards

Keeping young lungs healthy with smokefree movies and a tobacco-free future

WHO WE ARE

Breathe California of Sacramento-Emigrant Trails has been a champion in fighting for clean air, healthy lungs and a tobacco-free future in the Sacramento region since 1917. We do this by partnering with youth, advocating public policy, supporting air pollution research and educating the public. We are recognized as a leader in seeking innovative solutions to a variety of lung health challenges facing our communities, not the least of which is air pollution. 100% of every dollar raised is spent in our own communities to improve the health of our residents.



TUTD students Claudia and Jupi present the 2015 anti-tobacco PSA contest

ABOUT THE HACKADEMY AWARDS

The Hackademy Awards promote teen lung health by raising awareness of the media's influence on tobacco use and encouraging peer education and prevention. This red carpet-style event represents the combined efforts of health organizations and Tobacco-Use Prevention Education projects of the California Department of Education to empower Sacramento-area teens to make educated decisions about their health.

Last year, the Hackademy Awards drew 200+ attendees, attracting teens, their families, and leaders in the health industry. Youth-generated content in the form of an anti-tobacco PSA contest is interwoven with important messages about the portrayal of tobacco in the media.

We hope you will join us in promoting teen health and be a part of this fun, engaging and exceptional event!

WHY SPONSOR THE HACKADEMY?

The annual Hackademy Awards give 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 2016 Hackademy Awards event. Read on to learn more about our 2016 sponsorship levels and benefits – and how YOU can help achieve clean air, healthy lungs and a tobacco-free future for our community!

RECENT SPONSORS

Platinum Sponsor

The Schooley Family

Gold Sponsors

Kristin Landstrom, Arif Seyal

Silver Sponsors

Adams, Boxer, Garcia, Gilroy, Hagedorn, Kessel
Harbart, Knutson, Proctor, Rice, Teranishi, Teuber,
Withycombe

ABOUT THUMBS UP! THUMBS DOWN!

The Hackademy Awards is part of Breathe California's Thumbs Up! Thumbs Down! (TUTD) program, which 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, the world's largest and most comprehensive database on tobacco use in movies.

"The Hackademy Awards make me consciously aware of the tobacco usage in films and how it affects our growing generation." - Anh, TUTD student

Breathe California proudly presents
The 21st Hackademy Awards

2016 SPONSORSHIP COMMITMENT FORM

Please submit this form to Breathe California by November 6, 2015 to be included in all promotional materials
Breathe California of Sacramento-Emigrant Trails Tax ID: 94-1641240

This unique event is made possible by the generosity of donors like you. Your sponsorship of the Hackademy Awards will expand and improve our tobacco prevention, education and research programs for young adults.

\$1,000 Platinum Sponsor

- 6 VIP tickets and special recognition during the awards ceremony. Dinner and refreshments
- Your name featured on the event program and on our Walk of Fame
- Commemorative Thank You Gift

\$500 Gold Sponsor

- 4 VIP tickets and special recognition during the awards ceremony. Dinner and refreshments
- Your name featured on the event program and on our Walk of Fame

\$250 Silver Sponsor

- 2 VIP tickets and special recognition during the awards ceremony. Dinner and refreshments
- Your name featured on the event program and on our Walk of Fame

Contributing Sponsor: I can sponsor ____ young adults at \$25 each for a total donation of \$ ____

RSVP: ☐ Will attend and walk the red carpet ☐ Proud to sponsor, but unable to attend

Name: _____

Title: _____

Organization/Company: _____

Name as you would like it to appear on Walk of Fame: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

- Method of Payment: ☐ Check – Make payable to Breathe California of Sacramento-Emigrant Trails
☐ Visa/Mastercard/Amex/Discover (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 the card): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____

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

Signature: _____ Date: _____



To sponsor the 2016 Hackademy Awards, contact Frances at (916) 444-5900 ext. 212 or email fpimentel@sacbreathe.org.

909 12th Street | Suite 100 | Sacramento, CA 95814
Phone: (916) 444-5900 | Fax: (916) 444-6661 | www.sacbreathe.org

