

# Breathe California

proudly presents

## The 21<sup>st</sup> 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*

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### 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.



### 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

- 4 Star Sponsor:** *Western Health Advantage*
- 3 Star Sponsor:** *CVS Health*
- 2 Star Sponsors:** *Smart Investor, Runyon Saltzman Einhorn*
- 1 Star Sponsors:** *Entercom Communications, Panda Express, Rotary Club*

### 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](http://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**

2016 HACKADEMY AWARDS SPONSORSHIP BENEFITS SUMMARY		4 STARS	3 STARS	2 STARS	1 STAR
PRE-EVENT PUBLICITY	Sponsor name and/or logo on the Hackademy Awards pages of the BREATHE website: <a href="http://www.SacBreathe.org/Hackademy.html">www.SacBreathe.org/Hackademy.html</a>	+	+	+	+
	Option to craft a “Why We Support This Program” message to be posted on the BREATHE blog and shared via social media	+	+	+	+
	Link to sponsor commercial or PSA posted on the BREATHE Facebook page and our website, <a href="http://www.SacBreathe.org">www.SacBreathe.org</a>	+	+		
	Sponsor name and/or logo on event promotion materials, including invitations, tickets, e-newsletters and Facebook page.	+			
	Recognition in all event media outreach, including: press releases and media advisories	+			
ON-SITE BRAND PRESENCE	Sponsor name listed on the sponsor page of the 2016 Hackademy Awards program	+	+	+	+
	Sponsor recognition included in the multimedia presentation at the awards ceremony	+	+	+	+
	Sponsor recognition featured on the Hackademy Walk of Fame red carpet	+	+	+	+
	Distribute promotional items at event and/or host an activity booth at the teen after-party	+	+	+	
	Printed advertisement in the 2016 Hackademy Awards program	Full Page	Half Page	Quarter Page	
	Company banners hanging prominently at event venue	+	+		
	Option to air a commercial and/or PSA of up to 30 seconds during both pre-ceremony entertainment or after-party	+	+		
	Option to air a commercial and/or PSA of up to 90 seconds during the awards ceremony	+			
EXTRAS	VIP seating, dinner, refreshments	+	+	+	+
	Reserved table for 8 at the after-party	+	+		

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

#### PRE-EVENT PUBLICITY

- Sponsor name and/or logo on all event promotion materials: [www.SacBreathe.org](http://www.SacBreathe.org), tickets, and e-blasts\*
- 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 the Hackademys event page\*\*

#### ON-SITE BRAND PRESENCE

- Sponsor banners (provided by you) hanging prominently at the venue during the Hackademy Awards
- Sponsor name featured during red carpet arrivals
- Full-page advertisement in The 21<sup>st</sup> Hackademy Awards Program
- Letter-sized signage featuring sponsor name and logo displayed at the after-party
- Sponsor name listed on the sponsor page in The 21<sup>st</sup> Hackademy Awards Program
- Sponsor name and/or logo included in multimedia presentation at the awards ceremony
- 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 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.\*\*

**"The Awards shine a light on the presence of tobacco in cinema and the influence actors have on the presence of tobacco in our lives." - Melissa, TUTD student**

#### ADDITIONAL BENEFITS

- VIP package for 8 (Includes event admission, special reserved seating, refreshments, and dinner)
- Reserved table at after-party with sponsor signage

*\*Content must be submitted by Breathe California's printing deadlines*

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



Sacramento students designed their own social media booth at the 2015 Hacks



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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 Hackademys event page\*

#### ON-SITE BRAND PRESENCE

- Sponsor name featured during red carpet arrivals
- Half-page advertisement in The 21<sup>st</sup> Hackademy Awards Program
- Letter-sized signage featuring company name and logo displayed at the after-party
- Sponsor name listed on the sponsor page in The 21<sup>st</sup> Hackademy Awards Program
- Sponsor name and/or logo included in multimedia presentation at the awards ceremony
- 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, refreshments, and dinner)
- Reserved table at after-party with sponsor signage

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



Over 150 students from 12 Northern and Central California schools attended the 2015 Hacks

#### WHY DOES SMOKING IN THE MOVIES MATTER?

1. Dartmouth Medical School studies found that viewing smoking in movies puts young people at a significant risk of trying cigarettes.
2. Nearly 44% of smoking initiation by adolescents in the United States can be credited to exposure to smoking in movies. - Dartmouth Medical School
3. Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 (18%) and prevent one million deaths from smoking among children alive today. - Centers for Disease Control and Prevention
4. When teens see celebrities that they love smoking, they start thinking smoking is normal and aspirational. - National Cancer Institute
5. In the U.S., smoking is depicted in one-third of youth-rated movies, and 75% of R-rated movies. - American Legacy Foundation

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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 21<sup>st</sup> Hackademy Awards Program
- Letter-sized signage featuring company name and logo displayed at the after-party
- Sponsor name listed on the sponsor page in The 21<sup>st</sup> Hackademy Awards Program
- Sponsor name and/or logo included in the multimedia presentation at the awards ceremony
- 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, refreshments and dinner)

"A lot of youth today watch many movies involving smoking or some form of tobacco use and the Hackademys are a great way to illustrate the problems and subtle advertising of the tobacco industry from movies." - Blythe, TUTD student

### 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
- Sponsor name listed on the Sponsor Page in The 21<sup>st</sup> Hackademy Awards Program
- Sponsor name and/or logo included in the multimedia presentation at the awards ceremony
- Option to provide promotional items for distribution at event
- VIP package for 4 (Includes event admission, special reserved seating, refreshments and dinner)

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**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

☐ **YES!** We are proud to sponsor the 2016 Hackademy Awards

☐ Will attend and walk the red carpet

☐ Proud to sponsor, but unable to attend

Please Select Your Sponsorship Level:

☐ 4 Star Sponsor - \$10,000

☐ 3 Star Sponsor - \$5,000

☐ 2 Star Sponsor - \$2,500

☐ 1 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)

**Primary Contact Information**

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

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

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

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

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

**Marketing Contact Information** *(We will contact your marketing coordinator with design specs and deadlines for promotional materials)*

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

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

**Payment Methods**

Method of Payment: ☐ Check – Make payable to Breathe California of Sacramento-Emigrant Trails (BCSET)

☐ 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](mailto:fpimentel@sacbreathe.org).

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