

Breathe California of Sacramento-Emigrant Trails

proudly presents

The 22nd Breathe Youth Media Awards

Saturday, February 25, 2017 | Elks Tower Ballroom

An event benefitting Breathe California's youth tobacco prevention programs



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CALIFORNIA
of Sacramento-Emigrant Trails

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Youth voices and youth choices creating 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. 100% of every dollar raised is spent in our own communities to improve the health of our residents.



ABOUT THE AWARDS

The Breathe Youth Media Awards (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 Youth Awards 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.

WHY SPONSOR THE AWARDS?

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.

Breathe California currently is seeking sponsorships for the 2017 Youth Awards event. Read on to learn more about our 2017 sponsorship levels and benefits – and how YOU can help achieve clean air, healthy lungs and a tobacco-free future for our community!

RECENT SPONSORS

Gold Sponsors

Kristin Landstrom, The Schooley Family, Dr. Arif Seyal

Silver Sponsors

Paul Adams, Dr. Gordon Garcia, Mark Gilroy, Jane & Jim Hagedorn, Dr. Nayoung Kim, Don Knutson, Mark & Susan Liebenhaut, Mike Mattos, Howard Posner, Sue Teranishi, Dr. Suzanne Teuber, Earl Withycombe

ABOUT THUMBS UP! THUMBS DOWN!

The Youth Media Awards are 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.tutd.ucsf.edu, the world's largest and most comprehensive database on tobacco use in movies.

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

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2017 SPONSORSHIP COMMITMENT FORM

Please submit this form to Breathe California by November 4, 2016 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: _____