

THE 20TH HACKADEMY AWARDS

HELPING TEENS MAKE HEALTHY DECISIONS ABOUT TOBACCO



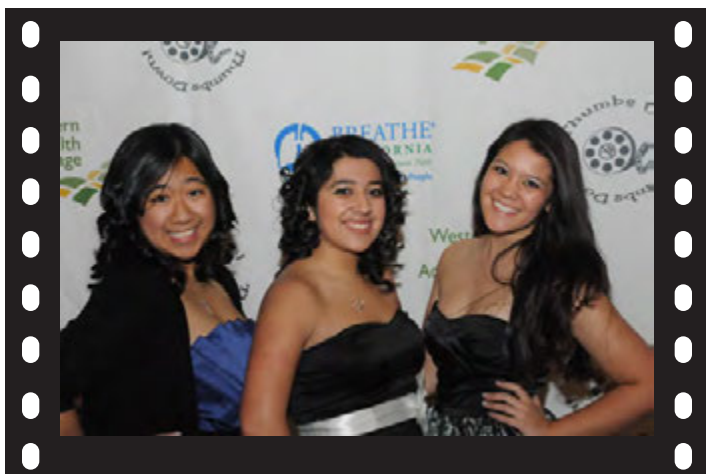
PROUDLY PRESENTED BY BREATHE CALIFORNIA OF SACRAMENTO-EMIGRANT TRAILS ON
SATURDAY, FEBRUARY 21, 2015 @ SACRAMENTO TURN VEREIN

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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 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 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, 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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2015 INDIVIDUAL SPONSORSHIP COMMITMENT FORM

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

This one-of-a-kind event is made possible by the generosity of donors like you. Your sponsorship of the Hackademy Awards is used to expand the Thumbs Up! Thumbs Down! Project, which educates young adults about the impact of tobacco use in the media.

\$500 Gold Sponsor

- 4 VIP tickets and special recognition during the awards ceremony
- 4 drink tickets and heavy hors d'oeuvres
- 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
- 2 drink tickets and heavy hors d'oeuvres
- Your name featured on the event program and on our Walk of Fame

Anything helps! I can sponsor _____ young adults at \$25 each for a total donation of \$ _____

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 (Please fill out the information below or call (916) 444 - 5900 ext. 208 to pay by phone.)
☐ Please send an invoice.

Name (on card): _____ Donation Amount: \$ _____

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