



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



More at
sacbreathe.org/breatheyouthawards

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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, 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.

Students proudly show off their awards from CA Senator Dr. Richard Pan at the 2016 event



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 the Awards directly benefits Sacramento youth by educating middle and high school students about the health consequences of tobacco products, including increasingly popular electronic nicotine devices.

Breathe California currently is seeking sponsorships for the 2017 Breathe Youth Media Awards event. Read on to learn more about our 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 Sponsor:** *CVS Health*
- Silver Sponsor:** *Breathe Board of Directors, Panda Express*
- Bronze Sponsors:** *Entercom, Smart Investor,*
- Contributing:** *Rotary Club*

ABOUT THE YOUTH MEDIA AWARDS

The Breathe Youth Media Awards (formerly the Hackademy Awards) raise awareness of the media's influence on tobacco use and its impact on a young and impressionable audience, as well as 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.

ABOUT THUMBS UP! THUMBS DOWN!

The Youth Media 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 the media.

Their findings are compiled into our online database, www.SceneSmoking.org, the world's largest and most comprehensive database on tobacco use in movies.

2016 BREATHE YOUTH MEDIA AWARDS SPONSORSHIP BENEFITS SUMMARY		GOLD	SILVER	BRONZE	CONTR.
PRE-EVENT PUBLICITY	Sponsor name and/or logo on the Youth Awards pages of the website: www.SacBreathe.org/breatheyouthawards.html	+	+	+	+
	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, www.SacBreathe.org	+	+		
	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 2017 Breathe Youth Media Awards program	+	+	+	+
	Sponsor recognition included in the multimedia presentation at the awards ceremony	+	+	+	+
	Sponsor recognition featured on the 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 2017 Youth 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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GOLD SPONSOR - \$10,000

PRE-EVENT PUBLICITY

- Sponsor name and/or logo on all event promotion materials: 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 Youth Awards event page**

ON-SITE BRAND PRESENCE

- Sponsor banners (provided by you) hanging prominently at the venue during the Breathe Youth Media Awards
- Sponsor name featured during red carpet arrivals
- Full-page advertisement in The 22nd Youth Awards Program
- Letter-sized signage featuring sponsor name and logo displayed at the after-party
- Sponsor name listed on the sponsor page in The 22nd Youth 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.**

I have seen an organization that is receptive to partners, responsive to input and continually refines their programs in order to be the BEST they can be.” - Lea Rathbun, Folsom/Cordova Unified School District

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*



Luther Burbank High School students enjoying the after-party at the 2016 Youth Awards

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SILVER SPONSOR -\$5,000

PRE-EVENT PUBLICITY

- Sponsor name and/or logo prominently listed on the event page of our website: 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 Youth Awards event page*

ON-SITE BRAND PRESENCE

- Sponsor name featured during red carpet arrivals
- Half-page advertisement in The 22nd Youth Awards Program
- Letter-sized signage featuring company name and logo displayed at the after-party
- Sponsor name listed on the sponsor page in The 22nd Youth 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 300 students from 18 area schools attended the 2016 Youth Awards

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 37% of smoking initiation by adolescents in the United States can be credited to exposure to smoking in movies.
- UC San Francisco
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.
- The Truth Initiative

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BRONZE SPONSOR - \$2,500

- Sponsor name and/or logo prominently listed on the event page of our website: 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 22nd Youth Awards Program
- Letter-sized signage featuring company name and logo displayed at the after-party
- Sponsor name listed on the sponsor page in The 22nd Youth 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 Youth Awards are a great way to illustrate the problems and subtle advertising of the tobacco industry from movies.” - Blythe, TUTD student

CONTRIBUTING SPONSOR - \$1,500

- Sponsor name and/or logo prominently listed on the event page of our website: 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 22nd Youth 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 4, 2016** to be included in all promotional materials
Breathe California of Sacramento-Emigrant Trails Tax ID: 94-1641240

☐ **YES!** We are proud to sponsor the 2017 Breathe Youth Media Awards

☐ Will attend and walk the red carpet

☐ Proud to sponsor, but unable to attend

Please Select Your Sponsorship Level:

☐ Gold Sponsor - \$10,000

☐ Silver Sponsor - \$5,000

☐ Bronze Sponsor - \$2,500

☐ Contributing 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 2017 Breathe Youth Media Awards, contact Frances at
(916) 444-5900 ext. 212 or email fpimentel@sacbreathe.org.

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Phone: (916) 444-5900 | Fax: (916) 444-6661 | www.sacbreathe.org

