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HIGHLAND WELLNESS
NEWARK WELLNESS

Letter from the CEO, Alameda Health System & President, Alameda Health System Foundation

Save the date for the next signature event of the Alameda Health System Foundation!

Join us! Sponsor or purchase tickets for **A Night of Hope**, Presented by Traditions Behavioral Health, the 29th Annual Gala benefiting Alameda Health System (AHS) on Saturday, May 4, 2019, at Casa Real, a Ruby Hill Winery in Pleasanton, CA.

A Night of Hope honors our commitment to investing in health care for all. For over 150 years, AHS has served Alameda County by providing comprehensive patient-centered healthcare—regardless of background or income. This inspirational evening is dedicated to uniting the community around our shared mission of *Caring, Healing, Teaching, Serving All*. Get ready for a lively reception, fine dining, live and silent auctions, dancing, and awards for our Healthcare Heroes at this formal affair.

This year's featured program is the Sexual Assault Response and Recovery Team, (SARRT), which offers hope to survivors and supports them in breaking the cycle of violence. SARRT is a 24-7 lifeline at Highland Hospital that currently serves over 700 domestic violence and sexual assault survivors each year. Most SARRT patients are women who are either in an abusive relationship, a victim of sexual assault, or a sex trafficking victim. Survivors receive specialized care in a safe space. Medical, legal, housing, and financial support is also offered to help survivors change their lives.

You can help support our efforts by purchasing a sponsorship/underwriting opportunity or tickets. Your investment strengthens our ability to offer world-class care to anyone who needs it—regardless of ability to pay. We connect our community to medical services like SARRT at every life stage. From our new birthing center and senior services to cancer and cardiac care, AHS cares for and serves all.

Reserve your sponsorship/underwriting or tickets today. Imagine the collective impact we will have in creating a healthier community.

Thank you for your consideration. We look forward to your participation in A Night of Hope.

Very truly yours,



Delvecchio S. Finley, CEO
Alameda Health System



Debra A. Barnes, CFRE, President
Alameda Health System Foundation

ALAMEDA HEALTH SYSTEM FOUNDATION INVITES YOU

29TH ANNUAL GALA

A NIGHT OF HOPE

INVESTING IN HEALTHCARE FOR ALL



Saturday, May 4, 2019

5:30 to 11:00 p.m.

Casa Real at Ruby Hill Winery

410 Vineyard Ave, Pleasanton, CA 94566

Attendee Demographics

Approximately 500 guests are expected to attend including Alameda Health System executives, health care professionals, Alameda County elected officials, and business and philanthropic leaders from the San Francisco Bay Area.



Annual Gala Committee

Kelly Finley, Co-Chair, Joy Street Design

Danielle Coleman, JD, Co-Chair, VMware

Debra A. Barnes, CFRE, President, Alameda Health System Foundation

Susana Flores, Alameda Health System

Brenda Payne, Board of Directors, Alameda Health System Foundation

Tasha Thibodeaux, Alameda Health System

Lori Foidl, Alameda Health System

Remy Mendelsohn, Law Office of Dennis W.S. Chang

Sheria Johnson, Alameda Health System

Cheryl Wilson-Talford, Alameda Health System

Megan Sweeney, OSIsoft

Krista Yoshino, Alameda Health System



Contact

Diana Johnston | Sr. Manager Annual Giving & Events

Djohnston@alamedahealthsystem.org (510) 271-2509

Nyjeri Whipps | Director of Annual Giving

Nwhipps@alamedahealthsystem.org (510) 271-2506

www.foundationahs.org

OVERVIEW

Alameda Health System Foundation's Annual Gala is a longstanding philanthropic event that supports the essential work of Alameda Health System as a leading integrated healthcare provider serving Alameda County. In the past six years, the Annual Gala has raised over \$2.5 million through the generosity of corporations, foundations and individuals in the community. Together, we help Alameda Health System (AHS) fulfill its mission of *Caring, Healing, Teaching, Serving All*.

AHS's comprehensive, integrated health system includes:

- **Highland Hospital**, the East Bay's only Level 1 adult trauma center and is a world-renowned teaching hospital
- **John George Psychiatric Hospital** in San Leandro
- Two acute care community hospitals: **Alameda Hospital** and **San Leandro Hospital**
- **Fairmont Hospital**, an acute rehabilitation hospital and skilled nursing facility in San Leandro
- Four community wellness centers—**Highland, Eastmont, Hayward, and Newark**—offering preventive, primary, and specialty care through an integrated service model and interdisciplinary team approach

As one of Alameda County's largest employers, AHS is a major economic power, contributing close to **\$560 million annually in salaries, wages, and benefits**.

Join us for A Night of Hope Gala on— Saturday, May 4, 2019 at Casa Real at Ruby Hill Winery in Pleasanton, CA.



Key Deadlines: To receive all sponsorship benefits, reply by **February 15, 2019** for recognition in the printed invitation and by **April 1, 2019** for recognition in the program book.

Community Visibility: Sponsors receive visibility before, during and after the Annual Gala. This included over 500,000 advertising impressions for the 2018 event:



OAKLAND
CHAMBER of COMMERCE

101.7 KKLQ
Berkeleyside

Print ads **100,000+**
Radio ads **150,000+**
Digital ads **250,000+**
AHSF website **6,000+**
AHSF social media **2,000+**
AHSF email **6,000+**
Printed invitation **2,000+**

Alameda Health System Foundation is a 501(c)(3) nonprofit, tax ID 94-3103136.

Contact:

Diana Johnston | Sr. Manager of Annual Fund & Events | Djohnston@alamedahealthsystem.org | (510) 271-2509
Nyjeri Whipps | Director of Annual Giving | Nwhipps@alamedahealthsystem.org | (510) 271-2506



SPONSORSHIP OPPORTUNITIES

The Annual Gala offers an opportunity to showcase your company’s commitment to social responsibility. Align your brand with health equity for all, while networking with prominent San Francisco Bay Area business executives, health care professionals, and community leaders. Learn how you can maximize your sponsorship benefits at each level below.

Sponsorship Benefits	PRESENTING \$75,000	PLATINUM \$50,000	DIAMOND \$25,000	EMERALD \$15,000	RUBY \$10,000	SAPPHIRE \$6,000	PEARL \$5,000
Tickets with valet parking	20	20	20	10	10	10	10
Recognition on website	Logo	Logo	Logo	Logo	Logo	Listing	
Recognition on collateral	Logo	Logo	Logo	Logo	Logo	Listing	
Inclusion in dinner slideshow	Logo	Logo	Logo	Logo	Logo	Listing	
Ad in program book	Back Cover	Feature Ad	Full	Full	Half	Half	
Social media coverage	■	■	■	■	■		
Logo in print ads	■	■	■	■	■		
Verbal recognition at dinner	■	■	■	■			
Promotional item in gift bag	■	■	■	■			
Logo on event signage	■	■	■				
Logo on bidding platform	■	■	■				
Presenting sponsor	■	■	■				
Lunch with AHSF leadership	■	■					
Recognition in digital ads	■	■					
Host Pre-Event Reception	■						
Logo on welcome banner	■						

Note: The fair market value per person is \$150 for food, beverage and entertainment. A table at the event seats ten (10) persons, so the benefit for one (1) table is \$1,500. Sponsors who choose not to attend the event and notify the Foundation in advance may deduct the full value of their charitable gift to the extent allowed by law.

UNDERWRITING OPPORTUNITIES

Promote your company with exclusive brand placement at the Annual Gala. Associate your brand with some of the most popular and anticipated aspects of the evening. All opportunities include advertising benefits, tickets, and recognition in the program book and slideshow. Ask about our custom packages, if you do not see an advertising benefit you would like below!



Entertainment | \$7,500

- Your company introduced to kick off dancing
- Logo on stage signage
- Full-page ad + 4 tickets



Gift Bag | \$7,500

- Logo on keepsake gift bag
- Opportunity to include promotional item in gift bag
- Full-page ad + 4 tickets



Table Décor | \$5,000

- Logo incorporated into centerpiece design
- Full-page ad + 2 tickets



Program Book | \$5,000

- Logo on program cover
- Prominent ad placement
- 2-page ad + 2 tickets



Celebrate AHS Staff | \$5,000

- Logo on table (8 tickets for AHS employees)
- Half-page ad + 2 tickets (for you)



Photo Booth | \$5,000

- Logo on photo strip
- Logo on booth signage
- Full-page ad + 2 tickets



Guest Favor | \$4,000

- Logo on favor of choice (e.g. wine glass, candy)
- Half-page ad + 2 tickets



Valet Parking | \$4,000

- First and last impression with logo on valet signage
- Half-page ad + 2 tickets



Signature Cocktail | \$3,500

- Choice and naming rights of cocktail served at reception
- Half-page ad + 2 tickets



Dessert Bar | \$3,500

- Logo on station signage
- Logo on dessert napkins
- Half-page ad + 2 tickets



Auction Paddle | \$2,500

- Logo on paddle for bidding during live auction
- Half-page ad + 2 tickets



Beer/Wine Tasting | \$2,500

- Logo on tasting signage
- Logo on drink coaster
- Half-page ad + 2 tickets



Coffee Bar | \$2,500

- Logo on station signage
- Logo on coffee stirrer
- Half-page ad + 2 tickets



Powder Room | \$2,500

- Logo on amenity baskets and item (e.g. mints)
- Half-page ad + 2 tickets



REPLY FORM

Return to Alameda Health System Foundation by mail to
350 Frank H. Ogawa Plaza, Suite 900, Oakland, CA 94612
or by email to Djohnston@alamedahealthsystem.org

Contact Information

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Title: _____

Email: _____ Phone: _____

Commitment Level

PRESENTING **PLATINUM** **DIAMOND** **EMERALD** **RUBY** **SAPPHIRE** **PEARL**

Sponsorship \$75,000 \$50,000 \$25,000 \$15,000 \$10,000 \$6,000 \$5,000

Underwriting

Entertainment | \$7,500 Valet Parking | \$4,000

Gift Bag | \$7,500 Signature Cocktail | \$3,500

Table Décor | \$5,000 Dessert Bar | \$3,500

Program Book | \$5,000 Auction Paddle | \$2,500

Celebrate AHS Staff | \$5,000 Beer/Wine Tasting | \$2,500

Photo Booth | \$5,000 Coffee Bar | \$2,500

Guest Favor | \$4,000 Powder Room | \$2,500

Advertising

Full-page color ad | \$2,500 Half-page color ad | \$500

Full-page B&W ad | \$1,000 Half-page B&W ad | \$250

Other

I would like _____ tables(s) of 10 at \$5,000 per table

I would like _____ ticket(s) at \$500 per ticket

Please accept my fully tax-deductible donation of \$ _____

Payment Information

- Please send an invoice to the address above
- Check # _____ is enclosed | Payable to Alameda Health System Foundation
- Please charge my credit card below | Signature required for processing

Card Number: _____ Circle one: VISA MC AMEX

Security Code: _____ Exp. Date: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Name on Card: _____ Signature: _____

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