M O M E N T U M

A POWERFUL EVENING TO CELEBRATE OUR COMMITMENT TO HEALTH CARE FOR ALL

PRESENTED BY TRADITIONS BEHAVIORAL HEALTH

Date, Time, and Location

Saturday, May 6, 2017
5:30 to 11:00 p.m.
Rock Wall Wine Company
2301 Monarch Street
Alameda, CA 94501

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

Donna Linton, Co-Chair | Michael Gomez, Co-Chair
Debra A. Barnes, CFRE | Danielle Coleman, JD
Shawanna Emerson | Kelly Finley | Susana Flores
Sheria Johnson | Brenda Payne | Tasha Thibodeaux
Elñora Tena Webb, PhD | Barry Zorthian, MD

Contact

Laura Sargent
Director of Annual Giving
lsargent@alamedahealthsystem.org
(510) 271-2506
www.foundationahs.org
Please join us for a powerful evening to celebrate our commitment to health care for all.

In recent years, Alameda Health System Foundation’s Annual Gala has commemorated a new day in health, a 150-year legacy of service, and the opening of a state-of-the-art facility at Alameda Health System’s Highland Hospital. This year’s event—Momentum—honors our journey thus far and the one that lies ahead: fulfilling our vision to increase access, eliminate disparities, and promote equity in health.

We invite you to partner with the Foundation, a 501(c)(3) nonprofit raising funds to support Alameda Health System, as a leading sponsor of Momentum.

The elegant affair will be held on Saturday, May 6, 2017 at Rock Wall Wine Company in Alameda, CA. Presented by our major sponsor, Traditions Behavioral Health, the evening is expected to attract 500 guests and will feature a lively reception, seated dinner, awards program, and after party, as well as live and silent auctions.

Your sponsorship of Momentum will help scale initiatives at Alameda Health System that break down barriers to good health, including programs like HealthPATH.

Established in 2015 with philanthropic support, HealthPATH is a career development program for youth and young adults to explore careers in health care at our hospitals and wellness centers. The vision of HealthPATH is twofold: to help eliminate poverty as a root cause of poor health by inspiring young people to pursue sustainable careers in health care and to better care for vulnerable populations by building a workforce from the community, for the community. Designated funds from Momentum will help HealthPATH build on its success and reach more young people in Alameda County.

This is the power of philanthropy. With your generosity, we can push forward to improve the health of underserved communities. We can remain steadfast in our mission of Investing in Caring, Healing, Teaching, Serving All.

Align your company with Momentum by committing as a sponsor today. Thank you for your consideration, and we look forward to your participation in our Annual Gala!

Very truly yours,

Michael Gomez   Donna Linton
Gala Co-Chair   Gala Co-Chair
Alameda Health System Foundation’s Annual Gala is a longstanding philanthropic event that supports the essential work of Alameda Health System as a safety-net health care provider serving Alameda County. Its hospitals and wellness centers include:

Alameda Hospital  Highland Hospital  John George Psychiatric Hospital
Fairmont Hospital  San Leandro Hospital  Eastmont Wellness
Hayward Wellness  Highland Wellness  Newark Wellness

In the past five years, the Annual Gala has raised over $1.5 million through the generosity of corporations, foundations and individuals in the community. Join us for this year’s event—Momentum—on Saturday, May 6, 2017 at Rock Wall Wine Company in Alameda, CA.

Key Deadlines: To receive all sponsorship benefits, reply by March 10, 2017 for recognition in the printed invitation and by April 14, 2017 for recognition in the program book.

Community Visibility: Sponsors receive visibility before, during and after the Annual Gala. This included over 358,000 advertising impressions for the 2016 event:

Print ads  130,000+
Digital ads  220,000+
AHSF website  2,000+
AHSF social media  2,000+
AHSF email  2,000+
Printed invitation  2,000+

Contact: For more information regarding the Annual Gala, contact Laura Sargent, Director of Annual Giving, at lsargent@alamedahealthsystem.org or (510) 271-2506.

Alameda Health System Foundation is a 501(c)(3) nonprofit, tax ID 94-3103136.
The Annual Gala is an opportunity to showcase your company’s commitment to social responsibility. Align your brand with Momentum 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.

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<tr>
<th>Sponsorship Benefits</th>
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<th>$25,000</th>
<th>$15,000</th>
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<td>Tickets with valet parking</td>
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<td>Recognition on website</td>
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<td>Recognition on collateral</td>
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<td>Inclusion in dinner slideshow</td>
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<td>Ad in program book</td>
<td>Cover</td>
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<td>Social media coverage</td>
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<td>Logo in print ads</td>
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<td>Recognition in press releases</td>
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<td>Verbal recognition at dinner</td>
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<td>Promotional item in gift bag</td>
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<td>Logo on event signage</td>
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<td>Logo on bidding platform</td>
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<td>Presenting sponsor</td>
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<td>Logo on welcome banner</td>
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<td>Recognition in digital ads</td>
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<td>Lunch with AHSF leadership</td>
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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.
MOMENTUM

UNDERWRITING OPPORTUNITIES

Promote your company with exclusive brand placement at the Annual Gala. By underwriting components of the event, you can associate your brand with some of the most creative and anticipated aspects of the evening. All opportunities include advertising benefits, tickets, and recognition in the program book and slideshow.

Entertainment | $10,000
• Your rep introduces band and kicks off After Party
• Logo on stage signage
• Full-page ad + 4 tickets

Table Décor | $5,000
• Logo incorporated into centerpiece design
• Half-page ad + 2 tickets

Powder Room | $5,000
• Logo on amenity baskets and item (e.g. mints)
• Half-page ad + 2 tickets

Signature Cocktail | $3,500
• Choice and naming rights of cocktail served at reception
• Half-page ad + 2 tickets

Photo Booth | $3,500
• Logo on photo strip
• Logo on booth signage
• Half-page ad + 2 tickets

Auction Paddle | $2,000
• Logo on paddle for bidding during live auction
• Half-page ad + 2 tickets

Coffee Bar | $2,000
• Logo on station signage
• Logo on coffee stirrer
• Half-page ad + 2 tickets

Gift Bag | $7,500
• Logo on keepsake gift bag
• Opportunity to include promotional item in gift bag
• Full-page ad + 4 tickets

Program Book | $5,000
• Logo on program cover
• Prominent ad placement
• 2-page ad + 2 tickets

Guest Favor | $4,000
• Logo on favor of choice (e.g. wine glass, candy)
• Half-page ad + 2 tickets

Dessert Bar | $3,500
• Logo on station signage
• Logo on dessert napkins
• Half-page ad + 2 tickets

Valet Parking | $2,500
• First and last impression with logo on valet signage
• Half-page ad + 2 tickets

Beer/Wine Tasting | $2,000
• Logo on tasting signage
• Logo on drink coaster
• Half-page ad + 2 tickets

Game Zone | $1,500
• Logo on banner at bocce ball and jenga stations
• Half-page ad + 2 tickets
Contact Information

Company Name: _________________________________________________________________

Mailing Address: _________________________________________________________________

City: ______________________________ State: _______ Zip: _________________________

Contact: ___________________________ Title: _______________________________________

Email: ___________________________________________ Phone: ______________________

Commitment Level

Sponsorship

$50,000  $25,000  $15,000  $10,000  $5,000

Underwriting

Entertainment | $10,000
Gift Bag | $7,500
Table Décor | $5,000
Program Book | $5,000
Powder Room | $5,000
Guest Favor | $4,000
Signature Cocktail | $3,500
Dessert Bar | $3,500
Photo Booth | $3,500
Valet Parking | $2,500
Auction Paddle | $2,000
Beer/Wine Tasting | $2,000
Coffee Bar | $2,000
Game Zone | $1,500

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 $3,500 per table
I would like ________ ticket(s) at $350 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: __________________________________