

# SOUL of SPRING

2026 PARTNERSHIP OPPORTUNITIES







Preston S. Walton, President – AHS Foundation, Melanie M. Shelby, Board Chair – AHS Foundation, James E.T. Jackson, CEO – Alameda Health System

Alameda Health System Foundation invites you to a uniquely Oakland experience for Alameda Health System's patients and programs in a festive evening of community and entertainment.

We look forward to seeing you at Soul of Spring on Saturday, April 25th at the historic Henry J. Kaiser Center for the Arts, overlooking Lake Merritt in the heart of Oakland.

This year marks 5 years of Soul of Spring! Join us as we draw inspiration from the Harlem Renaissance—a transformative era of artistic expression, cultural pride, and community celebration—reimagined through Oakland's lens of vibrance and creativity.

Please consider the partnership opportunities listed; each includes a variety of levels and benefits. We look forward to seeing you at Soul of Spring!



# SOUL of SPRING

Partnership and Ticket Pricing

## PARTNERSHIP PRICING

### **Healthcare VISIONARY - \$ 150,000**

30 guests at Exclusive VIP Experience as Host of Reception

Exclusive name/logo recognition as 'Presented by Healthcare Visionary' on all event media and signage preceding and during the event

Lead full page color ad in program book

Named as Stage Sponsor "Appearing on the [Sponsor] Stage..."

### **Healthcare HERO - \$ 100,000**

15 guests at Exclusive VIP Experience

Name/logo recognition on all event media and signage preceding and during event

Full-page featured color ad in program book

Name recognition as Artist Sponsor

### **Healthcare CHAMPION - \$ 75,000**

10 guests at Exclusive VIP Experience

Name/logo recognition on all event media and signage preceding and during event

Full-page featured color ad in program book

Name recognition as VIP Lounge Sponsor

### **Healthcare 5 YEAR ANNIVERSARY CELEBRATOR - \$ 50,000**

10 guests at Exclusive VIP Experience

Name/logo recognition on all event media and signage preceding and during event

Full-page featured color ad in program book

Name recognition as VIP Bar Sponsor



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## **Healthcare PARTNER - \$ 35,000**

10 guests at Exclusive VIP Experience

Name/logo recognition on all event media and signage preceding and during event

Full-page color ad in program book

Name recognition as a Beverage Sponsor, name will appear on a bar

## **Healthcare COLLABORATOR - \$ 20,000**

5 guests at Exclusive VIP Experience

Name/logo recognition on all event media and signage preceding and during event

Full-page color ad in program book

Name recognition as an Epicurean Sponsor with logo to appear on a station

## **Healthcare BENEFACTOR - \$ 15,000**

5 guests at Exclusive VIP Experience

Name/logo recognition on all event media and signage preceding and during event

Full-page color ad in program book

Name recognition as a Program Book Sponsor on cover and digital program book

## **Healthcare ADVOCATE - \$ 10,000**

10 general admission guests at Soul of Spring

Name recognition on all event media preceding and during event

Half-page color ad in program book

Name recognition as a Dessert Sponsor

## **Healthcare SUPPORTER - \$ 7,500**

10 general admission guests at Soul of Spring

Name recognition on all event media preceding and during event

Quarter-page color ad in program book



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## **Healthcare FRIENDS CIRCLE - \$ 5,555**

10 guests at Exclusive VIP Experience  
Access to VIP Lounge  
Reserved seating for the program  
Name recognition as a Photobooth Sponsor

## **Healthcare ALLY - \$ 5,000**

5 general admission guests at Soul of Spring  
Name recognition on event media  
Listing in program book

## **Healthcare HELPER - \$2,500**

2 general admission guests at Soul of Spring  
Name recognition on event media  
Listing in program book

## TICKET PRICING

### **Individual VIP Ticket - \$ 500**

Access to VIP Event networking opportunity and VIP Bar and Lounge  
Special Memorabilia  
Arrive at 5:00 PM

### **Individual General Admission Ticket - \$ 150**

Complimentary food and drink throughout the night  
Live musical performance  
Arrive at 6:00 PM

## TO LEARN MORE:

### **Vera Hannush**

Senior Director of Philanthropy  
[vhannush@alamedahealthsystem.org](mailto:vhannush@alamedahealthsystem.org)

[foundationahs.org/events/soulofspring](http://foundationahs.org/events/soulofpring)



# SOUL SPRING

## Yes, I/We will sponsor AHS Foundation's Soul of Spring!

- ☐ \$150,000 Healthcare Visionary
- ☐ \$100,000 Healthcare Hero
- ☐ \$75,000 Healthcare Champion
- ☐ \$50,000 Healthcare 5 Year Celebrator
- ☐ \$35,000 Healthcare Partner
- ☐ \$20,000 Healthcare Collaborator
- ☐ \$15,000 Healthcare Benefactor
- ☐ \$10,000 Healthcare Advocate
- ☐ \$7,500 Healthcare Supporter
- ☐ \$5,555 Healthcare Friends Circle
- ☐ \$5,000 Healthcare Ally
- ☐ \$2,500 Healthcare Helper

- ☐ \$500 x \_\_\_\_\_ VIP Ticket
- ☐ \$150 x \_\_\_\_\_ Individual Ticket

Make more impact by adding a donation!

☐ \_\_\_\_\_ Donation

**Total Amount:** \_\_\_\_\_

Contact Name: \_\_\_\_\_

List in Print as: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

☐ Check Enclosed (Payable to AHS Foundation)

☐ Credit Card ☐ Mastercard ☐ Visa ☐ American Express

Credit Card Number: \_\_\_\_\_

Expiration Date : \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please send this form and payment to:

**AHS Foundation: Soul of Spring**  
**55 Harrison Street, Suite 600**  
**Oakland, CA 94607**

For more information:

**[sosealamedahealthsystem.org](http://sosealamedahealthsystem.org)**

Alameda Health System Foundation is a 501(c)(3) nonprofit. Our tax ID number is 94-3103136. Contributions are tax-deductible minus the fair market value of goods or services received, at \$212.50 per VIP attendee and \$142 per General Admission attendee for food and beverage. The IRS does not allow benefits for contributions made from Charitable Donor-Advised Funds. Please contact your tax professional with any questions. Partners 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.



# SOUL of SPRING

At the heart of Alameda Health System Foundation and Alameda Health System's shared mission is the belief that access to quality health care is a universal right.

Serving one of the country's most ethnically diverse counties, we are committed to providing culturally affirmative, compassionate care, and to eliminating health disparities for all residents of Alameda County. Partners and donors allow Alameda Health System Foundation to support programs that advance health access, address unmet social needs, and help build a community-centered workforce.

On behalf of our over 127,000 patients served each year, thank you for your consideration of support of our largest annual fundraising event, Soul of Spring.

AHS Foundation is a California 501(c)(3) nonprofit (Federal Tax ID 94-3103136) that serves Alameda Health System (AHS), Alameda County's patient and family-centered safety net health care system.

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<https://foundationahs.org/events/soulsofpring>