



# ART INSPIRING HOPE

A CHILD'S STRUGGLE WITH CANCER

## 21ST ANNUAL ART INSPIRING HOPE GALA

MARCH 28, 2015

HERBST PAVILION  
FORT MASON CENTER



### OKIZU

Supporting Families with  
Childhood Cancer

Contact Sarah Uldricks at 415.382.1503  
or [sarah@okizu.org](mailto:sarah@okizu.org) for more information  
or visit [www.okizu.org](http://www.okizu.org).



# EVENT OVERVIEW

## WHAT

Every year, Okizu holds a fundraiser entitled, **“Art Inspiring Hope: A Child’s Struggle with Cancer.”** AIH began on a very small scale twenty years ago in 1995 and has grown into an extravagant gala drawing 450-525 guests. This event grosses more than half a million dollars in an evening which helps make it possible for over 700 children to attend the Okizu programs each year. Okizu offers programming for children with cancer and their families at no charge.

The annual black-tie evening with a different, elaborate theme each year, features gourmet food, specialty drinks, silent and live auctions, and headline entertainment. Past performers have included Huey Lewis & The News, Sheryl Crow, The Robert Cray Band, the Doobie Brothers, and the Dave Mason Band.

## WHEN

Saturday,  
March 28, 2015

## WHERE

Herbst Pavilion  
Fort Mason Center

## FOR MORE INFORMATION

Contact Sarah Uldricks at 415.382.1503  
or [sarah@okizu.org](mailto:sarah@okizu.org) for more information  
or visit [www.okizu.org](http://www.okizu.org).





# ABOUT OKIZU

**OKIZU (oak-eye-zoo) comes from the Sioux language and means unity, to come together, to heal from a hurt, to make whole.**

## OUR MISSION STATEMENT

The mission of Okizu is to provide peer support, respite, mentoring, and recreational programs to meet the needs of all members of families affected by childhood cancer.

Okizu camping programs are the result of a collaborative effort by Okizu and the pediatric oncology treatment programs of Northern California.

## THE OKIZU SPIRIT

Okizu offers the unique opportunity for children with cancer and their siblings to learn independence, develop self-esteem, and gain skills they never thought possible. At camp, kids are just kids, and they can feel comfortable being themselves in a safe, trusted environment. It is a place for fun, the birth of lasting friendships, and the development of self-confidence.

## ONCOLOGY CAMP

Children who are diagnosed with cancer often miss out on the joys of a normal childhood. Their illnesses, the time consumed

by treatments, their physical limitations, and concerns about how they are perceived by their peers, keep them from enjoying activities that other kids take for granted. Yet these children, like all children, need the opportunity to grow, explore, discover who they



are, and just have fun. Camp Okizu nurtures their development in a setting where there is no need for them to feel self-conscious.

## SIBLINGS CAMP

Recognizing that childhood cancer affects the entire family, Okizu also provides a camp for the siblings of children with cancer.

Okizu's SIBS (Special and Important Brothers and Sisters) Camp meets the often-neglected needs of healthy children when all energies are understandably focused on the sick child's treatment.



One of only a few such camps in the United States, SIBS Camp allows these kids to feel valued, and gives them the opportunity to learn they are not the only ones coping with the conflicting and difficult emotions that accompany having a sibling with cancer. While at camp, the children are in a trusted environment where they can share their feelings and gain support from other campers and the staff.

## FAMILY CAMP

Okizu's Family Camp is designed to give the whole family a few days of worry-free fun, play, and relaxation. It is an opportunity to "get away" with others who share common experiences. Many families consider these weekends to be the highlight of their year, when new and lasting friendships are made.

# EVENT HIGHLIGHTS



The themed evening begins with a reception featuring gourmet hors d'oeuvres, specialty beverages, an extensive array of silent auction items varied enough to suit every taste, and a raffle that's lots of fun.



Guests are then escorted to the dining pavilion for a seated dining experience, presentations, and a rousing live auction.



Energized by the fast paced auction, and fortified by fine food and drink, guests are ready to express themselves on the dance floor, to the tunes of top-notch entertainers.



# OUR SPONSORS

## 2014 SPONSORS



## PREVIOUS CORPORATE SPONSORS HAVE ALSO INCLUDED:

Aventis Behring	Envisen	Pixar	24 Hour Fitness
Bank of the West	Epic Care	SafetyChain Software	Takeda San Francisco
Bechtel	FirstCal & The Hart Family	Safeway	The Pasha Group
Berlex Laboratories	James W. Hebert Foundation	SAP	Threshold Pharmaceuticals
CA AAA	Maurice Kanbar	Siemens Oncology Care	Trinity
Chevron	Maybelline	Systems	Vanguard Public Foundation
Chiron Corporation	Northern Trust	Sunesis	Wells Fargo
Emporio Armani	PG&E	Sybase	Wyse

## PREVIOUS AUCTION SPONSORS HAVE INCLUDED:

American Queen Steamboat Co.	Larry Ellison, Oracle	Maserati of SF	Marco Sassone
Boucheron	ESPN	Chris Mullin	Silversea Cruises
Carneros Inn	Fairmont Heritage Place	Mayor Gavin Newsom	Sotheby's
Club Sportiva	Salvatore Ferragamo	Pasquale Iannetti Gallery	Star Clippers
Crystal Cruises	Gucci	Pixar Animation Studios	Christy Turlington
Sheryl Crow	Huey Lewis	Regent Seven Seas Cruises	



# OUR PATRONS AND AUDIENCE

## IN GENERAL OUR PATRONS:

- Are philanthropic bidders
- Have advanced degrees
- Are homeowners, avid travelers, and consumers of luxury goods
- Are in leadership positions in their organizations or own their own businesses

## THE EVENT ATTRACTS:

- 450 - 525 guests
- 95% from the Greater Bay Area
- Attendees who contribute between \$700 and \$25,000
- Average Send-A-Kid to Camp Bid – \$1,000 raising \$150,000 - \$200,000

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## PR & MARKETING

Coverage of past Art Inspiring Hope galas has included:

### PRINT

- 9 page feature article in *Benefit Magazine*
- 4 pages in *LuxLife*
- *Marin Magazine*
- *Nob Hill Gazette*
- *San Francisco Chronicle*
- *San Francisco Magazine*
- *7x7 Magazine*
- *North Bay Business Journal*

## TELEVISION & BROADCASTING

- ABC7 News is a long time supporter of Okizu, and has been running feature stories on the camp for the past 20 years.
- Clear Channel Radio

## INTERNET

- ABC7 News website
- *FortMason.org*
- *Going.com*
- *KCBS.com*
- *MarinMagazine.com*
- Okizu website – Featured Okizu gala page
- *San Francisco Magazine*
- *7x7 Magazine*
- *SFBayStyle.com*
- *SFBG.com*
- *SFGate.com*
- *SFLuxe.com*

## SOCIAL MEDIA

We have an active and thriving online community that is growing every day. Please join us:

- *Facebook.com/okizu*
  - *Twitter.com/okizu*
  - *Linkedin.com/company/okizu*
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# SPONSOR BENEFITS

## PRESENTING SPONSOR – \$50,000 (SENDS 50 KIDS TO CAMP)

*Category Exclusivity for 2015*

- Two tables of ten, with premier placement, for dinner and all Gala related activities
  - Prominent positioning on Gala invitations mailed to the Bay Area's elite business leaders, society patrons, and celebrities, listed as "Presented by Company Name" (5,000)
  - Email subject line inclusion on email announcing the event, listed as "Presented by Company Name" (7,000)
  - Name, logo and link to company website featured on Gala page of Okizu website
  - Two full-page color advertisements in the Gala program, received by all 500 attendees
  - Company name/logo to be featured as Presenting Partner in all press releases, promotional materials and related media events
  - Company name/logo featured as Presenting Sponsor on social media outlets (4,000)
  - Displays throughout the Gala reception area featuring company products
  - Onscreen acknowledgement at Gala
  - Company signage displayed at the Gala's registration and auction areas
  - At least two live mentions at Gala by our emcee for the evening
  - Marketing options for company product or promotion at Gala reception
  - Company logo featured in Auction Preview
  - Company name and logo featured on Bidder Paddles
  - Recognition of your support by the thousands of families we serve
  - Complimentary champagne at dinner table
  - Your CEO included on the Honorary Committee
  - Complimentary hotel suite, for two, with car service between hotel and Gala
  - First right of refusal to be Presenting Sponsor of the annual Art Inspiring Hope Gala the following year
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# SPONSOR BENEFITS

## TITLE SPONSOR – \$25,000 (SENDS 25 KIDS TO CAMP)

- Two tables of ten, with prime placement, for dinner and all Gala related activities
  - Company name and logo featured on Gala invitations mailed to the Bay Area's elite business leaders, society patrons, and celebrities (5,000)
  - Name, logo and link to company website featured on Gala page of Okizu website
  - Full-page color advertisement in the Gala program, received by all 500 attendees
  - Company name/logo to be featured as Title Sponsor in all press releases, promotional materials and related media events
  - Company name/logo featured as Title Sponsor on social media outlets (4,000)
  - Company signage displayed at the Gala's registration and auction areas
  - Onscreen acknowledgement at Gala
  - Live mention at Gala by our emcee for the evening
  - Marketing options for company product or promotion at Gala reception
  - Company name and logo featured in Auction Preview
  - Recognition of your support by the thousands of families we serve
  - Complimentary champagne at dinner table
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# SPONSOR BENEFITS

## MASTERPIECE SPONSOR – \$10,000 (SENDS 10 KIDS TO CAMP)

- Gala table of ten, with VIP placement, for dinner and all Gala related activities
- Listing featured on Gala invitations mailed to the Bay Area's elite business leaders, society patrons, and celebrities (5,000)
- ½ page color advertisement in the Gala program, received by all 500 attendees
- Company to be listed as Masterpiece Sponsor in all press releases, promotional materials and related media events
- Company to be listed as Masterpiece Sponsor on social media outlets (4,000)
- One large sign displayed at the Gala's reception
- Onscreen acknowledgement at Gala
- Live mention at Gala by our emcee for the evening
- Marketing options for company product or promotion
- Company logo included in Auction Preview
- Recognition of your support by the thousands of families we serve
- Complimentary champagne at dinner table

## GALLERY SPONSOR – \$5,000 (SENDS 5 KIDS TO CAMP)

- Gala table of ten, with priority placement, for dinner and all Gala related activities
- Listing on Gala invitations mailed to the Bay Area's elite business leaders, society patrons, and celebrities (5,000)
- ¼ page color advertisement in the Gala program, received by all 500 attendees
- Onscreen acknowledgement at Gala
- One large sign displayed at the Gala's reception
- Live mention at Gala by our emcee for the evening
- Company logo included in Auction Preview
- Company to be listed as Gallery Sponsor on social media outlets (4,000)

All donations above and beyond fair market value of goods and services received are tax deductible. The fair market value of one table for ten people is \$2,000.00. Our tax identification number is 68-0291178.

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# OKIZU

## SPONSOR RESPONSE FORM

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- ☐ \$50,000 Presenting Sponsor
- ☐ \$25,000 Title Sponsor
- ☐ \$10,000 Masterpiece Sponsor
- ☐ \$5,000 Gallery Sponsor
  
- ☐ We are unable to participate as a sponsor but would like to support Okizu with a donation in the amount of \$\_\_\_\_\_.

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

CREDIT CARD #: \_\_\_\_\_ EXPIRATION: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

- ☐ Please charge the credit card listed above
- ☐ My check is enclosed
- ☐ Please invoice me for the sponsorship

Please make checks payable to: **Okizu**

Send to: **Art Inspiring Hope  
Okizu  
16 Digital Drive, Suite 130  
Novato, CA 94949**

Tickets and tables also available for purchase. Visit [www.okizu.org/aih](http://www.okizu.org/aih) to learn more.

Tel: 415.382.1503 Fax: 415.382.8384 Email: [sarah@okizu.org](mailto:sarah@okizu.org)

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PLEASE RETAIN ONE COPY OF THIS AGREEMENT FOR YOUR RECORDS

ALL DONATIONS ABOVE AND BEYOND FAIR MARKET VALUE OF GOODS AND SERVICES RECEIVED ARE TAX DEDUCTIBLE. THE FAIR MARKET VALUE OF ONE TABLE FOR TEN PEOPLE IS \$2,000.00. OUR TAX IDENTIFICATION NUMBER IS 68-0291178.



# AUCTION ITEM DONATION CERTIFICATE



We count on the business community to support the Art Inspiring Hope auction. Your donation will make it possible for children with cancer to experience happiness, acceptance, and support at a time in their lives when they need it most. Previous sponsors have been pleased with the recognition and new business they received for their generous contributions.

NAME:	
COMPANY:	
PERSON TO BE ACKNOWLEDGED:	
ADDRESS:	
CITY, STATE, ZIP:	
PHONE:	EMAIL:

DETAILED DESCRIPTION OF ITEM, USED TO WRITE PROGRAM COPY:

RETAIL VALUE:	EXPIRATION DATE (IF APPLICABLE):
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<input type="checkbox"/> GIFT CERTIFICATE ENCLOSED
<input type="checkbox"/> GIFT CERTIFICATE TO BE CREATED BY OKIZU
<input type="checkbox"/> ITEM(S) TO BE DELIVERED TO OKIZU ON (DATE):
<input type="checkbox"/> ITEM(S) TO BE PICKED UP ON (DATE):

SIGNATURE OF DONOR: \_\_\_\_\_ DATE: \_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>
RECEIVED: _____
THANK YOU: _____
DATABASE: _____
DETAIL: _____

**PLEASE SEND ITEMS TO:**

Okizu – Attn: AIH  
16 Digital Drive, Suite 130  
Novato, CA 94949

Tel: 415.382.1503 Fax: 415.382.8384 Email: [sarah@okizu.org](mailto:sarah@okizu.org)

Your donation is tax-deductible, as allowed by law. Our tax ID number is: 68-0291178.  
PLEASE RETAIN ONE COPY OF THIS AGREEMENT FOR YOUR RECORDS.



## WE CAN THINK OF NO BETTER ENDORSEMENTS:

"I seriously have never seen Tommy as carefree, excited and happy in his entire life as after Camp Okizu. He seemed like a different kid, so light and sociable and just pumped on life!"

— *Parent of an 8-year-old camper*

"Okizu is the light at the end of the tunnel that these kids have while on their cancer journey."

— *Parent of a 9-year-old camper*

"Camp Okizu is a place of love and happiness. By the end of the week, or even the weekend, it is like we are a big happy family separating after a family reunion."

— *11-year-old SIBS camper*

Get involved and learn more about the 21st Annual Art Inspiring Hope gala and the Okizu programs today!



16 Digital Drive, Suite 130  
Novato, CA 94949  
[www.okizu.org](http://www.okizu.org)

415.382.9083 TEL  
415.382.1503 DIR  
415.382.8384 FAX

Learn more at [okizu.org](http://okizu.org) and join us online!

