



ART INSPIRING HOPE

A CHILD'S STRUGGLE WITH CANCER

23RD ANNUAL ART INSPIRING HOPE GALA

MARCH 25, 2017

FESTIVAL PAVILION
FORT MASON CENTER



OKIZU

Supporting Families with
Childhood Cancer

Contact Sarah Uldricks at 415.382.1503
or sarah@okizu.org for more information
or visit 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-two years ago in 1995 and has grown into an extravagant gala drawing about 500 guests. This event grosses more than half a million dollars in an evening which helps make it possible for more than 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 25, 2017

WHERE

Festival Pavilion
Fort Mason Center

FOR MORE INFORMATION

Contact Sarah Uldricks at 415.382.1503
or sarah@okizu.org for more information
or visit 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 building 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.



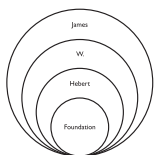
Energized by the fast paced auction, and fortified by fine food and drink, guests are ready to express themselves on the dance floor, to the tunes of top-notch entertainers.

OUR SPONSORS

2016 SPONSORS



Coblentz
Patch Duffy
& Bass LLP



PREVIOUS CORPORATE SPONSORS HAVE ALSO INCLUDED:

Alvarez & Marsal
Aventis Behring
Bank of the West
Bechtel
Berlex Laboratories
CA AAA
Chevron
Chiron Corporation

Emporio Armani
Envisen
Epic Care
FirstCal & The Hart Family
Kaiser Permanente
Maurice Kanbar
Maybelline
Northern Trust

PG&E
Pixar
Safeway
SAP
Siemens Oncology Care
Systems
Sunesis
Sybase

24 Hour Fitness
Takeda San Francisco
Threshold Pharmaceuticals
Trinity
Vanguard Public Foundation
Wells Fargo
Wyse

PREVIOUS AUCTION SPONSORS HAVE INCLUDED:

American Queen Steamboat Co.
Boucheron
Carneros Inn
Club Sportiva
Crystal Cruises
Sheryl Crow

Larry Ellison, Oracle
ESPN
Fairmont Heritage Place
Salvatore Ferragamo
Gucci
Huey Lewis

Maserati of SF
Chris Mullin
Mayor Gavin Newsom
Pasquale Iannetti Gallery
Pixar Animation Studios
Regent Seven Seas Cruises

Marco Sassone
Silversea Cruises
Sotheby's
Star Clippers
Christy Turlington



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

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 22 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*
-



SPONSOR BENEFITS

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

Category Exclusivity for 2017

- 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.



OKIZU

SPONSOR RESPONSE FORM

- ☐ \$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 to learn more.

Tel: 415.382.1503 Fax: 415.382.8384 Email: sarah@okizu.org

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: _____

FOR OFFICE USE ONLY
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

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 23rd Annual Art Inspiring Hope gala and the Okizu programs today!



16 Digital Drive, Suite 130
Novato, CA 94949
www.okizu.org

TEL 415.382.9083
DIR 415.382.1503
FAX 415.382.8384

Learn more at www.okizu.org and join us @okizu!

