



# ART INSPIRING HOPE

A CHILD'S STRUGGLE WITH CANCER

## 28TH ANNUAL ART INSPIRING HOPE GALA

MARCH 25, 2023

FORT MASON CENTER  
FOR ARTS & CULTURE

CELEBRATING 42 YEARS OF OKIZU



### OKIZU

Supporting Families with  
Childhood Cancer

Contact Sarah Uldricks at **415.382.9083**  
or **[sarah@okizu.org](mailto:sarah@okizu.org)** for more information  
or visit **[okizu.org](http://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 in 1995 and has grown into an extravagant gala drawing about 500 guests. This event grosses more than \$850,000 in an evening, which helps make it possible to provide programming for all Northern California 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, The Dave Mason Band, and Smash Mouth.

## WHEN

**SATURDAY, MARCH 25, 2023**

## WHERE

**FESTIVAL PAVILION**

FORT MASON CENTER FOR ARTS & CULTURE  
SAN FRANCISCO, CA

## FOR MORE INFORMATION

Contact Sarah Uldricks at 415.382.9083  
or [sarah@okizu.org](mailto:sarah@okizu.org) for more information  
or visit [okizu.org](http://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 help all members of families affected by childhood cancer to heal through peer support, respite, mentoring, and recreational programs.

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 a ton 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

## 2022 SPONSORS



Coblentz  
Patch Duffy  
& Bass LLP



**F.O.P.**



WALTON PEDIATRICS  
& MEDICAL ASSOCIATES



## PREVIOUS CORPORATE SPONSORS HAVE ALSO INCLUDED:

Allworth Financial  
Alvarez & Marsal  
Aventis Behring  
Bank of the West  
Bechtel  
Berlex Laboratories  
Bregante + Company LLP  
CA AAA  
Chevron  
Chiron Corporation  
CytomX Therapeutics

Donahue Schriber  
EACH Foundation  
Emporio Armani  
Envisen  
Epic Care  
FirstCal & The Hart Family  
Fisher Development Inc.  
Gilardi & Co. LLC  
Hanson McClain Advisors  
Joe & Michelle Syufy  
Kaiser Permanente

Maybelline  
Northern Trust  
The Pasha Group  
PG&E  
Pixar  
Redwood Trust  
Safeway  
SAP  
The Setzer Foundation  
Siemens Oncology Care Systems  
Stanford Children's Health

Steamfitters Local 342  
Sunesis  
Sybase  
Synov Solutions  
24 Hour Fitness  
Takeda San Francisco  
Threshold Pharmaceuticals  
Trinity  
Vanguard Public Foundation  
Wells Fargo  
Wyse

## PREVIOUS AUCTION SPONSORS HAVE INCLUDED:

Boucheron  
Club Sportiva  
Crystal Cruises  
Sheryl Crow  
Larry Ellison, Oracle  
ESPN

Salvatore Ferragamo  
Gucci  
Sammy & Kari Hagar  
Huey Lewis  
Maserati of SF  
Chris Mullin

Oakland Athletics  
Pixar Animation Studios  
Regent Seven Seas Cruises  
San Francisco 49ers  
San Francisco Giants  
San Jose Sharks

Silversea Cruises  
Sotheby's  
Star Clippers  
Tesla  
Tito's Handmade Vodka  
Christy Turlington



# OUR PATRONS & 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:

- 500 – 550 guests
- 95% from the Greater Bay Area
- Attendees who contribute between \$500 and \$50,000
- 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 Independent Journal*
- *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 25+ years.
- KGO 810

### INTERNET

- ABC7 News website
- *FortMason.org*
- *Going.com*
- *KCBS.com*
- *MarinMagazine.com*
- *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](https://www.facebook.com/okizu)
- [Twitter.com/okizu](https://twitter.com/okizu)
- [Linkedin.com/company/okizu](https://www.linkedin.com/company/okizu)
- [Instagram.com/okizu](https://www.instagram.com/okizu)



# SPONSOR BENEFITS

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

### CATEGORY EXCLUSIVITY FOR 2023

- 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" (10,000)
- 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 (7,000)
- 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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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 \$2,500.00. OUR TAX IDENTIFICATION NUMBER IS 68-0291178.





# 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 (7,000)
- 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)
- Half-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 (7,000)
- 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 – \$6,000 (SENDS 6 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)
- Quarter-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 (7,000)

\*Volunteer opportunities and custom sponsorships available. Please contact us to learn more.

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## RETURN TO IN-PERSON PROGRAMMING

Programs are held at rented campsites until we secure a home of our own again. We have also kept some virtual programming, which will allow kids who cannot attend in person the chance to connect and have fun with peers.



## THE BEAR FIRE

In September 2020 the North Complex West Zone Fire (The Bear Fire) burned quickly through Berry Creek, California, destroying much of the town including the majority of our beautiful 500+ acre camp facility. Though we suffered a devastating loss, we have a dedicated site committee and many professionals guiding us on the road to recovery.

While we are heartbroken by the devastation caused by the fire, we are also encouraged and inspired by the strength, love, and kindness of our Okizu community. We have been humbled by the generous outpouring of support and are proud to be providing virtual programs as we plan for future summers of in-person camp, wherever that may be.

The community Okizu provides is vital and we are committed to being available to everyone who needs us. Your generous sponsorship allows us to fulfill that commitment. THANK YOU!





# SPONSOR RESPONSE FORM



# OKIZU

- ☐ \$50,000 Presenting Sponsor
- ☐ \$25,000 Title Sponsor
- ☐ \$10,000 Masterpiece Sponsor
- ☐ \$6,000 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  
83 Hamilton Drive, Suite 200  
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 \$2,500. 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  
83 Hamilton Drive, Suite 200  
Novato, CA 94949

Tel: 415.761.9304 Fax: 415.382.8384 Email: [julie@okizu.org](mailto:julie@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:

"It means a lot to us. My son thinks Camp Okizu is better than Disneyland. And I loved the families I met this weekend. Being a sister, a mother, and a daughter of cancer patients, I really feel this is the only time someone else really gets it."

—Family Camp Parent

"This was his first time as a camper outside of Family Camp. He overcame so many fears and is already talking about next year!!  
♥ It's truly amazing to see him so calm and confident, and to hear what a special experience he had! "

— Oncology Camp Parent

"I sat with a girl on the bus ride... she told me that these camps were the only place in the world she felt included and normal; that she didn't feel like she was different from anyone else when she was at this camp."

—Teens-N-Twenties Camper



**OKIZU**  
Supporting Families with  
Childhood Cancer

Get involved and learn more about the 28th Annual Art Inspiring Hope Gala and the Okizu programs today!

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

83 Hamilton Drive, Suite 200  
Novato, CA 94949  
okizu.org | #OkizuAIH

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FAX 415.382.8384

