Partnership Opportunities

BREATHE OF LIFE AWARDS GALA

4/23/2020
California Science Center
Recognize | Honor | Celebrate
Breath of Life Awards

Recognizing civic & corporate leaders whose sustainable efforts improve air quality and lung health in Southern California.

ABOUT THE EVENT

The Breath of Life Award recognizes influential leaders in our community for accomplishments that align with our mission of promoting clean air and healthy lungs through research, education, advocacy and technology. The event will bring together a diverse audience of leaders in sustainability.

Join us in recognizing the hard work, dedication, and passion of those striving to create a more sustainable future for us to live healthy and rewarding lives.

Past recipients of our prestigious awards include:

- Eric Garcetti, 42nd Mayor of Los Angeles
- Gavin Newsom, 40th Governor of California
- Xavier Becerra, California Attorney General
- Terry Tamminen, CEO of Leonardo DiCaprio Foundation
- Cummins Westport
- Los Angeles Metropolitan Transportation Authority
- CVS Health

HOW YOU CAN HELP

Your company/organization can be a part of one of the biggest events of the year by becoming a sponsor or donating items to our silent auction. You will be able to put your company name in front of a hundred corporate and civic leaders and show your employees and investors your dedication to our community. Your support will help make change and promote clean air and environmental sustainability.

WHY PARTNER WITH BREATHE LA?

Watch our video below!

bit.ly/BREATHELA
Breath of Life Awards

Celebrating 116 years of improving the air we breathe and protecting lung health in Southern California, we are pleased to recognize civic and corporate leaders at our Breath of Life Award. Our guests will enjoy cocktails, hors d’oeuvres, dinner, and entertainment. This event is made possible by the generous support of our corporate partners.

Sponsorship Opportunities & Benefits

**Platinum...........................................................................................................$25,000**

- Recognition of name, logo, and sponsor level in communication and program materials
- 8 VIP reception and 14 registration event tickets
- Recognition on BREATHELA.org event website
- Platinum Sponsor recognition signage
- Two page spread, full color ad in printed program (17” x 11”)
- Inclusion in media release
- Step and repeat banner recognition
- Opportunity to present an award
- Contribute sponsor-branded item to gift bag
- Deliver welcome remarks
- Breath of Life Award® Sponsor recap video

**Gold...............................................................................................................$15,000**

- Recognition of name, logo, and sponsor level in communication and program materials
- 8 VIP reception and 12 registration event tickets
- Recognition on BREATHELA.org event website
- Gold Sponsor recognition signage
- Full page, full color ad in printed program (8.5” x 11”)
- Inclusion in media release
- Opportunity to present an award
- Contribute sponsor-branded item to gift bag
- Deliver welcome remarks
- Breath of Life Award® Sponsor recap video

**Silver.............................................................................................................$10,000**

- Recognition of name, logo, and sponsor level in communication and program materials
- 6 VIP reception and 10 registration event tickets
- Recognition on BREATHELA.org event website
- Inclusion in sponsor recognition signage
- Full page, full color ad in printed program (8.5” x 11”)
- Inclusion in media release
- Opportunity to present an award
Breath of Life Awards
(continued...)

Gala Sponsorship Opportunities & Benefits

Bronze................................................................................................................................. $7,500
- Recognition of name, logo, and sponsor level in communication and program materials
- 5 VIP reception and 5 registration event tickets
- Recognition on BREATHELA.org event website
- Inclusion in sponsor recognition signage
- Half page, full color ad in printed program (8.5” x 5.5”)
- Inclusion in media release

Friends............................................................................................................................... $5,000
- Recognition of name, logo, and sponsor level in communication and program materials
- 2 VIP reception and 8 registration tickets
- Recognition on BREATHELA.org event website
- Inclusion in sponsor recognition signage
- Quarter page, full color ad in printed program (4.3” x 5.5”)

Supporter......................................................................................................................... $3,000
- Recognition of name, logo, and sponsor level in communication and program materials
- 5 registration tickets
Underwriting Opportunities

Cocktail Reception Sponsor ........ $3,500
(two opportunities)
- Includes (6) event registration tickets
- Quarter page ad in program
- Recognition in evening program
- Recognition signage at event

Audio/Visual Sponsor ........ $2,000
(multiple opportunities)
- Includes two (2) event registration tickets
- Recognition in evening’s program
- Recognition signage at event

Hors D' oeuvres Sponsor ........ $3,500
(two opportunities)
- Includes (6) event registration tickets
- Quarter page ad in program
- Recognition in the evening program
- Recognition signage at event

Wine Sponsor ........ $2,000
(two opportunities)
- Includes (2) event registration tickets
- Recognition in evening’s program
- Recognition signage at event

Valet Sponsor ........ $2,500
(two opportunities)
- Includes (4) event registration tickets
- Name showcased at Valet
- Recognition in evening’s program

Parting Gift Sponsor ........ $1,500
- Provide a branded gift to each guest
- Includes (2) event registration tickets
- Recognition in evening’s program
- Recognition signage at event

Entertainment Sponsor ........ $2,500
(two opportunities)
- Includes (4) event registration tickets
- Quarter page ad in program
- Recognition in evening’s program
- Recognition signage at event

Printed Material Sponsor ........ $2,000
(two opportunities)
- Includes (2) event registration tickets
- Quarter page ad in program
- Recognition in evening program and invitation
- Recognition signage at event

Signature Drink Sponsor ........ $2,500
- Includes (4) event registration tickets
- Corporate logo showcased on bar
- Recognition in evening program

Dessert Sponsor ........ $2,000
- Includes (6) event registration tickets
- Quarter page ad in program
- Recognition in evening program
- Recognition signage at event

Decoration Sponsor ........ $2,000
(multiple opportunities)
- Includes two (2) event registration tickets
- Recognition in evening’s program
- Recognition in signage at event

Program Advertising Opportunities
- $500 Full- page Ad (8.5” x 11”)
- $350 Half-page Ad (8.5” x 5.5”)
- $200 Quarter Page Ad (4.3” x 5.5”)

Proceeds from the Breath of Life Awards enable us to create awareness about asthma, COPD and other lung diseases, the #4 killer in America, and fund critical research that will help lead to a cure.
Breath of Life Awards Commitment Form

We are excited to have you as a partner at our Breath of Life Awards Gala! Please submit all logos and advertising collateral by Friday, April 10, 2020. Materials must be 300 dpi hi-res for all printed and digital collateral. Acceptable formats include .png, .jpg, .pdf, .ai, .ind.

Contact information
Sponsorship Company Name ____________________________________________________________
Contact Person _________________________________________________________________
Title ____________________________________________________________
Address ________________________________________________________________
City __________________________ State ____________ Zip _____________________
Phone __________________________ Email ________________________________________

Sponsorships
○ Platinum - $25,000
○ Gold - $15,000
○ Silver - $10,000
○ Bronze - $7,500
○ Friends - $5,000
○ Supporter - $3,000

Advertising
○ Program Book Advertising
  ○ $500 Full-page Ad (8.5" x 11")
  ○ $350 Half-page Ad (8.5" x 5.5")
  ○ $200 Quarter Page Ad (4.3" x 5.5")

Underwriting
○ Dessert Sponsor - $2,000
○ Decoration Sponsor - $2,000
○ Audio Visual Sponsor - $2,000
○ Wine Sponsor - $2,000
○ Parting Gift Sponsor - $1,500
○ Printed Material Sponsor - $1,500
○ Reception Sponsor - $3,500
○ Hors d’oeuvres Sponsor - $3,500
○ Valet Sponsor - $2,500
○ Entertainment Sponsor - $2,500
○ Signature Drink Sponsor - $2,500

Payment Information
○ Check is enclosed (check payable to BREATHE California of Los Angeles County)
○ Check will follow
○ Credit Card: ○VISA ○MasterCard ○American Express ○Discover
Card Number _______________________________________________________________________
Exp date ________________ Name on card _________________________________________________
Signature ___________________________________________________________________________

Tickets
○ General - $150/person*
○ General - $175/ person
○ VIP - $350/ person

Ticket Quantity
General: _____________
VIP: ________________

* Early Bird ticket pricing is available until March 23, 2020

Let us know you want to become a sponsor! Call (323) 935-8050 ext. 247
All proceeds enable us to create awareness about clean air and healthy lungs through research, education, advocacy and technology.