

OUR MISSION

The Hemophilia Foundation of Northern California serves the needs of people impacted by bleeding disorders by providing support, education, advocacy and research through our affiliated national foundations.

CONTACT US

www.hemofoundation.org

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EDUCATION AND ADVOCACY

FAMILY EDUCATION DAY

November 2-3, 2019

Join us for our Annual Family Education Day. Attendees have the opportunity to meet other individuals within the bleeding disorders community, become inspired by patient speakers, gain valuable knowledge through educational presentations and visit industry partners at the vendor fair. Please note: all industry representatives must have a booth to attend the event. Event will be held at Oakland Children's Hospital. Full day of educational programs and networking with exhibit hall opportunities. Includes teens and children's programs. Target attendance 225 people. Invitation to around 750 households via US Mail and eblasts to nearly 1,400 recipients along with social media posts.

\$10,000 | Platinum Sponsor

Company logo on invitation. Provide brief welcoming remarks. Speaking opportunity at 2:15pm session. Full page Program ad. Acknowledged in July newsletter. Commitment required by Feb 15.

\$7,500 | Gold Sponsor/Lunch Program

Corporate logo displayed at lunch and announced during welcoming remarks. Speaking opportunity at 1:15pm session included, details to be determined. Half page program ad. Acknowledged in July Newsletter. Commitment required by Feb 15.

\$5,000 | Silver Sponsor/Breakfast Program

Corporate logo displayed at breakfast and announced during welcoming remarks. Program to be included, details to be determined. Half page program ad. Approved giveaway at breakfast table. Ad in September newsletter. Commitment required by Feb 15.

\$2,500 | Booth Sponsor

Corporate logo displayed at Friday Night Event and announced during welcoming remarks. Program to be included, details to be determined. Acknowledgement in the event program and September newsletter. Commitment require by Feb 15

EDUCATION AND ADVOCACY

ASIAN INFUSION

February 2019

Asian Infusion is a support group for the Asian community with bleeding disorders by sharing and recognizing cultural and social challenges, including education and information.

\$2,500 | Booth Sponsor

- Exhibit Booth
- Entrance for two (2) company representatives
- Limited space available

EDUCATION AND ADVOCACY

BLEADERS

July 26-28, 2019

BLeaders is a 3-day leadership and empowerment retreat for teens ages 14-18 in the bleeding disorders community in Northern California. At BLeaders, we create a safe environment for teens with bleeding disorders to discuss the ways in which bleeding disorders affect their lives as teens. Participants engage in fun and educational activities to facilitate personal growth and team bonding. In past years, programs have included challenge courses, camping trips, goal setting workshops and college campus tours.

The driving force behind BLeaders is the understanding that our youth are our community's future leaders. By taking the time now to educate our teens and inform them on issues that are happening within their community, we strive to help them develop into responsible, compassionate leaders who will be integral to the success of the future of our community.

\$2,500 | Premier Sponsor

- Company logo on sleeve of t-shirts
- Recognition in Infusion Newsletter
- Post event Facebook Thank You Acknowledgement
- Opportunity for approved branding item give away

\$1,000 | T Shirt Sponsor

- Company logo on sleeve of t-shirts

THE FEMALE FACTOR RETREAT

October 18-20, 2019

Our premier event for all women in the bleeding disorders community. Patients, caregivers and family members come together to help each other improve the quality of life for the family and the individual with a bleeding disorder. In addition, we provide guidance and advocacy for women seeking diagnosis and treatment. This gathering becomes a weekend of personal empowerment.

Women leave this retreat feeling inspired, empowered and connected. The 2018 event was sold out with a significant waiting list.

Sponsor levels will be tailored. Please inquire with chapter.

EDUCATION AND ADVOCACY

CAMP HEMOTION

June 16th – 22nd, 2019

Our award-winning Camp Hemotion was created for the benefit and growth of children with a bleeding disorder and his/her siblings.

Children should have the opportunity to grow physically, socially, and mentally at camp and this requires a safe environment -both physically and emotionally- as well as a variety of experiences that are fun while teaching skills and activities that are child-centered.

Campers learn by doing, and we encourage the spirit of exploration and adventure. Individual decision-making helps children take responsibility for themselves and his/her medical condition, while learning that their decisions can affect others.

Golf Cart Sponsor | \$2,500

- Custom Branded Signage on six (6) Golf Carts Used Sunday - Saturday for Camp Staff.
- Post Camp Facebook Thank You Acknowledgement

Sponsor Underwriting Scholarship for One (1) Camper | \$1,500

- Acknowledgement in Infusion Newsletter

Boxed Lunch Sponsor

- Sacramento or Oakland Bus | \$750
- Palo Alto or Fresno Bus | \$500
- Company Logo on sticker on box lunch to camp

T-Shirt Sponsor | \$1,000

- Corporate Logo on Camp T-Shirt

Visitors Day | \$500

Industry attendee space is limited to one representative per company. More spots available depending on demand.

RSVP by June 1st, 2019

Branded Items

\$500 per item or \$1,000 for premium item.

- Camp Hemotion will accept branded items provided on the bus or for use at camp. All items will be distributed on the first day of camp so as to provide maximum exposure for your brand.

RAISING AWARENESS AND FUNDRAISING EVENTS

UNITE FOR BLEEDING DISORDERS WALKS

OAKLAND, May 19th, 2019

NEW!! SAN JOSE, September 29th, 2019

Sponsors who support BOTH events in 2019 will retain the package discounts in 2020.

Local Presenting Sponsor |

\$10,000 one walk / \$13,000 for both

- Provide brief opening remarks at walk
- Host a Pre-Walk Thank You Recognition Event for volunteers and chapter leadership
- Logo prominently placed in Walk printed materials
- Prominent mention all press releases produced for the event
- Prominent recognition in weekly communications to the supporters of the Walk
- Prominent recognition at the pre-Walk kickoff event
- Logo prominently displayed at the start-end point at Walk
- Large information booth at Walk
- Logo prominently displayed on the Walk website
- Recognition in annual Walk newsletter
- Recognition at annual Walk Training
- Post event thank you on Facebook

Platinum Sponsor |

\$7,500 one walk / \$10,000 for both

- Opportunity to host a Post-Thank You Recognition Event for volunteers and chapter leadership after the Walk
- Logo prominently placed in Walk printed materials
- Name mentioned in all press releases produced for the event
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Large information booth at Walk
- Logo prominently displayed on the Walk website
- Post event thank you on Facebook

Gold Sponsor |

\$5,000 one walk / \$7,500 for both

- Logo prominently placed in Walk printed materials
- Name mentioned in all press releases produced for the event
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Regular information booth at Walk
- Logo displayed on the Walk website
- Post event thank you on Facebook

Silver Sponsor |

\$2,500 one walk / \$4,000 for both

- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Logo displayed on Walk website
- Post event thank you on Facebook

Bronze Sponsor |

\$1,000 one walk / \$1,500 for both

- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event
- Logo displayed on Walk website

Supporter Sponsor | \$500 / \$750 for both

- Name listed on the Walk posters
- Logo displayed on Walk website

RAISING AWARENESS AND FUNDRAISING EVENTS

UNITE FOR BLEEDING DISORDERS WALKS - Continued

In-kind Sponsor |

Must total \$500+ / \$750+ for both

- Name listed on the Walk posters
- Logo displayed on Walk website

Information Booth | \$2,500 / \$4,000 for both

- Regular information booth at Walk

Refueling Station Sponsor |

\$1,500 / \$2,500 for both

- Logo placed in the Walk printed materials
- Logo displayed on Walk website
- Logo displayed on Walk participant wristbands
- Post event thank you on Facebook

Route Sign Sponsor | \$250 / \$500 for both

- Logo placed on a Route sign along Walk route.
- Logo displayed on Walk website

Lunch Sponsor | \$2,500 / \$4,000 for both

+ cost of food

- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Logo stickers on all lunches
- Logo displayed on Walk website
- Post event thank you on Facebook

Breakfast Sponsor | \$1,500 / \$2,500 for both

+ cost of food

- Logo placed in the Walk printed materials
- Recognition at the pre-Walk kickoff event
- Logo displayed at the start-end point at Walk
- Logo displayed at breakfast table
- Logo displayed on Walk website
- Post event thank you on Facebook

Wristband Sponsor | \$1,000 / \$1,500 for both

+ cost of bands

- Logo placed in the Walk printed materials
- Logo displayed on Walk website
- Logo displayed on Walk participant wristbands
- Post event thank you on Facebook

Live Band Sponsor | \$1,000 / \$1,500 for both

+ cost of band

- Logo placed in the Walk printed materials
- Logo displayed on stage
- Logo displayed on Walk website
- Post event thank you on Facebook

Photo Booth Sponsor | \$1,000 / \$1,500 for both

+ cost of booth

- Logo placed in the Walk printed materials
- Logo displayed on photo booth photos
- Logo displayed on Walk website
- Post event thank you on Facebook

Kids Activity Sponsor | \$1,000 / \$1,500 for both

+ cost of activity

- Logo placed in the Walk printed materials
- Logo displayed on Walk website
- Logo displayed on at activity table
- Post event thank you on Facebook

Custom Opportunities Available upon request.

RAISING AWARENESS AND FUNDRAISING EVENTS

VINE AND HOPS EVENT

August 11th, 2019

Cellar and Tavern Sponsor | \$7,500

- Prominent Signage at Registration/Outside Patio Area
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo on Save the Date Card
- 14 Event Tickets

Cask Sponsor | \$5,000

- Prominent Signage at Cheese Pairing Class
- Post Event Facebook Thank You Acknowledgement
- 10 Event Tickets

Individual Tickets | \$150

Cork Sponsor | \$2,500

- Signage Next to Prominent Hors D'Oeuvres
- Post Event Facebook Thank You Acknowledgement
- 8 Event Tickets

Entertainment Sponsor | \$1,000

- Signage Next to Entertainment
- 4 Event Tickets

Underwriting Opportunities Please Inquire

- Wine Tasting Glasses – Beer Tasting Glasses

Tournament Title Sponsor | \$10,000

- Two (2) Foursomes

- Additional Eight (8) Guests for Reception and Dinner
- Prominent Signage at Registration/Dinner
- Corporate Logo on Podium at Dinner
- Signage as a Hole Sponsor
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo on Save the Date Card
- Corporate Logo Featured in Program

Eagle Sponsor | \$7,500

- One (1) Foursome
- Additional Four (4) Guests for Reception and Dinner
- Signage as a Hole Sponsor
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo Featured in Program

Birdie Sponsor | \$5,000

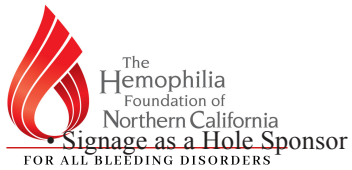
GOLF TOURN AMENT

August
12th
2019

Par Sponsor | \$2,400

- One (1) Foursome

- One (1) Foursome
- Additional Four (4) Guests for Reception and Dinner
- Signage as a Hole Sponsor
- Post Event Facebook Thank You Acknowledgement
- Corporate Logo Featured in Program



2019

CORPORATE SUPPORT OPPORTUNITIES

Foursome | \$2,000

- One (1) Foursome

Lunch Sponsor | \$1,500

- Corporate Logo Featured in Program
- Signage at Lunch

Beverage Sponsor | \$750

- Signage at Beverage Station on Course

Green Sponsor | \$500

- Signage at Designated Hole

Dinner Ticket | \$75

Underwriting Opportunities Please Inquire

- Golf Balls
- Volunteer Golf Carts
- Continental Breakfast

COMMUNITY BUILDING EVENTS

HOLIDAY CELEBRATIONS OAKLAND & SAN JOSE

December 2019

Put a smile on a child's face this holiday season! Toys, donations and sponsorships will go through the HFNC workshop, so we can provide a wonderful holiday celebration for our families and Santa can give a wrapped gift to each child. Participants enjoy an afternoon of crafts and fun along with a plated lunch, ending with a special guest visitor.

Platinum Sponsor | \$2,500

- Sponsor to provide welcoming remarks
- Company logo on invitation
- Exhibit Booth
- Entrance for two (2) company representatives
- Limited space available

Gold Sponsor | \$2,500

- Exhibit Booth
- Entrance for two (2) company representatives
- Limited space available

Holiday Cheer Sponsor

Lunch and decorations | \$1,000 + cost of food

- Logo placed in the event printed materials
- Logo displayed at the lunch tables
- Post event thank you on Facebook

Santa's Helpers Sponsor | \$500

- HFNC provides families in need with gift certificates for the holidays. 100% of your contribution will go directly to families.

NEW OPPORTUNITIES -UNDER DEVELOPMENT

CRAB FEED

March 16, 2019

Our community has spoken, and they want to gather to break bread and crack crab at this beloved event!

Sponsor levels will be tailored. Please inquire with chapter.

GENE THERAPY FORUM TBD

The Gene Therapy Forum is intended to provide an update for patients on the current state of this exciting new therapy.

Sponsor levels will be tailored ranging from \$2,500 to \$7,500

anol@hemofoundation.org

MARKETING & ADVERTISING OPPORTUNITIES

INFUSION NEWSLETTER Quarterly Print

Full page Ads (7.5" wide x 10" long)

- \$1,500 per issue / \$5,000 for four issues if committed by February 15th. Max. 3 pages per issue.
- Front or Back inside cover: \$1,750 per issue / \$5,500 for four issues if committed by February 15th.
- Back cover: \$2,000 per issue / \$6,000 for four issues if committed by February 15th.

Half Page Ad (7.5" wide x 5" long)

- \$1,000 per issue / \$3,500 for four issues if committed by February 15th.

Quarter Page Ad (3.675" wide x 5" long)

- \$750 per issue / \$2,500 for four issues if committed by February 15th.

Business Card Ad

- \$500 per issue / \$1,500 for four issues if committed by February 15th.

Newsletter Insert \$1,500

Ad Submission Deadlines: February 15th, May 15th, August 15th, November 15th

WEBSITE

Logo on sponsor slides
at the bottom every page

- With hotlink: \$2,500 per quarter
- Without hotlink: \$1,000 per quarter

Spotlight Logo
prominently located on landing homepage ribbon

- With hotlink: \$3,500 per quarter

E-MAIL & SOCIAL MEDIA

Email blasts your content sent to over 1,400 emails

- \$1,000 per blast - 14 date notice required, or 50% rush charge will apply.
- \$500 follow up - one-time limit

Facebook Post to page with over 1,000 followers

- \$500 each. purchase 10 posts and receive one additional FREE

OTHER ADVERTISING OPPORTUNITIES

Direct Mailing You provide the material and envelopes at least 14 days prior to mailing date. Sample should be provided to HFNC at least 30 days prior to mailing date for review. Limited to four mailings per year.

- \$3,000 plus postage
- Email \$1,000 each, and follow up email \$500 - one-time limit

MARKETING & ADVERTISING OPPORTUNITIES

Sponsored Dinner You plan and sponsor the dinner. We will send your flyer to our mailing list, collect RSVP's and promote attendance. Dates should be confirmed with HFNC at least 60 days prior to the desired event date. Subject to availability.

- \$1,000 per event.

Sponsored Dinner Calendar

Date	Time	Topic	Hosted by
Wed, January 9	6:30 PM	TBD	TBD
Thurs, January 17	6:30 PM	TBD	TBD
Wed, January 30	6:30 PM	TBD	TBD
Wed, February 6	6:30 PM	TBD	TBD
Tues, February 12	6:30 PM	TBD	TBD
Wed, February 13	6:30 PM	TBD	TBD
Wed, March 6	6:30 PM	TBD	TBD
Wed March 13	6:30 PM	TBD	TBD
Thurs, March 21	6:30 PM	TBD	TBD
Wed, April 3	6:30 PM	TBD	TBD
Wed, April 10	6:30 PM	TBD	TBD
Thurs, April 18	6:30 PM	TBD	TBD
Tues, April 23	6:30 PM	TBD	TBD
Thurs, May 16	6:30 PM	TBD	TBD
Tues, May 21	6:30 PM	TBD	TBD
Thurs, June 6	6:30 PM	TBD	TBD
Thurs, June 23	6:30 PM	TBD	TBD
Wed, June 26	6:30 PM	TBD	TBD
Tues, July 9	6:30 PM	TBD	TBD
Wed, July 24	6:30 PM	TBD	TBD
Wed, July 31	6:30 PM	TBD	TBD
Wed, Aug 7	6:30 PM	TBD	TBD
Wed, Aug 14	6:30 PM	TBD	TBD
Wed, Aug 21	6:30 PM	TBD	TBD
Tues, Sept 10	6:30 PM	TBD	TBD
Thurs, Sept 19	6:30 PM	TBD	TBD
Wed, Sept 25	6:30 PM	TBD	TBD
Wed, Oct 9	6:30 PM	TBD	TBD
Tues, Oct 15	6:30 PM	TBD	TBD
Wed, Oct 16	6:30 PM	TBD	TBD
Wed, Nov 6	6:30 PM	TBD	TBD
Wed, Nov 13	6:30 PM	TBD	TBD
Tues, Nov 19	6:30 PM	TBD	TBD
Wed, Dec 4	6:30 PM	TBD	TBD
Wed, Dec 11	6:30 PM	TBD	TBD
Thurs, Dec 12	6:30 PM	TBD	TBD