



2018 **CORPORATE SUPPORT OPPORTUNITIES**

In 1958, HFNC began as an effort to raise awareness for a small group of hemophilia patients. Today, we provide advocacy, support, and resources to over 3,000 Northern California families with a myriad of inherited and acquired blood related conditions.



OUR MISSION

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



CONTACT US

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HFNC provides a wide variety of opportunities to our industry and corporate partners. This marketing sheet lays out our basic list of funding for marketing opportunities for 2018; however please note that we are willing to work with you to create custom opportunities that best fit your organization and the type of impact you desire.

ADVERTISING OPPORTUNITIES

INFUSION NEWSLETTER

Advertising in Quarterly Print

ADVERTISING LEVELS

- Front inside cover: (\$1,500/issue) (\$5,000/4 issues)
- Back inside cover: (\$1,500/issue) (\$5,000/4 issues)
- Back cover: (\$1,500/issue) (\$5,000/4 issues)
- Center Spread: (\$3,000/issue) (\$10,000/4 issues)
- One Full Page: (\$1,200/issue) (\$4,000/4 issues) – max (3) pages per issue
- One Half Page: (\$750/issue) (\$2,500/4 issues)
- One Quarter Page: (\$500/issue) (\$1,750/4 issues)
- Newsletter Insert: \$1,500 (please inquire)
- Business Card: (\$200/issue) (\$800/4 issues)

Ad sizes:

1/4 page vert - 3.675" (wide) x 5" (deep)
1/2 page hori - 7.5" (wide) x 5" deep
full page 7.5" (wide) x 10" deep

Submission Deadlines

Production and distribution 30 days after submission deadline.

Spring - April Issue Deadline: March 15

Summer - August Issue Deadline: July 15

Fall - October Issue Deadline: September 15

Winter - December Issue Deadline: November 15

WEBSITE

- Logo display with hotlink - \$2,500 per quarter
- Logo display without hotlink - \$1,000 per quarter
(Logo will be located on every page on top of right side in sponsor tab)
- Pop Up Ad opportunity please inquire

DIRECT MAIL AND DIGITAL MEDIA

- Hard Mailing \$3,000 plus materials to be provided and postage
- Facebook Post \$500 each, purchase 10 posts and receive one additional FREE
- Twitter Post \$100 each, purchase 10 posts and receive one additional FREE
- Email \$1,000 each, and follow up email \$500 - one time limit

Rush Charges

- Facebook Post, Twitter Post and Email doubles if less than 30 days
- Facebook Post, Twitter Post and Email triples if asked to fulfill within 5 business days

FUNDRAISERS



VINE AND HOPS EVENT August 5th or 12th, 2018

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

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

Individual Tickets | \$150

New Underwriting Opportunities

Please Inquire

- Wine Tasting Glasses – Beer Tasting Glasses



HEMOPHILIA HERITAGE



VINES, HOPS & GOLF EVENT



GOLF TOURNAMENT - AUGUST 6th or 13th, 2018

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

- 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

Par Sponsor | \$2,400

- One (1) Foursome
- Signage as a Hole Sponsor

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 | \$100

New Underwriting Opportunities

Please Inquire

- Golf Balls
- Volunteer Golf Carts
- Continental Breakfast

HEMOPHILIA WALK - MAY 6TH, 2018



Local Presenting Sponsor | \$10,000

- Opportunity to host a Pre-Walk Thank You Recognition Event for volunteers and chapter leadership
- Logo prominently placed in Walk printed materials
- Logo prominently placed on back of Walk T-shirts
- Name prominently mentioned in 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 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

- Opportunity to host a Post-Thank You Recognition Event for volunteers and chapter leadership after the Walk
- Logo prominently placed in Walk printed materials
- Logo prominently placed on back of Walk T-shirts
- 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

- Logo prominently placed in Walk printed materials
- Logo prominently placed on back of Walk T-shirts
- 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

- Logo placed in the Walk printed materials
- Logo placed on the back of Walk T-shirts
- 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

- Logo placed in the Walk printed materials
- Logo placed on the back of Walk T-shirts
- Recognition at the pre-Walk fundraising kickoff event
- Logo displayed on Walk website



2018 CORPORATE SUPPORT OPPORTUNITIES

Supporter Sponsor | \$500

- Name listed on the Walk posters
- Name printed on the back of Walk T-shirts
- Logo displayed on Walk website

In-kind Sponsor | Must total \$500+

- Name listed on the Walk posters
- Name printed on the back of Walk T-shirts
- Logo displayed on Walk website

Information Booth | \$2,500

- Regular information booth at Walk

Refueling Station Sponsor | \$1,500

- 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

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

Lunch Sponsor | \$2,500 + cost of food

- Logo placed in the Walk printed materials
- Logo placed on the back of Walk T-shirts
- 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 + 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

Kickoff Event Sponsor | \$1,500 + cost of event

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

Wristband Sponsor | \$1,000 + 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 + 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 + 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 + 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

Several Custom Opportunities Available
Please Inquire.


Unite
for Bleeding Disorders

MISSION DELIVERABLES

FAMILY EDUCATION DAY - NOVEMBER, 2018

Join us for our Annual Family Education Day. Attendees have the opportunity to meet other individuals within the bleeding disorders community, become inspired by patientspeakers, 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.

Venue Sponsor | \$15,000

- Custom Benefits

Lunch Sponsor | \$3,500

- Approved Giveaway at each table setting
- Prominent Signage at Breakfast
- Full-page Program Ad
- Post-Event Facebook Thank You Acknowledgement

Breakfast Sponsor | \$2,500

- Approved Giveaway at each table setting
- Prominent Signage at Breakfast
- Half-page Program Ad

Booth Sponsor | \$2,500

- Exhibit Booth
- Entrance for two (2) company representatives

Gaga Pit Sponsor | \$1,000

- Custom Banner attached to Gaga Pit
- Need minimum 2 sponsors to have Day of Event

Program Ad/ Full Page \$500

Program Ad/Half Page \$250

New Underwriting Opportunities

Please inquire

- Translation Equipment
- Transportation





2018 **CORPORATE SUPPORT OPPORTUNITIES**

CAMP HEMOTION 40TH ANNIVERSARY - JUNE 18TH – 24TH, 2018

Golf Cart Sponsor | \$2,500

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

T-Shirt Sponsor | \$1,000

- Corporate Logo on Camp T-Shirt

Sponsor Underwriting Scholarship for One (1) Camper | \$1,000

- Acknowledgement in Infusion Newsletter

Lunch Sponsor - Sacramento or Oakland | \$750 - Palo Alto or Fresno | \$500

- Company Logo on sticker on box lunch to camp

Visitors Day | \$500

- Industry attendee space is limited and max 1 representatives per company
- RSVP by June 1st, 2018
- More spots may be available depending on space

Branded Items

- Camp Hemotion will accept branded items provided on the bus or for use at camp for a marketing fee of \$500 per item or \$1,000 for premium item.

All items will be distributed on the first day of camp so as to provide maximum exposure for your brand.



BLEADERS - JULY 13TH – 15TH, 2018

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 with their peers the ways in which bleeding disorders affects their lives as teens. Participants engage in fun and educational activities in order to facilitate personal growth and team bonding. In past years, we have taken the youth to challenge courses, camping trips, goal setting workshops, and college campus tours.

The driving force behind BLeaders is the understanding that the 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

Premier Sponsor | \$2,500

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

T Shirt Sponsor | \$1,000

- Company logo on sleeve of t-shirts



HOLIDAY CELEBRATION - OAKLAND AND MODESTO, DECEMBER, 2018

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.

Booth Sponsor | \$2,500

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





2018 CORPORATE SUPPORT OPPORTUNITIES

WORLD HEMOPHILIA DAY - APRIL 17TH, 2018



CALIFORNIA
ACADEMY OF
SCIENCES



New local advocacy day for 2018! This exciting new advocacy event builds on our new branding for the bleeding disorders community – UNITE! We anticipate a large community turnout for World Hemophilia Day where we will come together to reinforce the importance of advocacy while “breaking bread” and deepening relationships.

There will be an educational component regarding our community history of advocacy and how it has resulted in blood safety for the world as well as the critical need for access to treatment, Tools and resources for advocacy at the local, state and national level will be provided.

The program will take place at the California Academy of Sciences Post group activity - remembrance visit to the National AIDS Memorial Grove at Golden Gate Park, and lighting of San Francisco City Hall in RED while highlighting the history of hemophilia and raising awareness of bleeding disorders and to recognize World Hemophilia Day.

Premier Sponsor | \$10,000

- Company logo on Step and Repeat Banner
- Full -page Advertisement in event program
- Tabletop Booth at event (includes one 6' draped table)
- Entrance for (4) company representatives
- Company logo on event signage
- Company logo on website event page
- Company logo on event printed material
- Company logo on e-registration

Major Sponsor | \$5,000

- Tabletop Booth at event (includes one 6' draped table)
- Entrance for (3) company representatives
- Company logo on event signage
- Company logo on event printed material

Contributing Sponsor | \$2,500

- Tabletop Booth at event (includes one 6' draped table)
- Entrance for (2) company representative





2018 CORPORATE SUPPORT OPPORTUNITIES

THE FEMALE FACTOR RETREAT - FALL 2018

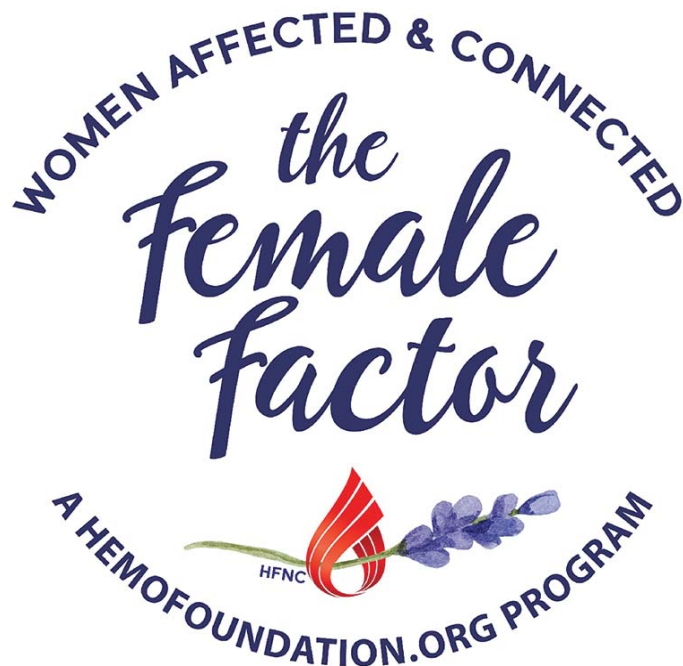
The retreat provides an education packed weekend for women 18 and older in the bleeding disorders community. Patients, caregivers and family members come together to help each other improve the quality of life for the family and the individual with a bleeding disorder. In addition to further seek diagnosis and treatment for their conditions. This gathering becomes a weekend of personal empowerment. Women leave this retreat feeling inspired, empowered and connected.

Sponsor levels will be tailored. Please inquire with chapter.

Premier Sponsor | \$10,000

Major Sponsor | \$5,000

Contributing Sponsor | \$2,500





2018 CORPORATE SUPPORT OPPORTUNITIES

HFNC 60TH ANNIVERSARY - FALL 2018

HFNC will celebrate 60 years of impact in a number of exciting events for the bleeding disorder community. Over 60 years of leadership will join together to reflect on our past and future impact for the foundation with a focus on leadership development for advocacy efforts, targeted outreach to women of all ages and expanded offerings to our culturally diverse community such as our highly successful Familia de Sangre conference. We also will highlight the 40th anniversary of Camp Hemotion.

Premier Sponsor | \$10,000

- Company logo on Step and Repeat Banner
- Full -page Advertisement in event program
- Tabletop Booth at event (includes one 6' draped table)
- Entrance for (4) company representatives
- Company logo on event signage
- Company logo on website event page
- Company logo on event printed material
- Company logo on e-registration

Major Sponsor | \$5,000

- Tabletop Booth at event (includes one 6' draped table)
- Entrance for (3) company representatives
- Company logo on event signage
- Company logo on event printed material

Contributing Sponsor | \$2,500

- Tabletop Booth at event (includes one 6' draped table)
- Entrance for (2) company representative



6 0 T H A N N I V E R S A R Y

ASIAN INFUSION - FEBRUARY 25TH, 2018



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

Booth Sponsor | \$2,500

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



2018 CORPORATE SUPPORT OPPORTUNITIES

TAILORED OPPORTUNITIES

Benefits include but not limited to:

- Exhibit Booth
- Underwriting
- TV, Radio and Print
- Event Signage
- Corporate Branding
- Social Media, Hard Mailing, Email

OPPORTUNITIES

- Board Retreat
- Volunteer Orientation
- Hemophilia Community Medical Reception

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