Shouldn’t everyone be able to breathe without struggle or risk?

Lung disease is now the 2nd leading cause of death in the country. In the Bay Area, 1 in 8 school age children suffers from asthma. Given the added environmental impacts from the drought, California’s already dire air quality is declining. It’s clear that now, more than ever, things need to change.

You can be part of that change by joining Breathe California in ensuring that:

- No child misses school because of an asthma attack
- No one in the Bay Area has to stay inside because of air quality
- Teens never start smoking
- Everyone who wants to quit smoking has the tools to quit and stay tobacco-free
- Those struggling with COPD will have a better quality of life

Let’s work together to build healthier communities and position your brand as a local hero. As a Corporate Partner, you are committed to the health and well-being of your local community. You want to establish yourself as a leader in lung and environmental health. But we know that you also want to create strategic partnerships that increase awareness of your philanthropic giving.
Breathe California Annual Events

Breathe California hosts four major yearly events that are designed to engage and inspire the local community. Breathe California supporters and event attendees are dynamic and diverse, representing dozens of local counties from San Mateo to Sonoma. They are well-educated and work at companies like Marketo, LinkedIn, Genentech and Novartis. They are active and care deeply about the environment and public health.

As a partner, you will reach the 1,000+ Bay Area residents who will attend a Breathe event this year and the nearly 10,000 individuals who will receive event and program communications. Partnerships are also available for each individual event.

The 5th Annual Clear the Air Film Fest
New People Cinema, San Francisco
Saturday March 5, 2016

Young people have a lot to say and they are finding creative ways to spread their messages and change the world around them. Breathe California’s Clear the Air Film Fest awards $3,000 in prizes to outstanding short films created by these extraordinary young people. Past judges include actor and director Mark Ruffalo, actress Q’orianka Kilcher and GREENPEACE Executive Director Annie Leonard.

The 25th Annual Bike 4 Breath Charity Bike Ride
Saturday, July 9, 2016

Each year between 300 and 600 local cyclists and more than 100 volunteers come together to raise funds and promote lung health and clean air at Bike 4 Breath. The start and finish line is in Atherton, CA, where the median household income is more than $200,000, and we actively promote Bike 4 Breath and our sponsors in the local community with direct mailings and signage — placing your brand in front of thousands of locals.

The 26th Annual Clean Air Awards
2016 Date and Venue TBA

The Bay Area is full of inspiring companies, organizations and individuals who are committed to improving air quality and reducing pollution in the region. Breathe California’s Clean Air Awards honor those outstanding individuals in front of hundreds of their peers and other invited dignitaries. Past winners include Supervisor John Gioia of Contra Costa County, Hewlett Packard, The Metropolitan Transportation Commission, Supervisor Eric Mar, IBM, Roberta Gonzales of CBS5 and more.

The Breathe California VIP Party
2016 Date and Venue TBA

A chance for Breathe California to thank the sponsors, donors and volunteers who work tirelessly to ensure that the Bay Area is a great place to breathe, this festive end-of-year party celebrates the year and looks ahead to the next.
Sponsorship opportunities are available for each individual event, or we can work with you to customize a yearly sponsorship package that serves your brand’s unique marketing priorities. Each partnership is customized, but here’s a guide to help you understand our benefits. **If you think of a benefit you’d like to see that isn’t listed, we will work with you to make it happen!**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>$30,000 Heroes</th>
<th>$20,000 Luminaries</th>
<th>$15,000 Benefactors</th>
<th>$10,000 Supporters</th>
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<tbody>
<tr>
<td>Sponsor recognition award, presented at the event of your choice</td>
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<td>Opportunity to speak with keynote speakers and honorees at all events and access to all event VIP areas</td>
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<td>Featured article in Breathe California newsletter and on the Breathe CA blog (<strong>7,500+ subscribers</strong>)</td>
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<td>Product hand-outs to all event attendees as party favors or as part of a goodie bag</td>
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<td>Opportunity to have a booth at all Breathe events (<strong>1,000+ attendees</strong>)</td>
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<td>Posts on social media outlets highlighting you and the work you do for the community (<strong>3,000+ followers</strong>)</td>
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<td>Recognition in Breathe CA Annual Report as a Corporate Partner (<strong>7,500 impressions</strong>)</td>
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<td>Logo on all event collateral including press releases, marketing materials, T-shirts and invitations</td>
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<td>Logo and link on Breathe California website and all event websites</td>
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<tr>
<td>Logo on all event signage at annual events (<strong>1,000+ impressions</strong>)</td>
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<tr>
<td>Tickets/registrations to all Breathe Annual Events</td>
<td>Unlimited</td>
<td>15</td>
<td>10</td>
<td>5</td>
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Sponsorships are also available for individual events. We will work with you to customize your partnership to help you reach your target audience in a cost effective way.
How Do We Fight Lung Disease?

Breathe California Golden Gate has been working with the community to fight lung disease since 1908. Our mission has grown to encompass new threats to lung health, such as tobacco use and environmental hazards, but our focus has remained clear. We envision a world where everyone can breathe without struggle or risk and we help our local communities prevent lung disease and improve the quality of life for those living with lung disease.

Breathe California Golden Gate:
• Empowers communities to affect change for improved lung health
• Educates our diverse communities about lung disease
• Provides support services to assist those suffering from lung disease
• Advocates for policies that promote clean air and improve public health
• Supports research to find cures, improve treatments and prevent lung disease

2014-15 Highlights

Breathe conducted 31 asthma education and management trainings in English and Spanish. Participants included more than 300 parents, child care providers and preschool teachers with responsibility for the care of over 5,000 children.

In the past year, Breathe helped advance policies to clean up California's highest polluting sources of energy.

Breathe conducted 24 “Ash Kickers” adult smoking cessation classes for 350 individuals. These classes boast a successful 55% quit rate and 45% reduction rate achieved at 12 sites throughout San Mateo County.

Breathe reached 850 San Francisco high school students with tobacco awareness classes and smoking cessation workshops.

Over 70% of the people that we serve are from low-income communities and communities of color.

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Corporate partnership is about more than just strategy — it’s about connecting directly to the community. Your sponsorship will touch the lives of thousands of local residents and families to create even more success stories like these.

**Maria and Emir**

Emir’s asthma caused him to spend his first two years in and out of the emergency room. His mother, Maria, was worried she would lose her son to asthma. “I was terrified,” said Maria. “I couldn’t help my son get better and I didn’t know what to do for him. I really thought I would lose him. Asthma was like this little monster that would pop its little face at any given moment. I just never knew when.” Because she stayed up at night to care for him, she was tired at work. Eventually, she had to change jobs and was almost ready to give up working outside the home because Emir was always sick. “It was very stressful because I would get a call suddenly and have to run home to take him to the emergency department.” But thanks to Breathe California’s All About Asthma program, Maria increased her knowledge, confidence and skills to manage Emir’s asthma. “I have more confidence. I know what to do. That scary monster, asthma, no longer has a hold on my Emir. I’ve learned so much that this last time he caught a cold, I could talk with his doctors and knew exactly what to tell them even though my English is not that good.”

**Mike**

Mike* began smoking on and off in high school. His best friend was a smoker, and Mike realized pretty quickly that if he took a few drags off a cigarette he didn’t get a headache when they hung out in the same room together. In the summer between high school graduation and his freshman year of college, this coping mechanism became an everyday occurrence. Over the course of the next two decades, Mike quit smoking a few times, but it never lasted. But when he and his then-girlfriend, now wife, decided to have a baby, their doctor strongly recommended cessation. Mike did some quick research, discovered Ash Kickers, and he and his girlfriend enrolled. Before stepping into his third class, Mike smoked his last cigarette. Since those last few drags before his third Ash Kickers class, nearly five years ago, Mike has been smoke-free. Once he quit for good, Mike noticed that he didn’t get winded as quickly, his senses of smell and taste returned, and his clothes stopped smelling heavily of smoke. In addition to quitting himself, Mike was also able to support his girlfriend in her cessation, and today they are both nonsmokers.

*Names have been changed to respect agreements of confidentiality.*
Connect with us. We want to hear from you.

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