



## **ABOUT THE EVENT**

- ♥ The 2<sup>nd</sup> Annual **HEARTS AFTER DARK** event will held on Thursday, February 10, 2011 under a tent on Union Square from 7:00-10:00 pm.
- ♥ **HEARTS AFTER DARK** features live music, hors d'oeuvres, cocktails and a chance for guests to preview the new 2011 series of *Hearts in San Francisco* art sculptures.
- ♥ With a target audience between the ages of 25 and 45, **HEARTS AFTER DARK** brings awareness to a new generation of San Franciscans about the vital work that takes place at San Francisco General Hospital and Trauma Center (SFGH).
- ♥ 850-900 guests expected for 2011.
- ♥ **HEART AFTER DARK** received nearly 3 million television, radio & print impressions.
- ♥ **HEARTS AFTER DARK** was voted Best Nonprofit Event/Gala by San Francisco magazine's 'Best of the Bay Area 2010: Readers' Poll'.

## **BENEFICIARY**

San Francisco General Hospital Foundation's mission is to enhance the care and comfort of patients treated at San Francisco General Hospital and Trauma Center (SFGH). San Francisco General Hospital is a critical asset to all city residents, providing these and other vital services:

- ♥ The only comprehensive, 24/7 Trauma Center (Level 1) – our city's first responder in the case of a disaster
- ♥ The only Psychiatric Emergency Services and largest number of acute psychiatric beds
- ♥ Outstanding medical care for the city's poor and underserved children, adults, and families
- ♥ The hospital for "Healthy San Francisco" – the city's groundbreaking, nationally recognized health insurance program
- ♥ Pioneering research in child and adult trauma treatment, HIV/AIDS, infectious diseases, and substance abuse

## **IN-KIND SPONSORSHIP REQUEST**

- ♥ 350 Bottles of HINT Water

## **SPONSOR BENEFITS**

- ♥ Two (2) VIP Tickets to Evening Event
- ♥ Company Logo on Banner at Event
- ♥ Logo exposure in various in-kind advertisements in Print Media
- ♥ Sponsor mention in Press Releases
- ♥ Sponsor Listing on Save the Date
- ♥ Sponsor Logo on Invitation
- ♥ Logo on SFGH Foundation website



A project benefiting the San Francisco General Hospital Foundation