



For more information on how to become a sponsor please call

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Casino Royale sets the theme for the 19th Annual



Benefiting *Thunder Road*

Three fun ways to pay it forward:

Celebrity Golf Classic

Celebrity Tennis Classic

“Casino Royale” Gala



Become a Partner in the 19th Annual Golf & Tennis Celebrity Classic.

Alta Bates Summit Foundation proudly presents the 19th Annual Celebrity Classic with celebrity and sponsored golfers teeing off at the Diablo Country Club and tennis players serving aces at the Berkeley Tennis Club.

Both days offer plenty of excitement, great food, and fun. This year the Celebrity Pro/Am Tennis Classic is very proud to present **Martina Navratilova** and **Gigi Fernandez** playing in exhibition matches on Center Court at **2:00 pm!** There will also be doubles matches throughout the day, with sponsored players competing with local professional players.



This year's Grand Finale **“CASINO ROYALE”** will take place at **THE CLAREMONT RESORT & SPA**

Last year's Gala theme was so much fun, we're doing it again. Come join us at **“Casino Royale”** at the **Claremont Resort & Spa** in Berkeley. Experience the thrill and excitement of casino gaming, sip some fine wine or other libation and dine on a delicious variety of international cuisine.

There'll be a live auction, too!

Alta Bates Summit Medical Center, located in the East Bay Area of Northern California, has been providing quality, compassionate care to the people of our community for more than a century.

This year's Celebrity Golf Classic tees off September 20, 2010

The Celebrity Pro/Am Tennis Classic swings into action October 2, 2010

See you then!



Celebrity Classic Partnership Benefits:

Not only does your company's support in the form of sponsorship create public good will and increased recognition as a leader of community benefit programs, you'll also get . . .



Media Exposure.

Sponsors receive event advertising and recognition in the events programs and in newspapers and magazines. The Classic is publicized on local television and radio stations via numerous public service announcements and interviews, and the Celebrity Pro/Am Tennis Tournament has been nationally televised on the Tennis Channel.



Business Development.

Invite clients, prospects and business associates to participate. Promote your company with Tournament day signage, program advertising and product displays if appropriate.



Recognition.

Sponsors at the Masters level and above will be permanently recognized on the Alta Bates Summit Medical Center Donor Walls. All other sponsorship categories of at least \$1,000 will receive recognition in the Foundation's Annual Report.



And Always Loads of Fun.

An opportunity to play with and against celebrities and local pros - or just be a spectator.

Photo and autograph opportunities.

Socializing among like-minded public-spirited individuals.

Exciting professional exhibition matches.


Partnership Levels and Benefits:

This year's beneficiary is

Thunder Road

Making a difference for our community's youth.

Thunder Road is a nationally-recognized, not-for-profit chemical dependency recovery hospital (CDRH), founded in 1987. As one of only three specialty-licensed CDRH's in California, and the only one that treats adolescents, Thunder Road addresses one of the East Bay's greatest needs: treatment for adolescent chemical dependency. More than 6,000 young people and their families have been helped during the past 22 years, most of who have no insurance and would otherwise be unable to afford treatment. The short-term residential program (30 to 90 days) includes individual and group counseling, family counseling, vocational training, educational and recreational activities and room and board. Clients are trained in food preparation through one of Thunder Road's unique programs – The Culinary Arts Institute. In addition to receiving high school credit, they also obtain experience, build self-esteem and develop skills needed to become gainfully employed after graduation from high school. Additionally, teens receive an individualized discharge plan that covers a wide range of issues to ensure their ongoing commitment to sobriety, such as housing options, school and vocational plans, mental and physical health care and continued support around substance abuse treatment in the form of a 12-step program or Thunder Road's Intensive Outpatient or Community Outpatient programs.



\$25,000



Benefits:

- Up to 2 golf foursomes in Golf Tournament
- 2 player spots in Tennis Tournament
- A sign at the Golf Tournament
- Invitation for 4 people to attend exclusive Friday evening Reception
- Reservations for 10 at "Casino Royale" (held at check-in)
- 10 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- A full page ad in the tournament program*
- Acknowledgement as a Grand Slam Sponsor in event programs
- A sponsor-provided 10' x 3' banner posted at Diablo Country Club and Berkeley Tennis Club**
- Permanent recognition on the Medical Center Donor Walls

\$2,500



Benefits: Option 1

- A sign at the Golf Tournament
- 1 player spot in the Tennis Tournament (priority stand-by basis)
- Reservations for 2 at "Casino Royale" (held at check-in)
- 2 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- An eighth page ad in the tournament program*
- Acknowledgement as a Patron Sponsor in event programs

Benefits: Option 2

- A sign at the Golf Tournament
- Reservations for 6 at "Casino Royale" (held at check-in)
- 6 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- An eighth page ad in the tournament program*
- Acknowledgement as a Patron Sponsor in event programs

\$10,000



Benefits:

- 1 golf foursome in Golf Tournament
- 1 player spot in Tennis Tournament
- Invitation for 4 people to attend exclusive Friday evening Reception
- Reservations for 10 at "Casino Royale" (held at check-in)
- 10 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- A half page ad in the tournament program*
- Acknowledgement as a Masters Sponsor in event programs
- A sponsor-provided 10' x 3' banner posted at Diablo Country Club and Berkeley Tennis Club**
- Permanent recognition on the Medical Center Donor Walls

\$1,000



Benefits: Option 1

- A sign at the Golf Tournament
- 1 player spot in the Tennis Tournament (stand-by basis)
- 2 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- An eighth page ad in the tournament program*
- Acknowledgement as a Contributing Sponsor in event programs

Benefits: Option 2

- A sign at the Golf Tournament
- Reservations for 2 at "Casino Royale" (held at check-in)
- 2 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- An eighth page ad in the tournament program*
- Acknowledgement as a Contributing Sponsor in event programs

\$5,000



Benefits:

- Choice of 1 golf foursome in the Golf Tournament or 1 player spot in the Tennis Tournament
- A sign at the Golf Tournament
- Invitation for 2 people to attend exclusive Friday evening Reception
- Reservations for 4 at "Casino Royale" (held at check-in)
- 4 VIP seats at the Tennis Tournament Exhibition Matches and special buffet luncheon (held at check-in)
- A quarter page ad in the tournament program*
- Acknowledgement as a Benefactor Sponsor in event programs
- A sponsor-provided 10' x 3' banner posted at Diablo Country Club and Berkeley Tennis Club**

Hearty Thanks



Your contribution is **100% tax deductible** in the amount of \$ _____ (sponsor's choice)

NOTE: FOR SPONSORSHIP LEVELS THAT DO NOT INCLUDE GOLF, THE ADDITIONAL FEE TO PLAY IS: \$400/PERSON, \$1,600/FOURSOME.

IMPORTANT REMINDERS:

***Ad submission deadline: SEPTEMBER 3, 2010.**

We regret that ads received after this date cannot be included in the tournament program

****Banner submission deadline: SEPTEMBER 14, 2010.**

We regret that we cannot guarantee that banners submitted after this date will be displayed at the tournaments. Note: Please provide postage if you want your banner returned to you, or call the Alta Bates Summit Foundation at (510) 204-1667 to make arrangements for pick up after the event.

Please make all sponsorship checks payable to
Alta Bates Summit Foundation