

Alta Bates Summit Foundation

2450 Ashby Avenue, Berkeley, CA 94705

Tel. 510.204.1667 Fax 510.883.9303

www.InvestmentInMiracles.org

January 2010

Dear Friend,

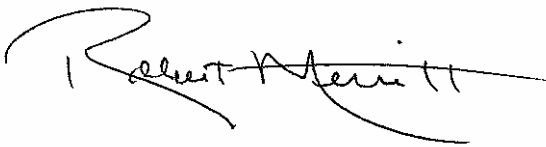
Alta Bates Summit Medical Center relies on the generosity of its donors to provide quality health care to our community. We hope you will consider becoming a sponsor for the second annual *Taste of the East Bay* and have enclosed sponsorship information for your review. With the massive changes in today's healthcare economics, and the economy in general, sponsorship support has never been more needed or appreciated.

The Alta Bates Summit Foundation is hosting this special fund raising event, ***Taste of the East Bay on Saturday, April 17, 2010, at the historic Berkeley City Club***. It's back by popular demand, and is a delicious and fun-filled evening benefiting two vital community programs of Alta Bates Summit Medical Center – Thunder Road and the Carol Ann Read Breast Health Center.

- **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 whom have no insurance and would otherwise be unable to afford treatment. During their stay, clients participate in group therapy and attend 12 step meetings, while also continuing their high school education. 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.
- **Carol Ann Read Breast Health Center**, the first comprehensive breast center in the East Bay, was built largely through donor generosity. Staffed by breast health specialists using a personal team approach, the Center cares for over 500 women newly diagnosed with breast cancer each year -- more than either of the two nearby university hospitals. Advanced digital mammography is performed and evaluated on-site, speeding results to patients and physicians and offering, when necessary, the quickest possible treatment. Other valuable assets: All exam and procedure rooms are spacious and wheelchair accessible, and a multi-lingual patient navigator is available to help women through all aspects of understanding breast health.

Your contribution will make a tremendous difference to the success of our event. Please return a completed sponsor form in the envelope provided. If you have questions about *Taste of the East Bay*, or need additional information, please contact the Foundation at 510-204-1667. We appreciate your thoughtful consideration of this sponsorship opportunity.

Sincerely,



Robert (Bob) Merritt
Planning Committee Co-Chair
Taste of the East Bay



Linda Peltz
Planning Committee Co-Chair
Taste of the East Bay



TASTE OF THE EAST BAY

EVENT SPONSOR LEVELS

Saturday, April 17, 2010

Your generous participation will provide critical funding **to help teens in need of substance abuse treatment** and **to advance the fight against breast cancer** via Thunder Road and the Carol Ann Read Breast Health Center at Alta Bates Summit Medical Center.

PATRON **\$10,000**

- Private catering event for ten by Thunder Road's Culinary Arts Institute
- Recognition on all event signage
- Half-page ad in the event program
- Six complimentary tickets
- Mention in all press release and media materials
- Logo on Alta Bates Summit Foundation website
- Acknowledgement in Alta Bates Summit Foundation Annual Report and Alta Bates Summit Medical Center publications, as appropriate.
- Personal tour of Thunder Road & the Carol Ann Read Breast Health Center

HERO **\$5,000**

- Half-page ad in the event program
- Four complimentary tickets
- Mention in all press release and media materials
- Logo on Alta Bates Summit Foundation website
- Acknowledgement in Alta Bates Summit Foundation Annual Report and Alta Bates Summit Medical Center publications, as appropriate.
- Personal tour of Thunder Road & the Carol Ann Read Breast Health Center

ADVOCATE **\$2,500**

- Quarter-page ad in the event program
- Two complimentary tickets
- Mention in all press releases and media materials
- Acknowledgement in Alta Bates Summit Foundation Annual Report and Alta Bates Summit Medical Center publications, as appropriate.
- Personal tour of Thunder Road & the Carol Ann Read Breast Health Center

MENTOR **\$1,000**

- One-eighth page ad in the event program
- Two complimentary tickets
- Acknowledgement in Alta Bates Summit Foundation Annual Report and Alta Bates Summit Medical Center publications, as appropriate.

To become a sponsor of *Taste of the East Bay*, contact Heidi Stornetta at 510-204-4402 or Dorine Tanaka at 510-204-4413 of the Alta Bates Summit Foundation.



TASTE OF THE EAST BAY
EVENT SPONSOR FORM
Saturday, April 17, 2010

SPONSOR NAME (as it will appear in the program): _____

SPONSORSHIP LEVEL: _____

SPONSORSHIP VALUE: \$ _____

SPONSOR INFORMATION

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Do you wish to be listed as anonymous? Yes No

Will you provide logo art to be included in the program? Yes No

Please submit a logo for use in promotional materials and let us know how you would like to be listed in the Event Program:

For **sponsor name or logo recognition in invitations**, Alta Bates Summit Foundation must receive confirmation of sponsorship pledge **no later than February 26, 2010**; for **inclusion in the printed program**, **no later than March 19, 2010**. Please return this form in the enclosed envelope, or FAX to 510-883-9303.

To submit materials, or receive additional information about *Taste of the East Bay*, please contact the following individuals at the Alta Bates Summit Foundation:

- Heidi Stornetta at 510-204-4402 or via email at StorneH@sutterhealth.org
- Dorine Tanaka at 510-204-4413 or via email at TanakaD@sutterhealth.org