



# San Francisco General Hospital Foundation

## HEARTS 2012 SPONSOR COMMITMENT SHEET

Thursday, February 9, 2012 ♥ AT&T Park, San Francisco

YES, I / We want to sponsor both events at the following sponsor level \$ \_\_\_\_\_

### HEROES & HEARTS

I want to sponsor the luncheon only

- \$100,000    \$50,000    \$25,000  
 \$10,000    \$5,000

### HEARTS After Dark

I want to sponsor the evening event only

- \$100,000    \$50,000    \$25,000  
 \$10,000    \$5,000

\_\_\_\_\_  
 Sponsor Name (as you wish it to be listed)

\_\_\_\_\_  
 Contact Name

\_\_\_\_\_  
 Street, City, State, and Zip

( ) \_\_\_\_\_  
 Phone

( ) \_\_\_\_\_  
 Fax

\_\_\_\_\_  
 Email

#### PAYMENT INFO

Checks payable to: SFGH Foundation, PO Box 410836, San Francisco, CA 94141-0836

Credit Card Payment:    AmEx    MasterCard    Visa

\_\_\_\_\_  
 Name on Card

\_\_\_\_\_  
 Billing Address (if different than above)

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

YES, I / We wish to donate our luncheon seats or tickets back to SFGH Foundation.

**Sponsor Listing Deadlines:**  
 Save the Date – October 10, 2011  
 Invitation – December 5, 2011  
 Program – January 16, 2012  
 Banners – January 16, 2012  
 Print Media – Rolling

*San Francisco General Hospital Foundation is a 501 (c) (3) non-profit organization. Tax ID #94-3189424  
 For questions, please contact Katie Moe, Director of Marketing, (415) 206-5928 or kmoe@sfgfh.net*

2789 25th Street, Suite 2028 • San Francisco, CA 94110  
 (415) 206-4478 • (415) 206-5965 fax • www.sfgfh.net

# HEROES & HEARTS

## 2012 Luncheon Sponsor Packages AT&T Park, San Francisco

### \$100,000 Presenting

- One VIP Table for Ten (10) at Luncheon with Prime Location
- Logo on Banner Publically Displayed Outside Tent
- Ownership of a Large Heart
- Logo on Sponsorship Plaque of Large Heart on Public Display Feb. – Sept. Over 3 Million Impressions
- Opportunity for Company Rep to be Involved in Presentation at Luncheon
- Corporation Publicly Thanked at Luncheon by Co-Chair/s
- Sponsor Listing on Window Screening at Macy's Union Square Store for Two Weeks Prior to Luncheon
- Sponsor Name Included in Custom Song by Beach Blanket Babylon Performed at Luncheon
- Sponsor Listing on Save the Date
- Logo on Invitation
- Logo in Program
- Company Logo on Banner Inside Tent at Luncheon
- Logo in Video
- Logo Exposure in All In-Kind Print Media
- Sponsor mention in Press Releases
- Logo on SFGH Foundation Website
- Logo in SFGH Foundation Newsletter
- Opportunity to Include Company Items and/or Literature in Gift Bags
- Opportunity to Offer Employees a "Day of Volunteerism" at SFGH with Hosted Lunch and Shuttle Pick Up/Return Services
- Invitation to Intimate Thank You Dinner Post Luncheon
- Opportunity to Host 20-50 Clients at Private Venue for Cocktail Reception & Networking
- Exposure and Branding on Score Board at AT&T Park
- Exposure and Branding on Reader Board at AT&T Park

### \$50,000 Premier

- One VIP Table for Ten (10) at luncheon with Prime Location
- Ownership of a Large Heart
- Logo on Sponsorship Plaque of Large Heart on Public Display Feb. – Sept. Over 3 Million Impressions
- Opportunity for Company Rep to be Involved in Presentation at Luncheon
- Corporation Publicly Thanked at Luncheon by Co-Chair/s
- Sponsor Listing on Window Screening at Macy's Union Square Store for Two Weeks Prior to Luncheon
- Sponsor Name Included in Custom Song by Beach Blanket Babylon Performed at Luncheon
- Sponsor Listing on Save the Date
- Logo on Invitation
- Logo in Program
- Company Logo on Banner Inside Tent at Luncheon
- Logo in Video
- Logo exposure in All In-Kind Print Media
- Sponsor Mention in Press Releases
- Logo on SFGH Foundation Website
- Logo in SFGH Foundation Newsletter
- Opportunity to Include Company Items and/or Literature in Gift Bags
- Opportunity to Offer Employees a "Day of Volunteerism" at SFGH with Hosted Lunch and Shuttle Pick Up/Return Services
- Invitation to Intimate Thank You Dinner Post Luncheon



A project benefiting the San Francisco General Hospital Foundation

# HEROES & HEARTS

## 2012 Luncheon Sponsor Packages AT&T Park, San Francisco

### \$25,000 Sweetheart

- One Table for Ten (10) at Luncheon with Premium Location
- Sponsor Listing on Save the Date
- Listing on Invitation
- Logo in Program
- Company Logo on Banner at Luncheon
- Logo on SFGH Foundation Website
- Logo in SFGH Foundation Newsletter
- Opportunity to Include Company Items and/or Literature in Gift Bags
- Logo Exposure in All In-Kind Print Media
- Opportunity to Offer Employees a "Day of Volunteerism" at SFGH with Hosted Lunch and Shuttle Pick Up/Return Services
- Invitation to Intimate Thank You Dinner Post Luncheon

### \$10,000 Heartthrob

- One Table for Ten (10) at Luncheon with Preferred Location
- Listing on Invitation
- Listing in Program
- Logo on SFGH Foundation Website
- Listing in SFGH Foundation Newsletter
- Listing in In-Kind Print Media (Thank You Ad)

### \$5,000 Heartbeat

- One Table for Ten (10) at Luncheon
- Listing in Program
- Listing on SFGH Foundation Website
- Listing in SFGH Foundation Newsletter
- Listing in In-Kind Print Media (Thank You Ad)

### Listing Deadlines:

Save the Date – October 10, 2011

Invitation – December 5, 2011

Program – January 16, 2012

Banners – January 16, 2012

Print Media – Rolling

**Audience Reached:** Over 850+ guests including leaders of major corporations, government and community gather for a seated luncheon under a tent on the field of AT&T Park. 8,000,000 media impressions.

**\*SPECIAL LIMITED TIME OPPORTUNITY\***

**HEARTS**  
**After Dark**

For an additional \$5,000 in support, you have the opportunity to enjoy the following sponsor benefits of HEARTS AFTER DARK, our award winning evening event. You must make your commitment by Dec. 1, 2011.

- 2 VIP Tickets & 10 General Admission Tickets to Hearts After Dark
- Sponsor Listing on Invitation
- Sponsor Logo on Banner at Event
- Sponsor Logo on Website



A project benefiting the San Francisco General Hospital Foundation

# HEARTS After Dark

Benefiting San Francisco General Hospital Foundation

## 2012 Evening Event Sponsor Packages AT&T Park, San Francisco

### \$50,000 Premier

- Ten (10) VIP Tickets to Event w/Gift Bag
- Twenty (20) General Admission Tickets
- Opportunity to Provide Corporate Materials and Display Information at Event
- Opportunity to Sponsor Exclusive Event Activities (*VIP Lounge, Photo Booth, Candy Cart, Pillows, etc.*)
- Opportunity to Include Company Items and/or Literature in Gift Bags
- Opportunity to own Large Heart
- Logo on Sponsorship Plaque of Large Heart on Public Display Feb.– Sept. Over 3 million Impressions
- Company Logo on Banner Inside Tent at Event
- Logo Exposure in All In-Kind Print Media
- Sponsor Logo on Save the Date
- Sponsor Logo on Invitation
- Sponsor Mention in Press Releases
- Logo on SFGH Foundation Website
- Logo in SFGH Foundation Newsletter
- Opportunity to Offer Employees a "Day of Volunteerism" at SFGH with Hosted Lunch & Shuttle Pick Up/Return Services
- Invitation to Intimate Thank You Dinner Post Luncheon
- Exclusive Opportunity for your VIP guests to 'Swing Like a Major Leaguer' in the Batting Cage

### \$25,000 Sweetheart

- Ten (10) VIP Tickets to Event w/Gift Bag
- Ten (10) General Admission Tickets to Event
- Company Logo on Banner Inside Tent at Event
- Opportunity to Include Company Items and/or Literature in Gift Bags
- Logo Exposure in All In-Kind Print Media
- Sponsor Logo on Save the Date
- Sponsor Logo on Invitation
- Sponsor Mention in Press Releases
- Opportunity to Include Company Items and/or Literature in Gift Bags
- Logo on SFGH Foundation Website
- Logo in SFGH Foundation Newsletter
- Opportunity to Offer Employees a "Day of Volunteerism" at SFGH with Hosted Lunch & Shuttle Pick Up/Return Services
- Invitation to Intimate Thank You Dinner Post Luncheon
- Exclusive Opportunity for your VIP guests to 'Swing Like a Major Leaguer' in the Batting Cage

### \$10,000 Heartthrob

- Six (6) VIP Tickets to Event w/Gift Bag
- Ten (10) General Admission Tickets to Event
- Company Logo on Banner Inside Tent at Event
- Sponsor Logo on Save the Date
- Sponsor Logo on Invitation
- Logo on SFGH Foundation Website
- Listing in SFGH Foundation Newsletter
- Listing in In-Kind Print Media (Thank You Ad)

### \$5,000 Heartbeat

- Two (2) VIP Tickets to Event w/Gift Bag
- Ten (10) General Admission Tickets to Event
- Sponsor Listing on Save the Date
- Sponsor Listing on Invitation
- Logo on SFGH Foundation Website
- Listing in SFGH Foundation Newsletter
- Listing in In-Kind Print Media (Thank You Ad)

**Audience Reached:** Over 800+ guests and over 3 million media impressions.



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## SFGH Foundation Initiatives We Support

### RESEARCH

- **Orthopedic Trauma Institute** is a world-renowned center for innovative research, training and care in orthopedic trauma.
- **Center for Vulnerable Populations** conducts research to determine best methods to prevent and treat chronic illnesses that affect those at highest risk.
- **Psychiatric Emergency Services** for numerous programs that help victims of violent trauma and their families break the cycle of violence.

### EDUCATION

- **Fellowships for physicians** to enhance their training in working with underserved populations.
- **Continuing education of nurses** through the Dorothy Washington Scholarship Fund.

### CARE FOR ALL

- **Acute Care for the Elderly Program** seeks to reduce readmission of elderly patients which represent 40% of all inpatients at SFGH.
- **Avon Comprehensive Breast Center** provides breast cancer early detection and support services to women from underserved populations.
- Funding for **basic care items, space renovation and equipment** to improve care for all patients.

### SNAPSHOT: WHY SFGH MATTERS

- ✓ **Only trauma center in San Francisco**
- ✓ **Busiest emergency room, receives one-third of all ambulances**
- ✓ **Provides 20% of inpatient care in the city**
- ✓ **Treats 100,000 patients annually**
- ✓ **Only psychiatric emergency services in San Francisco**

**San Francisco General Hospital Foundation**  
2789 25<sup>th</sup> Street, Suite 2028  
San Francisco, CA 94110

**(415) 206-4478 Tel**  
**(415) 206-5965 Fax**

**sghf.net**

## THE HEART OF THE CITY

**San Francisco General Hospital  
and Trauma Center**

**&**

**SFGH Foundation**

## SFGH Foundation Why We Matter

Our mission is to promote excellence in research, education and care for all at San Francisco General Hospital and Trauma Center.

- SFGH Foundation has raised over \$50 million since its founding in 1994 to support hospital initiatives that directly improve the care and experience of patients at SFGH.
- Plays a critical fundraising role, providing resources for high-impact initiatives that contribute to the excellence of SFGH, many which have potential to develop sustainable funding.
- While SFGH is a City hospital, less than 20% of its budget comes from the City's General Fund.
- SFGH Foundation does not receive any funding from the UCSF Foundation. The long-standing partnership between SFGH and UCSF is focused on providing excellent clinical care to vulnerable populations in San Francisco. UCSF operates its own hospital. The care provided by SFGH and UCSF Medical Center is complementary. Each fulfills a unique role within the community, serving different patient populations and bringing different core competencies.

# SAN FRANCISCO GENERAL HOSPITAL AND TRAUMA CENTER – WHY IT MATTERS

## Crucial trauma center resource, providing life-saving emergency care

- **ONLY trauma center** serving 1.5mm residents of San Francisco and northern San Mateo County.
- Highest trauma center designation (Level 1) **increasing chance of survival by 20-25%**.
- **4,000 trauma patients** treated annually.
- **City's health care leader** and primary medical provider in the event of a manmade or natural disaster.
- **Busiest emergency room**, receiving one-third of all ambulances
- **ONLY provider of psychiatric emergency care**, and the largest provider of acute psychiatric care.



## The City's safety net, serving the underserved

- **Provides culturally competent services regardless of ability to pay** to populations including under and uninsured, homeless & immigrants.
- Three-quarters are uninsured or covered by Medi-Cal.
- 75% are from racial, ethnic minority and immigrant families.

## Vital to a healthy community; Impacts all residents' lives

- **Treats 1 in 8 San Franciscans annually** (~ 100,000 patients)
- 20% of the inpatient care in the City.
- City's **largest primary care facility**, serving patients of all ages with four on-site outpatient clinics.
- Frontline in the battle against rapidly spreading infectious disease.
- Lynchpin of the City's **Healthy San Francisco** program, providing primary and specialty inpatient and outpatient care



- **Only Baby Friendly hospital in SF** certified by the World Health Organization, with ~ 1,200 babies delivered annually.
- **Pediatric services** provided to 34,000 children per year.
- Comprehensive **women's health services** including the Avon Comprehensive Breast Care Center and a full spectrum of services for pre-natal and birthing care.

## Excellence & innovation in access and quality of health care

- All care provided by UCSF physicians through a 100+ year partnership.
- Nationally recognized **Centers of Excellence in Neurotrauma and Orthopaedics**.
- Groundbreaking programs improving access and quality of care, including **E-Referral and diabetes care**.
- **First Acute Care for the Elderly (ACE) unit** in California (geriatric inpatient care).
- **Stroke-certified**
- **Video Conferencing Medical Interpretation (VMI)** provides real time interpretation.
- Dedicated to reducing health disparities through the **Center for Vulnerable Populations**.



## Important teaching hospital, training health care providers of tomorrow

- Students & residents from all 4 UCSF grad schools (medicine, nursing, dentistry and pharmacy) spend 1/3 of their time training at SFGH.
- **Only emergency medicine residency program in SF**, only training site for midwives.
- **Orthopedic Trauma Institute Surgical Training Facility** dedicated to innovative medical and science workshops; training 1,200+ physicians & medical personnel annually.



## Cutting-edge medical research with global impact

- Houses more than 20 UCSF research centers and laboratories that conduct ~ **\$150mm in research annually**.
- **World-renowned center of HIV/AIDS research**, providing specialized care to thousands of patients.
- **Innovations often translated into improved health practices, protocols and policies around the world**. The Institute for Global Orthopaedics is dedicated to developing sustainable education and research programs in the developing world.



San Francisco General Hospital  
**Foundation**

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*as of September 2011*

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UCSF,  
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**John F. Woods**  
Vice Chairman & CFO  
Union Bank

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 1 1998

Employer Identification Number:  
94-3189424  
DLN:  
17053297728048  
Contact Person:  
D. A. DOWNING  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
December 1993  
Addendum Applies:  
No

SAN FRANCISCO GENERAL HOSPITAL  
FOUNDATION  
PO BOX 410836  
SAN FRANCISCO, CA 94141-0836

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

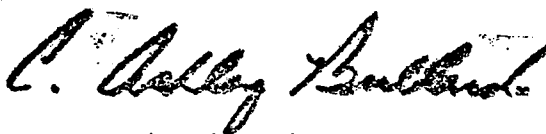
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director