16TH ANNUAL
B A HERO
CELEBRATION & FUNDRAISER
"WE CAN'T WAIT"

WE CAN'T WAIT

OCTOBER 16, 2023
6:00PM – 9:00PM

THE PACIFIC TERRACE, INTERCONTINENTAL HOTEL
888 HOWARD ST, SAN FRANCISCO, CA

SPONSORSHIP PACKET
WITH YOUR HELP WE CAN SAVE LIVES.

Your sponsorship makes our education and screening possible and gets us one step closer to eliminating hepatitis B in the Bay Area.

**Hep B Free Title—Presenting Sponsor: $15,000**
- Name and logo featured as a TITLE sponsor on all social media, website, invitations, and the Gala program booklet
- Name and logo featured on the official invitation, on the inside front cover of programs, on press releases, and on printed and electronic promotional materials
- 25 gala tickets

**Hep B Free Super Hero: $10,000**
- Name and logo featured as a SUPER HERO sponsor on all social media, website, invitations, and the Gala program booklet
- Name and logo featured on the back cover of the Gala program booklet
- 20 gala tickets

**Hep B Free Leader: $5,000**
- Name and logo featured as a LEADER sponsor on all social media, website, invitations, and the Gala program booklet
- Name and logo featured on a full page ad in the Gala program booklet
- 10 gala tickets

**Hep B Free Partner: $3,000**
- Name and logo featured as a PARTNER sponsor on all social media, website, invitations, and the Gala program booklet
- Name and logo featured on a half page ad in the Gala program booklet
- 7 gala tickets

**Hep B Free Supporter: $2,000**
- Name and logo featured as a SUPPORTER sponsor on all social media, website, invitations, and the Gala program booklet
- 5 gala tickets

SF Hep B Free – Bay Area is a fiscally sponsored project of Community Initiatives
PLEASE MAKE CHECKS PAYABLE TO COMMUNITY INITIATIVES
(Reference SF Hep B Free – Bay Area FSP 6192 on the check)
101 Grove Street, #406, San Francisco, CA 94102
NEW!
In March 2023 the CDC recommended universal hep B screening! Now it is the law for doctors to offer hepatitis B testing, testing is recommended for everyone, and vaccination is recommended for children, adolescents and those 19–59 or at risk.

1 in 12 Asian American & Pacific Islander immigrant adults are chronically infected with hepatitis B.

2 out of 3 people don't know they have hepatitis B.

Over 81,000 Bay Area residents are estimated to have chronic hepatitis B.

If unmanaged, 1 in 4 people chronically infected with hepatitis B will develop liver cancer or liver disease.

Hepatitis B is the leading cause of liver cancer in the entire world.

There are two- and three-dose vaccine series available to prevent hepatitis B infection.

There is no cure, but there is a treatment that can prevent serious illness.

B Sure, B Tested, B Free!

Your sponsorship makes our education and screening possible and gets us one step closer to winning the fight against hepatitis B and liver cancer.
OUR MISSION

Our mission is to increase awareness and education about hepatitis B within the community and among health care providers, to improve the standards of care around affordable testing and vaccination following CDC recommendations and California law, and provide linkage to care for chronically affected individuals.

WHY WE DO WHAT WE DO

The San Francisco Bay Area has one of the highest rates of liver cancer in the nation, likely due to the large Asian Pacific Islander (API) population and their high incidence of chronic hepatitis B infection. There was a huge need for a public health awareness campaign. Thus, SF Hep B Free was born.

SF Hep B Free has made a lasting impact on hepatitis B and liver cancer awareness. By bringing together local stakeholders including government, healthcare, business, media, and advocacy groups, SF Hep B Free created a model for effective grassroots education, increased community screening, and compelling health advocacy.

2022–2023 ACHIEVEMENTS

- Receiving funds from CA budget passed last year
- Helped support passage of the new CDC recommendation for universal hepatitis B screening
- Initiated large publicity campaign across ethnic radio, TV, newspaper and digital mediums reaching thousands
- Initiated large downtown Millbrae business education project projected to reach 100+ businesses, screen 200+ employees, and educate thousands
- Work around promoting AB789 means that health systems are integrating hepatitis B screening, vaccination and linkage to care
- Declaration of May as Hepatitis Awareness Month in Millbrae and South San Francisco
- California Legislature Resolution for World Hepatitis Day
- Held over 40 community education events with 900+ directly educated

OUR MAJOR ACHIEVEMENTS

- **Education and Screening:** Screened over 27,000 people and educated over 2,000,000 people through radio, billboards, TV, bus ads, and direct contact
  - Nearly 50% of those screened were unprotected and would benefit from vaccination
- **Physician Education:** Held dozens of education sessions with over 1,670 physicians pledging to screen their at-risk patients for hepatitis B
- **Business Partnerships:** Worked with over 1,500 businesses and 3,000 employees as part of the Business Initiative to educate hard-to-reach APIs
- **Wide-Scale Education:** Broadcasted hundreds of ethnic media commercials/PSAs and created public health awareness campaigns and a nationally-recognized, city-wide billboard campaign "Which One Deserves to Die?"
- **Health Partnerships:** Partnered with major healthcare groups in San Francisco and San Mateo

CURRENT PROJECTS

- Major San Mateo County education, screening and vaccination project
- Large-scale AB789 promotion education and implementation project
- Pacific Islander and Filipino education & screening project

WATCH OUR NEW PSA ON HEP B!
Sponsorship Commitment Form

Please complete this form and email to: richard.so@sfhepbfree-bayarea.org
Alternatively, you can also fill out the Google Form linked on this page!

Sponsor Contact Information

Company/Organization: ________________________________

Contact Name: ________________________________

Mailing Address: ________________________________

City: __________________ State: __________________ Zip: __________________

Telephone: __________________ Email: __________________

How would you like to be listed on materials and social media, and the Gala booklet?

Sponsorship Level

Hep B Free Title-Presenting Sponsor ________

Hep B Free Super Hero Sponsor ________

Hep B Free Leader Sponsor ________

Hep B Free Partner Sponsor ________

Hep B Free Supporter Sponsor ________

Other ________________________________

Payment Information

Check (preferred) □

Please make checks payable to Community Initiatives
(Reference SF Hep B Free - Bay Area FSP 6192 on the check)
101 Grove Street, #406, San Francisco, CA 94102

Wire Transfer □

Please email richard.so@sfhepbfree-bayarea.org for details
if you would like to do a wire transfer.

Google Form Alternative

https://tinyurl.com/SFHBF2023sponsor
SF HEP B FREE - BAY AREA

OUR PAST SPONSORS

Check out our past corporate and community partners!

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Dignity Health
St. Mary’s Medical Center

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VACCINES

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a california health center

CHASE CENTER

PORTSMOUTH SQUARE GARAGE

Silicon Valley Cyber Lions

Hepatitis Action Initiative

Our 2022 Hep B Free Community Leaders