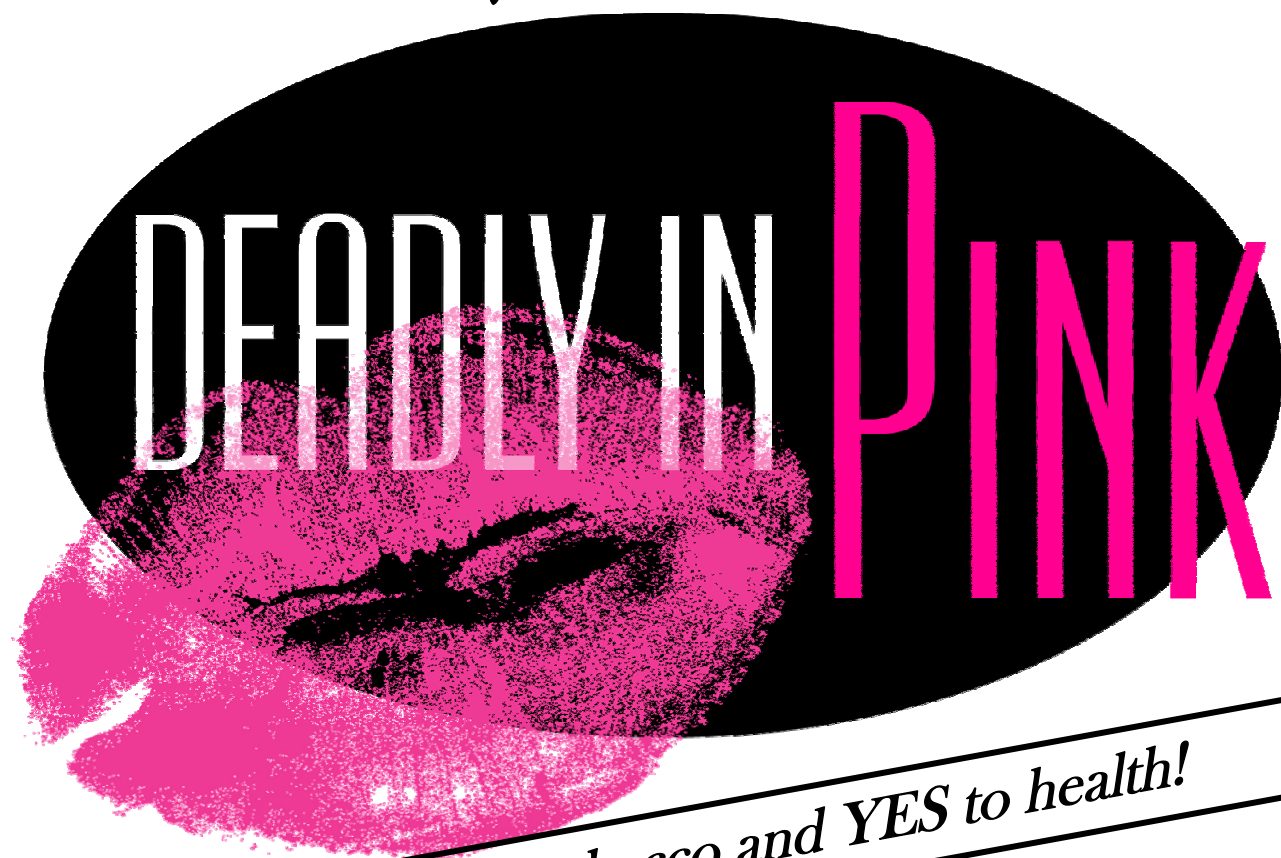


The Coalition for a Tobacco-Free Hawaii  
presents:



Say **NO** to tobacco and **YES** to health!

*Mahalo for Your Support!*

For sponsorship inquiries, contact: [diane@tobaccofreehawaii.org](mailto:diane@tobaccofreehawaii.org)  
320 Ward Ave., Ste. 212 • Honolulu, HI 96814  
[www.tobaccofreehawaii.org](http://www.tobaccofreehawaii.org) • 808.591.6508 x 200



**SPONSORSHIP OPPORTUNITIES AVAILABLE**

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Deborah Zysman  
Executive Director

Each year more than 170,000 women in the United States die from smoking-caused diseases. In Hawai'i more women die of smoking-related lung cancer than breast cancer each year. We need your help. Together, we can raise awareness and empower women who may not be aware of the tobacco industry's marketing tactics. The nation's two largest tobacco companies—Philip Morris USA and R.J. Reynolds—continue to launch marketing campaigns that depict cigarette smoking as feminine and fashionable, rather than the harmful and deadly addiction it really is. Their use of the color pink in their marketing deliberately targets women and young girls.

“Deadly in Pink” promises to be a one-of-a-kind event focusing on health, glamour and beauty. Let's *say no to tobacco, and yes to health!*

#### **What:**

Champagne Brunch  
(Non-Alcoholic Beverages Available)

#### **Where:**

The Pacific Club  
1451 Queen Emma Street  
Honolulu, HI 96813

#### **When:**

Saturday, May 19, 2012  
10:00 am—1:00 pm

#### **Cost**

\$ 100 Adult Tickets  
\$50 Youth Tickets (17 and under)

*Our vision is that death and disability from tobacco use  
is no longer a major public health concern.*

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*We Build Healthy Communities*

*SPONSORSHIP OPPORTUNITIES*

**The Coalition for a Tobacco-Free Hawai'i**

- ◆ Is the only independent organization in Hawai'i dedicated to reducing tobacco use through education, policy, and advocacy.
- ◆ Since its formation in 1996, the Coalition was instrumental in key initiatives including:
  - ◇ The negotiation of the Master Tobacco Settlement Agreement (MSA) for Hawai'i in 1999.
  - ◇ A campaign that led to the Smoke-Free Work Place Law in 2006.
  - ◇ A tax increases over a span of nine years that has resulted in a current \$3.20 per pack to help reduce youth smoking rates.
- ◆ Our initiatives have resulted in a dramatic reduction in the number of kids who smoke. **Youth smoking rates were reduced from 24.5% in 2000 to 11.3% in 2010.**

***Pink Tanzanite—\$1,000***

- √ Listed in the *Deadly in Pink* event program.
- √ Recognition in the Coalition for Tobacco-Free Hawai'i's e-newsletter, distributed to more than 3,000 members, businesses, elected officials, and non-profit organizations.
- √ Opportunity to include company promotional materials in the "swag" bag given to all guests.
- √ Reserved table of 10 with company logo.



***Pink Pearl—\$1,500***

- All Pink Tanzanite benefits plus:
- √ One-quarter page ad in the *Deadly in Pink* event program.
  - √ Recognition of company name or logo on Coalition for Tobacco-Free Hawai'i's website with hyperlink to sponsor's homepage.



***Pink Sapphire—\$3,000***

- All Pink Pearl benefits plus:
- √ One-half page ad in the *Deadly in Pink* event program.
  - √ Company name on signage at *Deadly in Pink*.
  - √ On-stage acknowledgement during the event.



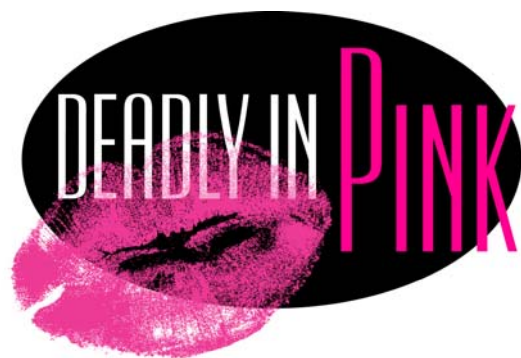
***Pink Diamond—\$5,000***

- All Pink Sapphire benefits plus:
- √ Recognition in all media promotions through media partners (TV, radio, newspaper, etc.).
  - √ Company banner displayed during the event.
  - √ Company name or logo listed on promotions for *Deadly in Pink*.
  - √ Full page ad in the *Deadly in Pink* event program.



***The Pink Tiara Title Sponsor—\$10,000***

- All Pink Diamond benefits plus:
- √ Full-page company ad in the *Deadly in Pink* event program.
  - √ Recognition in all event promotions.
  - √ Special article in the Coalition's e-newsletter with company profile.
  - √ Opportunity to get involved in the event program.
  - √ Premium table, seating ten, identified with sponsor organization's name.
  - √ Premium table service.
  - √ Complimentary premium champagne.



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*Saturday, May 19, 2012  
10:00 am—1:00pm  
The Pacific Club*

**Option 1: Please note you are not limited to only one option.**

- Yes, I/we would like to sponsor the *Deadly in Pink* event at the following level:**
- The Pink Tiara (\$10,000)   
  Pink Diamond (\$5,000)   
  Pink Sapphire (\$3,000)  
 Pink Pearl (\$1,500)   
  Pink Tanzanite (\$1,000)

**Option 2:**

- Yes I/we would like to attend the *Deadly in Pink* event. (Please attach a list of your guests to this form.)**
- Adult(s) Each Ticket (\$100)   
  Youth (17 and under) Each Ticket (\$50)

**Option 3:**

- Yes, I/we want to donate an silent auction or goodie bag item.**
- Description of item: \_\_\_\_\_
- Retail Value: \_\_\_\_\_    Quantity: \_\_\_\_\_

**Option 4:**

- I'm sorry, I will not be able to attend, but here is my contribution of \$\_\_\_\_\_.**

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_    Email: \_\_\_\_\_

- Payment enclosed: \$\_\_\_\_\_** (Make checks payable to the Coalition for a Tobacco-Free Hawai'i.)
- Please charge my credit card:     Visa     MasterCard     American Express
- Card number: \_\_\_\_\_    Expiration Date: \_\_\_\_\_    Security Code: \_\_\_\_\_
- Print Name: \_\_\_\_\_    Signature: \_\_\_\_\_

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