SPOTLIGHT

Piercing the darkness... illuminating special people, special moments... directing our attention.

The 22nd Annual Steve Chase Humanitarian Awards gala will once again spotlight extraordinary people who give selflessly, to make our community... our world... a better place for all of us.

PLEASE HELP US SPOTLIGHT THOSE WHO MAKE A DIFFERENCE.
Named for internationally-famous designer Steve Chase - also a D.A.P. donor, volunteer, and board member - the Steve Chase Humanitarian Awards gala has raised millions of dollars for direct client services of Desert AIDS Project.

Just a few of the honorees, award presenters, and entertainers in the past years have included: Ann-Margret, Annette Bloch, Diahann Carroll, Carol Channing, Kristen Chenoweth, Joan Collins, Melissa Etheridge, Queen Latifah, Andy Linsky, Wynonna Judd, George Hamilton, Tom Hanks, Senator Ted Kennedy, Patti LaBelle, Angela Lansbury, Judith Light, Shirley MacLaine, Bob Mackie, Barry Manilow, Harold Matzner, Liza Minnelli, Prof. Luc Montagnier, Megan Mullally, Pauley Perrette, Debbie Reynolds, Archbishop Desmond Tutu, and Dionne Warwick.

Your participation as a sponsor of the Steve Chase Humanitarian Awards gala makes it possible for us to bring life-saving support to those who need it so desperately, right here in our community.

PLEASE GIVE A VOICE TO THE OFTEN-FORGOTTEN.
2016 GALA COMMITTEE

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Gala Co-Chair/Board Member
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BARBARA FROMM
GARY HALL

DAVE MORGAN
Dave Morgan
Gala Co-Chair
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SUZANNE QUARDT MD
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SPECIAL THANKS TO

RICHARD DESANTIS
Awards Gala Producer
KELLEY COE
Silent and Live Auctions

HUDSON ALLING
Volunteers
MARK DUEBNER
Gala Program
BRETT KLEIN
Events and Retail Marketing Manager

SCOTT MCGILLIVRAY
Branding and Graphic Design

STEVE CHASE HUMANITARIAN AWARDS | FEBRUARY 6 2016
D.A.P. has been named among the “Top 20 HIV / AIDS Charities” for its high percentage spent on programs vs. overhead (82%), fundraising efforts, and financial transparency. Charity Navigator, America’s largest charity evaluator, has awarded D.A.P. “four-star status” for four, consecutive years - achieved by only 7% of all non-profits they rank.

Our point-of-difference is that we provide all essential services - medical/dental/mental/home health care, social support programs like food and housing, and so much more - all under one roof.

Although located in Palm Springs, our 11,000-square-mile service area stretches from the cities, towns, and rural areas of Riverside, San Bernardino, and Imperial Counties to the Arizona border.

We continue to lead the way in disease prevention, with Get Tested Coachella Valley and our new clinic for sexually-transmitted infections, The Dock.

**PLEASE HELP CREATE AN AIDS-FREE FUTURE.**
SPONSORSHIP AND PROGRAM ADVERTISING
SPONSORSHIP

PINNACLE SPONSOR ( $125K )
Name/Company listed as Pinnacle Sponsor
Three premium tables of 10
Name/Company logo featured in promotional materials
Full-page ad in gala program (premium position)
Logo listed on ballroom projection screens
10 tickets to Kick-Off Reception
10 tickets to Friday Celebrity cocktail reception
Logo placement on website and event signage

MAJOR & AWARD SPONSORS ( $25K )
Name/Company listed as Major or Award Sponsor
Two preferred tables of 10
Name listed in promotional materials
Name listed on ballroom projection screens
Full page ad in gala program
8 tickets to Kick-Off Reception
8 tickets to Friday Celebrity cocktail reception
Name listed on website and event signage

PRODUCING SPONSOR ( $50K )
Name/Company listed as Producing Sponsor
Two premium tables of 10
Name listed in promotional materials
Full page ad in gala program (preferred position)
Name listed on ballroom projection screens
10 tickets to Kick-Off Reception
10 tickets to Friday Celebrity cocktail reception.
Logo placement on website and event signage

STAR SPONSOR ( $15K )
Name/Company listed as Star Sponsor
One preferred table of 10
Name listed in promotional materials
Name listed on ballroom projection screens
Full page ad in gala program
4 tickets to Kick-Off reception
4 tickets to Friday Celebrity cocktail reception.
Name listed on website and event signage
YOUR SUPPORT HELPS PROVIDE HIGH QUALITY CARE TO OUR 2,200 CURRENT PATIENTS AND 20 NEW CLIENTS WHO WALK THROUGH THE DOOR EVERY MONTH.
2016 Sponsorship Reply Form

Please indicate your sponsorship level. (Please refer to the booklet for detailed sponsorship information)

Gala Tickets and Program Advertising information is available online at www.desertAIDSproject.org or by calling 760.992.0440

Your information

First Name

Last Name

Organization

Billing Address

City

State

ZIP

Telephone

Email

Your payment

☐ AMEX  ☐ DISCOVER  ☐ MASTERCARD  ☐ VISA

Credit Card Number

Exp Date

CVV Code

☐ Please charge my credit card in the amount of $ __________________

☐ Enclosed please find my check in the amount of $ __________________

☐ Please contact me regarding making a donation to the silent auction

Desert AIDS Project is a 501(c)(3) organization. | Tax ID #33-0068583 | Your non-tax-deductible portion is $150 per seat.

Please fax your completed form to 760.656.0940, scan/email to jallen@desertAIDSproject.org or mail to Desert AIDS Project, Attn: John Paul (JP) Allen, 1695 North Sunrise Way, Palm Springs, CA 92262
Desert AIDS Project
Attn: John Paul (JP) Allen
1695 North Sunrise Way
Palm Springs, CA 92262
760.992.0440
760.656.0940 FAX
Email ads to
scads@desertAIDSproject.org

ADVERTISING ARTWORK DEADLINE
DECEMBER 15, 2015

Desert AIDS Project reserves the right to refuse to print and/or display any advertisement.
In the event of any error, the advertiser agrees the maximum liability of D.A.P. shall not exceed the cost of the advertisement.
2016 ADVERTISING RATES & SUBMISSION GUIDELINES

Your advertisement will appear in the color printed program (2000 Count) which is distributed to every paid guest, sponsor, volunteer, and members of the media. Your ad will also appear on the four large video screens during the dinner at the gala. The entire Gala Program will be published online for one year on the Steve Chase website and the Desert AIDS Project social media pages.

All Steve Chase Gala Program Advertisers will be acknowledged for 2 weeks in the month of January 2016 on Desert AIDS Project’s electronic street sign (corner of Vista Chino and Sunrise).

Ads should be sent at no less than 300 dpi in PDF, JPEG, or TIF formats only. Please provide electronic artwork on disc or vial email. Graphic design services are available upon request for a charge of $50-$75 per ad.

COMPLETE BILLING INFORMATION

FIRST NAME _______________________________________________ LAST NAME _______________________________________________

ORGANIZATION _______________________________________________

BILLING ADDRESS _______________________________________________

CITY __________________________________ STATE __________________________________ ZIP __________________________________

TELEPHONE ___________________________________ FAX __________________________________

EMAIL ___________________________________ □ AMEX □ DISCOVER □ MASTERCARD □ VISA __________________________________

CREDIT CARD NUMBER ___________________________________ EXP DATE __________ CVV CODE __________

□ ARTWORK WILL BE SENT VIA EMAIL
□ ARTWORK WILL BE SENT VIA MAIL ON CD TO BE RECEIVED NO LATER THAN DECEMBER 15, 2015
□ PLEASE CONTACT ME REGARDING PAYMENT INFORMATION

Ads should be sent at no less than 300 dpi in PDF, JPEG, or TIF formats only. Please provide electronic artwork on disc or vial email. Graphic design services are available upon request for a charge of $50-$75 per ad.

PLEASE FAX YOUR COMPLETED FORM TO 760.656.0940, Scan/email to jallen@desertAIDSproject.org

or mail to Desert AIDS Project, Attn: John Paul (JP) Allen, 1695 North Sunrise Way, Palm Springs, CA 92262