



*Strengthening Families.
Ending Child Abuse.*



Blue Ribbon Luncheon

HONORING 45 YEARS OF CHILDREN'S ADVOCACY PARTNERSHIP PROSPECTUS

LUNCHEON CHAIRS: LISA STONE PRITZKER, LARRY BAER & JASON DI PIAZZA

April 19, 2018 | 12:00-1:30 PM | Fairmont Hotel in San Francisco.

We believe every child should grow up safe, protected, and loved.
We're taking a stand to make that a reality. Join us.

Each year, Safe & Sound hosts a luncheon to rally the Bay Area community around a shared mission: prevent child abuse and reduce its devastating impact.

We do this because we believe that together, we can end child abuse in San Francisco and reduce it in neighboring communities. But it's going to take all of us. Everyone — neighbors, coaches, schools, businesses — has a critical role to play in ensuring kids are safe, families are strong, and communities are sound.

Stand with us as we work to make this future a reality. By sponsoring the Blue Ribbon Luncheon you bring us one step closer to a community that is safe for each and every child.

Safe & Sound was formerly known as the San Francisco Child Abuse Prevention Center

Blue Ribbon Luncheon

HONORING 45 YEARS OF CHILDREN'S ADVOCACY

NICHOLAS KRISTOF KEYNOTE SPEAKER



How good do you really have to be, to be christened the reporter's reporter...by other reporters? You have to be Nicholas Kristof – good. After working in France, Kristof began backpacking in Africa and Asia, writing articles to cover his expenses. He's lived on four continents, reported on six, and traveled to more than 150 countries. During his travels, he has caught malaria, experienced wars, confronted warlords, encountered an Indonesian mob carrying heads on pikes, and survived an African airplane crash. Kristof not only managed to survive and press on, he's also won two Pulitzers in the process — advocating human rights and giving a voice, to the voiceless.

In 1990 Kristof and his wife, Sheryl WuDunn, then also a New York Times journalist, became the first husband-wife team to win a Pulitzer Prize for journalism, for their coverage of China's Tiananmen Square democracy movement. Kristof won his second Pulitzer in 2006 for what the judges called

“his graphic, deeply reported columns that, at personal risk, focused attention on genocide in Darfur and that gave voice to the voiceless in other parts of the world.” Kristof and WuDunn have written four best-selling books: *Half the Sky*, *A Path Appears*, *China Wakes*, and *Thunder from the East*. Oprah Winfrey devoted two full programs to their work, and they have been on countless other television programs. In fact, *Half the Sky* and *A Path Appears* each inspired a prime-time PBS documentary series. Archbishop Desmond Tutu dubbed Kristof as “an honorary African” for his reporting on conflicts there, and President Bill Clinton said: “There is no one in journalism, anywhere in the United States at least, who has done anything like the work he has done to figure out how poor people are actually living around the world, and what their potential is.”

After joining The New York Times in 1984, Kristof served as a correspondent in Los Angeles, Hong Kong, Beijing, and Tokyo. He has covered presidential politics, interviewed everyone from President Obama to Iranian President Ahmadinejad, and was the first blogger on The New York Times website. A documentary about him, *Reporter*, executive-produced by Ben Affleck, aired on HBO, and he has more than 3 million fans combined on Twitter, Facebook and Google+. He has won innumerable awards including the Dayton Literary Peace Prize, the Anne Frank Award and the Fred Cuny Award for Prevention of Armed Conflict. He also serves on the board of Harvard University and the Association of American Rhodes Scholars.

“Nicholas Kristof has long been an advocate for vulnerable populations. His life's work has been to illuminate injustices around the world through his words. He gives a voice to those without the ability to speak out for themselves. I cannot wait to hear what he has to say, as children are without question the most vulnerable among us.” —Katie Albright, chief executive officer of Safe & Sound



Strengthening
Families.
Ending Child
Abuse.



Strengthening
Families.
Ending Child
Abuse.

In one year...

\$2.2B

COST INCURRED TO THE BAY AREA
COMMUNITY EACH YEAR FROM
CHILD ABUSE

61,000+

REPORTS OF CHILD ABUSE
MADE IN THE BAY AREA

9,000+

COUNSELING SESSIONS ON OUR
CRISIS & SUPPORT TALK LINE

8,500+

CHILDREN EDUCATED ABOUT
SAFETY BY SAFE & SOUND

Capstone

\$45,000

Access

- Two (2) premier event tables for 10 guests each (20 tickets) & option to buy additional tickets at discount
- Invitation for 20 people to pre-Luncheon VIP reception with Nicholas Kristof
- Intimate breakfast with Nicholas Kristof for 10 guests (morning of Luncheon)

Exposure

BEFORE EVENT

- Event Website:** Capstone sponsor designation with logo & link on safeandsound.org/luncheon
- Invitations:** Capstone sponsor designation (logo) on Luncheon invitations
- Pre-Event Marketing:** Capstone sponsor designation (logo & link) in pre-Luncheon emails
- Pre-Event Marketing:** One (1) 150-character announcement in pre-Luncheon marketing email (free trial of your product, link to thought leadership blog post, etc.) *
- Thought Leadership:** Opportunity to publish one (1) thought leadership post on relevant topic on safeandsound.org/blog before or after the Luncheon *
- Press:** Name recognition in press release & opportunity to include one (1) quote in the release

AT EVENT

- Advertisement:** One (1) full page advertisement in event program
- Onsite Mention:** Verbal thank you from the main stage
- Mainstage Branding:** Sponsor may provide one (1) slide worth of content to be included in the housekeeping slides shown from the main stage *
- Mainstage Branding:** Individual thank you slide with company logo shown from the main stage
- Onsite Signage:** Top logo placement on materials & signage throughout event

AFTER EVENT

- Social Media Exposure:** One (1) custom post from Twitter, Facebook & Instagram accounts *
- Social Media Exposure:** One (1) thank you tweet from Twitter, Facebook & Instagram accounts
- Newsletter Exposure:** One (1) 150-word ad in event follow-up email *
- Thank Yous:** Recognition in thank you letter sent to all event participants

Safe & Sound is happy to discuss other ideas.

* Subject to approval by Safe & Sound

SPONSORSHIPS AVAILABLE: 1

CONTACT: RYAN HAZELTON

ryan.hazelton@safeandsound.org or (415) 213-7404
safeandsound.org/luncheon

Please note: According to the federal tax code, Donor Advised Fund grants can only be used for luncheon sponsorship if you are donating your ticket or table to Safe & Sound and not attend the lunch. If you would like to make a donation to Safe & Sound in addition to the cost of your ticket or table, please contact your wealth advisor for information about the tax treatment.



JOIN US
APRIL 19, 2018

Platinum

\$25,000

Access

- One (1) premier event table for 10 guests (10 tickets) & option to buy additional tickets at discount
- Invitation for 10 people to pre-Luncheon VIP reception with Nicholas Kristof

Exposure

BEFORE EVENT

- **Event Website:** Platinum sponsor designation with logo & link on safeandsound.org/luncheon
- **Invitations:** Sponsor designation (logo) on Luncheon invitations
- **Pre-Event Marketing:** Sponsor designation in pre-Luncheon emails
- **Thought Leadership:** Opportunity to publish one (1) thought leadership post on relevant topic on safeandsound.org/blog before or after the Luncheon *
- **Press:** Name recognition in press release

AT EVENT

- **Advertisement:** One (1) half page advertisement in event program
- **Onsite Mention:** Verbal thank you from the main stage
- **Mainstage Branding:** Individual thank you slide with company logo shown from the main stage
- **Onsite Signage:** Platinum logo designation on materials & signage throughout event

AFTER EVENT

- **Social Media Exposure:** One (1) custom tweet from Twitter, Facebook & Instagram accounts *
- **Social Media Exposure:** One (1) thank you tweet from Twitter, Facebook & Instagram accounts
- **Newsletter Exposure:** One (1) 75-word ad in event follow-up email *

Safe & Sound is happy to discuss other ideas.

* Subject to approval by Safe & Sound

SPONSORSHIPS AVAILABLE: 5

CONTACT: RYAN HAZELTON

ryan.hazelton@safeandsound.org or (415) 213-7404
safeandsound.org/luncheon

Please note: According to the federal tax code, Donor Advised Fund grants can only be used for luncheon sponsorship if you are donating your ticket or table to Safe & Sound and not attend the lunch. If you would like to make a donation to Safe & Sound in addition to the cost of your ticket or table, please contact your wealth advisor for information about the tax treatment.



JOIN US
APRIL 19, 2018

Gold

\$10,000

Access

- One (1) premier event table for 10 guests (10 tickets) & option to buy additional tickets at discount
- Invitation for four (4) people to pre-Luncheon VIP reception with Nicholas Kristof

Exposure

BEFORE EVENT

- Event Website:** Gold sponsor designation with logo & link on safeandsound.org/luncheon
- Invitations:** Name recognition on Luncheon invitations
- Pre-Event Marketing:** Name recognition in pre-Luncheon emails

AT EVENT

- Advertisement:** One (1) quarter page advertisement in event program
- Mainstage Branding:** Company logo included on thank you slide shown from the main stage
- Onsite Signage:** Logo placement on materials & signage throughout event

AFTER EVENT

- Social Media Exposure:** One (1) thank you tweet from Twitter, Facebook & Instagram accounts
- Newsletter Exposure:** One (1) thank you name mention in event follow-up email

SPONSORSHIPS AVAILABLE: 35

CONTACT: RYAN HAZELTON

ryan.hazelton@safeandsound.org or (415) 213-7404
safeandsound.org/luncheon

Please note: According to the federal tax code, Donor Advised Fund grants can only be used for luncheon sponsorship if you are donating your ticket or table to Safe & Sound and not attend the lunch. If you would like to make a donation to Safe & Sound in addition to the cost of your ticket or table, please contact your wealth advisor for information about the tax treatment.



JOIN US
APRIL 19, 2018

Mentor

\$5,000

Access

- One (1) event table for 10 guests (10 tickets)
- Invitation for two (2) people to pre-Luncheon VIP reception with Nicholas Kristof

Exposure

BEFORE EVENT

- **Invitations:** Name recognition on Luncheon invitations
- **Pre-Event Marketing:** Name recognition in pre-Luncheon emails

AT EVENT

- **Advertisement:** One (1) quarter page advertisement in event program
- **Mainstage Branding:** Name recognition in housekeeping slides shown from the main stage
- **Onsite Signage:** Name recognition on event signage

SPONSORSHIPS AVAILABLE: 35

CONTACT: RYAN HAZELTON

ryan.hazelton@safeandsound.org or (415) 213-7404
safeandsound.org/luncheon

Please note: According to the federal tax code, Donor Advised Fund grants can only be used for luncheon sponsorship if you are donating your ticket or table to Safe & Sound and not attend the lunch. If you would like to make a donation to Safe & Sound in addition to the cost of your ticket or table, please contact your wealth advisor for information about the tax treatment.



JOIN US
APRIL 19, 2018