



# The 23rd Annual Youth Advocates of the Year Awards Gala

The Ritz-Carlton, Washington, D.C.  
Thursday, May 23, 2019

## About the Gala

Each year, the Campaign for Tobacco-Free Kids' Youth Advocates of the Year Awards Gala honors the accomplishments of outstanding young leaders and tobacco control champions making a difference in the United States and around the world.

This year, we will present our highest honor, the **Champion Award**, to **Malia Cohen, former President of the San Francisco Board of Supervisors**, in recognition of her role as the driving force behind the city's first-in-the-nation law prohibiting the sale of all flavored tobacco products, including menthol cigarettes, flavored cigars and flavored e-cigarettes. In 2017, Malia introduced the ordinance to ban flavored tobacco products, built a strong coalition to support it and steered the measure to unanimous passage by the Board of Supervisors. When the tobacco industry mounted a nearly \$12 million ballot campaign to overturn the ordinance, then-Supervisor Cohen led the effort to uphold it, resulting in a resounding 69 percent victory in June 2018.

Malia currently serves as Chair and District 2 Member of the California State Board of Equalization (BOE), California's elected tax commission. She represents 10 million constituents from 23 counties, extending from Del Norte County in the north to Santa Barbara County in the south. Elected to the BOE in November 2018, she is the first African-American woman to serve on the Board.

In addition to our youth advocates and Champion Award winner, we will also honor the recipient of the Judy Wilkenfeld Award for International Tobacco Control Excellence, awarded to an exceptional tobacco control advocate from a low or middle-income country.

Join us for an evening of fun and celebration as we reflect back on 2018 – the challenges, the triumphs and the inspirational stories of those pushing our movement forward – and look ahead to continued progress in the fight to protect kids and save lives. We look forward to seeing you on May 23! To learn more about sponsorship opportunities, visit [tfk.org/gala](http://tfk.org/gala) or contact Louella Haymon at (202) 481-9341 or [lhaymon@tobaccofreekids.org](mailto:lhaymon@tobaccofreekids.org).

## About the Campaign for Tobacco-Free Kids

The Campaign for Tobacco-Free Kids is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world. Through strategic communications and policy advocacy campaigns, we promote the adoption of proven solutions that are most effective at reducing tobacco use and save the most lives. In addition, through our youth initiatives, we foster young leaders who are striving to make the next generation tobacco-free. Our vision is a future free from the death and disease caused by tobacco.

In the United States, our work has helped drive smoking rates to record lows. Around the world, we're helping to turn the tide of a global tobacco epidemic that would otherwise kill one billion people this century. But the battle against tobacco is far from over. Tobacco still kills nearly half a million Americans and more than 7 million people worldwide each year. The tobacco industry relentlessly peddles its deadly products, targeting kids and other vulnerable populations. Our remarkable progress shows that we can win the fight against tobacco. The Campaign for Tobacco-Free Kids is unyielding in our resolve and committed to finishing the job. With your support, we will win the fight against the world's number one cause of preventable death.

Created in 1996, the Campaign for Tobacco-Free Kids is a 501(c)(3) non-profit organization that accepts no government or tobacco industry funding. We rely on contributions from individuals, philanthropic foundations, corporations, special events and other non-profit organizations.

**Campaign for Tobacco-Free Kids | [tfk.org/gala](http://tfk.org/gala)  
1400 I St., NW, Suite 1200, Washington, D.C. 20005 | (202) 296-5469 | Fax: (202) 296-5427**



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## Sponsorship Opportunities

Sponsorship Benefits	Luminary \$100,000	Benefactor \$50,000	Advocate \$25,000	Patron \$15,000	Ally \$10,000	Premier \$5,000	Supporter \$2,500
Number of seats	20	15	10	10	8	5	2
<b>Pre-Event Recognition</b>							
Logo on website and in printed materials	●	●	●	●	●		
<b>On-Site Recognition</b>							
Presenting sponsor with customized recognition/perks	●						
Premium wine/beverage service	●	●					
Exclusive audio and visual recognition	●	●	●				
VIP Reception	●	●	●	●			
Listing in program book	●	●	●	●	●	●	●
Program ad	2 full page ads	2 full page ads	1 full page ad	1 full page ad	half page ad	half page ad	
<b>Post-Event Recognition</b>							
Name and logo in post-gala e-newsletter	●	●	●	●	●	●	●

### VIP Reception Sponsor — \$35,000

Each year, the gala opens on a high note with a premium VIP reception. This exclusive sponsorship opportunity includes all the recognition of the Advocate Level *plus* recognition as VIP Reception Sponsor on all gala signage, materials and A/V, on signage at the VIP event, and the opportunity to address the attendees with brief welcoming remarks.

### After Party Sponsor — \$30,000

Close out the night in style as the exclusive sponsor of the gala after party. This sponsorship opportunity includes all the recognition of the Advocate Level *plus* recognition as Gala After Party Sponsor on all gala signage, materials and A/V, on signage at the after party, and in the ceremony's closing remarks with a special thanks to the After Party Sponsor.

**Contact: Louella Haymon, Events Coordinator**  
(202) 481-9341 | LHaymon@TobaccoFreeKids.org

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## Sponsorship Pledge Form

**Name:**

**Company:**

**Mailing Address:**

**Phone:**

**E-mail:**

**Please select a sponsorship level below:**

Luminary (\$100,000)

Advocate (\$25,000)

Ally (\$10,000)

Supporter (\$2,500)

Benefactor (\$50,000)

Patron (\$15,000)

Premier (\$5,000)

VIP Reception Sponsor (\$35,000)

After Party Sponsor (\$30,000)

I am unable to attend, but enclosed \$  
is my tax-deductible contribution.

### Three ways to secure your sponsorship:

# 1

Sign up online and pay with a credit card.

# 2

Fill in the fields above and click the button below to e-mail this form to us. We will contact you to arrange payment.

# 3

Fill in the fields above and click the button below to print this form. You can then mail this form with a check.

For assistance, contact Louella Haymon: LHaymon@TobaccoFreeKids.org or (202) 481-9341

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