



# Tenth Annual WELLNESS GALA

SEPTEMBER 25, 2010

A SPECIAL INVITATION  
TO SPONSORSHIP

**the  
wellness.  
community**<sup>®</sup>  
san francisco bay area  
cancer support, education and hope



## Dear Friends,

We are writing on behalf of The Wellness Community to invite you to become a Sponsor for our Tenth Annual Gala, to be held on Saturday, September 25, 2010 at the Diablo Country Club.

The Wellness Community Gala is a highly prestigious event, attracting key business and community leaders from throughout the Bay Area. By becoming an event sponsor, you are able to demonstrate your commitment to supporting people affected by cancer in our community.

The Wellness Community provides support, education and hope for people with cancer and their caregivers, children and families. Our services enable cancer patients to manage their treatment and recovery as effectively as possible, increase their chances for survival, and provide for a higher quality of life. Over 1,500 people affected by cancer will be served by The Wellness Community San Francisco Bay Area during 2010.

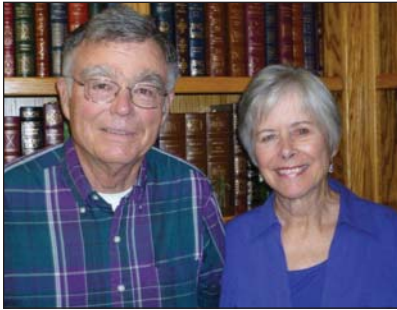
All of our services are always provided free of charge in order to be as accessible as possible to people affected by cancer during their time of need. Thanks to your support, proceeds from the Wellness Gala will underwrite the care for hundreds of cancer patients and their families in the coming year. Thank you so much, and we look forward to seeing you.

Cherié Huillade  
2010 Gala Chair

Isabel Moore  
2010 Gala Co-Chair

Bonnie Waters  
2010 Gala Co-Chair

James Bouquin  
Executive Director



## Linda and Ed Best Wellness Community Honorees

The Wellness Community Award honors an extraordinary community leader who exemplifies our spirit of support, education and hope.

### **The 2010 Wellness Community Honorees are Linda and Ed Best.**

Linda has been at the center of the East Bay's economic vitality and quality of life for several years. She has worked with the Contra Costa Council since 1997, and has served as their President since 2004. With Linda's guidance, the Council has become the region's primary public policy and economic organization, including top business, education, public and non-profit leaders. Linda also serves as Executive Director of the Contra Costa Economic Partnership, and has led that public/private organization since 1997.

Linda is deeply engaged in the East Bay community. She serves on the Board of Directors of STAND Against Domestic Violence, Opportunity Junction and the West Contra Costa Business Development Center. Linda has served on the San Ramon Valley Area Planning Commission, County Planning Commission and United Way Leadership Council, and she is a past member and chair of the Boards of Directors of John Muir Health, the Contra Costa Child Care Council, the DVC Foundation and the Eugene O'Neill Foundation. Among other awards, she has been named Woman of the Year by the San Ramon Chamber of Commerce, received the Women of Achievement Award for Business and Technology from the Contra Costa Times, and was named one of the Most Influential Women in Bay Area Business by the San Francisco Business Times.

Ed also has a remarkable career of public service. He currently serves on the Alamo Municipal Advisory Council, and on the Board of Directors of the Walnut Creek Library Foundation. Ed has served on the Boards of the Museum of the San Ramon Valley, the Family Stress Center, and the Mt. Diablo Silverado Council Boy Scouts of America. He has also served on the Board of Governors of the California Power Exchange, and the Board of Trustees of the San Ramon Valley Unified School District. Ed is an active member of the Stanford University Graduate School of Business Alumni Consulting Organization, and has participated in dozens of pro bono consulting projects to assist nonprofit organizations throughout the San Francisco Bay Area.

Ed and Linda both have undergraduate and masters degrees from Stanford University, and have lived in Alamo since 1973.



## Neil Cohen Shannon McGowan Honoree

The Shannon McGowan Inspiration Award, named after our founder, honors an individual whose dedication and vision has given extraordinary support to The Wellness Community.

### **The 2010 Shannon McGowan Honoree is Neil Cohen.**

Neil has served on The Wellness Community Board of Directors since 2007, and in that role has provided governance and support for the organization. But he is probably best known as “the father of Strike Out Cancer.”

Strike Out Cancer is the largest public awareness and outreach program in our region, sponsored by Genentech and held each year during a San Francisco Giants game at AT&T Park. The event celebrates cancer survivorship, and highlights The Wellness Community and other resources available for people affected by cancer. Concurrent with the program, Genentech provides a major grant to underwrite cancer support services. Over the past seven years, Strike Out Cancer has raised over \$700,000 for The Wellness Community San Francisco Bay Area.

Until recently, Neil served as the Senior Director of Internal Communications at Genentech, a biotechnology company focused on discovering and developing innovative medicines for cancer and other diseases. During his eleven years at Genentech, Neil had responsibility for product and advocacy communications, internal communications and corporate giving, and he launched several programs in addition to Strike Out Cancer.

Prior to his work at Genentech, Neil was with Noonan/Russo Communications, a healthcare public relations agency, responsible for media relations for a number of private and public early-stage biotechnology companies. Neil left Genentech in May 2010 to join eBay as their Senior Director of Internal Communications.

Neil is a graduate of Cornell University. He lives in Redwood City with his wife, Amy.



## Sponsorship Opportunities

### PLATINUM SPONSOR:

- Two premier tables of up to eight guests each at the Gala
- Recognition and honor as Platinum Sponsor in all publications, announcements and on The Wellness Community website
- Full page ad as Platinum Sponsor in the Gala program
- Prestige and year-round recognition as a 2010 Corporate Leadership Sponsor at Wellness Community events throughout the year
- Acknowledgement as a major sponsor in our Wellness Connection newsletter and Annual Report, mailed to over 7,000 companies and individuals
- Exclusive access to the VIP Reception and other Gala activities

### GOLD SPONSORS: \$10,000

- One premier table of up to eight guests each at the Gala
- Corporate logo and major sponsor recognition on the website
- Full page ad in the Gala program
- Recognition on Gala signage and during the event program
- Acknowledgement as a major sponsor in our Wellness Connection newsletter and Annual Report
- Exclusive access to the VIP Reception and other Gala activities

### SILVER SPONSORS: \$5,000

- One premier table of up to eight guests each at the Gala
- Major sponsor recognition on the website
- Ad in the Gala program
- Recognition on Gala signage and during the event program
- Acknowledgement as a major sponsor in our Wellness Connection newsletter and Annual Report
- Exclusive access to the VIP Reception and other Gala activities

### BRONZE SPONSORS: \$2,500

- One preferred table of up to eight guests each at the Gala
- Major sponsor recognition on the website
- Recognition in the Gala program
- Recognition on Gala signage and during the event program
- Acknowledgement as a major sponsor in our Wellness Connection newsletter and Annual Report

### PATRONS: \$1,000

- Recognition in the Gala program
- Recognition during the event program
- Acknowledgement in The Wellness Community Annual Report



## 2010 Wellness Gala

### SPONSORSHIP PROGRAM:

- Gold Sponsor            \$10,000
- Silver Sponsor            \$5,000
- Bronze Sponsor            \$2,500
- Patron                      \$1,000
- Ticket                      \$300      Quantity: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- Payment enclosed**
- Please send me an invoice**
- Credit card payment**

MC Number: \_\_\_\_\_ Exp. Date (mm/yy): \_\_\_\_/\_\_\_\_

or

Visa Number: \_\_\_\_\_ Exp. Date (mm/yy): \_\_\_\_/\_\_\_\_

### **Tenth Annual Wellness Gala, September 25, 2010**

Thank you for your support!

Please fax this form to 925.933.0249, or mail to The Wellness Community,  
3276 McNutt Avenue, Walnut Creek CA 94597.

For more information, please contact Amy Alanes or Jim Bouquin at 925.933.0107.