

AN EVENING OF ENTERTAINMENT
AND HOPE FOR THE FUTURE
THAT YOU WON'T WANT TO MISS!!



THE 18TH
ANNUAL
Steve Chase

HUMANITARIAN AWARDS

SATURDAY, FEBRUARY 11, 2012

at the **Palm Springs** Convention Center



Hosted by
Joan Rivers



Featuring Performances
by
Queen Latifah



**Wynonna
Judd**



**Megan
Mullally**



**David
Burnham**



PRESENTED BY



Integrated Wealth Management

September 2, 2011

THE 18TH
ANNUAL
Steve Chase
HUMANITARIAN AWARDS

Dear Friend,

We are honored and excited to return as your Co-Chairs of the 18th Annual Steve Chase Humanitarian Awards Gala on Saturday, February 11, 2012 at the Palm Springs Convention Center. Last year's gala would not have been nearly as spectacular if we had not had the support and sponsorship of people like you who helped us raise \$1.35 million to benefit Desert AIDS Project's continuing work for those whose lives are impacted by HIV/AIDS.

Because "the Steve Chase" has such an incredible legacy of fundraising and stellar entertainment, we knew we had a big challenge ahead of us for 2012. We cornered our friends, leaned on business associates, and pressed our entertainment contacts because in these economic times, it's more important than ever to deliver an extraordinary event benefitting the clients of Desert AIDS Project.

We believe the hard work and determination of our passionate Gala Committee has achieved something truly special. We are proud to announce a magical evening of stars, entertainers and honorees from stage and screen including Joan Rivers, Queen Latifah, Wynonna Judd, Megan Mullally, Peter Gallagher, and Broadway star David Burnham. Perhaps lesser-known but equally as impressive is Hydeia Broadbent, born with HIV and an AIDS activist since age 12. Rounding out the evening will be local honorees Karolee Sowle, CEO of Desert Regional Medical Center, and Father Andrew Green, rector of St. Paul in the Desert Episcopal Church and a D.A.P. board member from 1993-2011.

Continuing budget cuts to HIV/AIDS programs make the fundraising and awareness-building work of this gala more important than ever. Each year, this signature event makes a significant contribution to D.A.P.'s \$12.3 million annual budget, so your support is critical and truly needed.

Since 1984, Desert AIDS Project has been here in our community, providing care, prevention, and advocacy services for those who need a helping hand. Won't you please help D.A.P. continue this essential work? Thank you!

Until there's a cure...

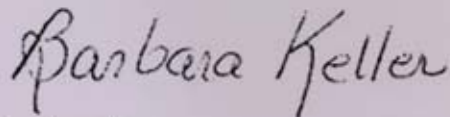
Jim Casey
CO-CHAIR

Steve Chase Humanitarian Awards



Barbara Keller
CO-CHAIR

Steve Chase Humanitarian Awards



Desert AIDS Project 1695 North Sunrise Way, Palm Springs California 92262 • (760) 323-2118

IN THIS FOURTH DECADE OF
FIGHTING HIV AND AIDS,
HELP US SPREAD A MESSAGE OF HOPE
THAT ONE DAY... AIDS WILL BE OVER!

**Thank you for helping us to “Think Globally,
Act Locally” in treating HIV/AIDS in our Community!**

Desert AIDS Project has earned a national reputation as a one-of-a-kind AIDS service organization. With an 11,000 square mile service area – roughly the size of the state of Massachusetts – some clients travel from as far away as Blythe on the Arizona border, as well as from the cities, towns and rural areas of San Bernardino, Riverside and Imperial Counties.



Stitch in Time members show some of their handiwork



Andy Linsky was also founder of our Partners for Life donor program



Harold Matzner gifted the Serenity Garden to our clients



Our busy Wells Fargo HIV Health Center



World AIDS Day



Remembering some who have passed from AIDS



Desert AIDS Project

MEETS ITS MISSIONS BY PROVIDING:

CARE

- Medical care at clinics in Palm Springs and San Bernardino
- Dental care at Riverside County's only HIV-specialty dental clinic in Palm Springs
- Nurse/social worker home health care services
- Case management in Palm Springs & Indio
- Social services, including:
 - Food
 - Housing
 - Transportation
- Community Center with educational and social programs, a computer lab, and much more
- Wellness programs, including yoga and eastern medicine alternatives

- Individual and group mental health services, including substance abuse counseling
- In-house lab services, pharmacy, and County benefits counselors

PREVENTION

- Free and confidential HIV testing, five days a week, in convenient locations community-wide
- Risk-reduction with newly diagnosed, to reduce the spread of HIV

ADVOCACY

- AIDS drugs and medical assistance through on-site County benefits counselors
- Client Advocacy Committee



State budget protest when \$85 million in AIDS funding was lost statewide



2011 Red Carpet



Actor Michael Weatherly with gala co-chairs Barbara Keller and Jim Casey



Barry Manilow is named Silver Anniversary Community Service Award winner



Award Sponsor Annette Bloch with David Brinkman, CEO of D.A.P.



Beauty queens ... and George Hamilton



RENT cast members perform



Liza Minnelli, 2007 Arts & Activism Award winner



Pauley Perrette, 2011 Arts & Activism Award winner



Jamie Kabler and Award Sponsor Helene Galen



Four-time Tony Award winner Audra McDonald

PHOTO CREDIT: Photos by Maile Klein

ALL ABOUT THE

THE 18TH
ANNUAL

Steve Chase

HUMANITARIAN AWARDS

FOR 18 YEARS, **THE STEVE CHASE** HUMANITARIAN AWARDS GALA HAS RAISED MILLIONS OF DOLLARS FOR DIRECT CLIENT SERVICES AT DESERT AIDS PROJECT. WITH GOVERNMENT FUNDING SHRINKING FROM THE STATE OF CALIFORNIA AND UNDER THREAT FROM THE FEDERAL RYAN WHITE CARE ACT, D.A.P. NEEDS YOUR HELP MORE THAN EVER BEFORE TO PROVIDE ESSENTIAL SERVICES, WHILE HELPING TO CURB THE FURTHER SPREAD OF HIV.

First organized by and named for famed interior designer Steve Chase, these galas are a highlight of the desert community's social season!

Just a few of the honorees, award presenters, and entertainers in the past years have included Ann-Margret, Diahann Carroll, Carol Channing, Kristen Chenoweth, Joan Collins, George Hamilton, Tom Hanks, Senator Ted Kennedy, Patti LaBelle, Angela Lansbury, Judith Light, Shirley MaClaine, Bob Mackie, Barry Manilow, Liza Minnelli, Prof. Luc Montagnier, Pauley Perrette, Debbie Reynolds, Archbishop Desmond Tutu, & 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, FIGHTING HIV & AIDS.

Help us spread a message of hope that one day...AIDS will be over!



AS A 2012 SPONSOR, YOU'LL RECEIVE THESE BENEFITS!

*Joan Collins & George Hamilton, hosts of the 2011 Steve Chase Humanitarian Awards
with Jim Casey, President & CEO of Integrated Wealth Management*

PINNACLE SPONSOR (\$125 k)

- 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
- 15 tickets to Kick-Off Reception
- 15 tickets to Friday Celebrity cocktail reception
- Logo placement on website and event signage

PRODUCING SPONSOR (\$50 k)

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

MAJOR or AWARD SPONSOR (\$25 k)

- Name/Company listed as Major/Award Sponsor
- Two preferred table of 10
- Name listed in all 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

STAR SPONSOR (\$15 k)

- Name/Company listed as Star Sponsor
- One preferred table of 10
- Name listed in all 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

SUPPORTING SPONSOR (\$10 k)

- Name/Company listed as Supporting Sponsor
- One preferred table of 10
- Name listed in all promotional materials
- Name listed on ballroom projection screens
- Half page ad in gala program
- 6 tickets to Kick-Off reception
- 6 tickets to Friday Celebrity cocktail reception
- Name listed on website and event signage

BENEFACTOR SPONSOR (\$5 k)

- Name/Company listed as Benefactor Sponsor
- Preferred seating for 4
- Name listed in SCHA promotional materials
- Name listed on ballroom projection screens
- Business card ad in gala program
- 4 tickets to Kick-Off reception
- 4 tickets to Friday Celebrity cocktail reception
- Name listed on website and event signage

PATRON SPONSOR (\$1k)

- Name/Company listed as Patron Sponsor
- One seat at your preferred table
- Name listed in SCHA promotional materials
- Name listed on ballroom projection screens
- Acknowledgement in gala program
- 1 ticket to VIP cocktail reception

As presenting sponsor
four years running,
this year is sure to sizzle.



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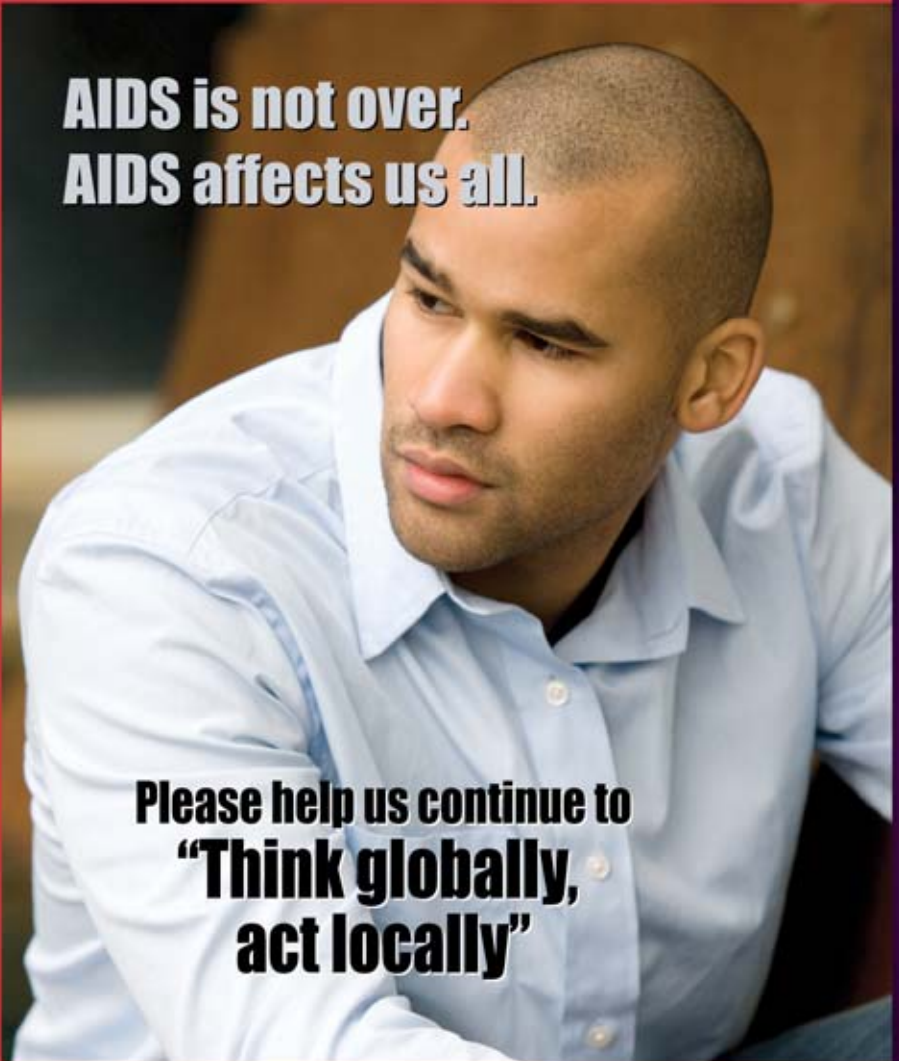
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Integrated Wealth Management, Inc. is a Registered Investment Adviser.



Desert AIDS Project: Serving our community for 27 years



**AIDS is not over.
AIDS affects us all.**

**Please help us continue to
“Think globally,
act locally”**

Every 12 seconds, someone contracts HIV. Every 16 seconds another person dies from AIDS. Worldwide, more than 33 million people are living with HIV or AIDS.

Care – From medical and dental care to a variety of social services, we currently serve more than 2,300 clients. D.A.P. takes a holistic approach to their care by fighting stigma and isolation.

Prevention – The rate of HIV infection in the Coachella Valley is more than four times the national average. We must continue to educate the 40,000 Californians who are HIV-positive but not aware of it, to eliminate as many new infections as we can.

Advocacy – We work with local, state, and federal legislators to make sure our clients’ needs are heard. We continue to call for a national AIDS strategy.



**Desert
AIDS
Project**

care :: prevention :: advocacy

Until there’s a cure ...

760-323-2118 desertaidproject.org

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Co-Chair

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