



THE 24TH ANNUAL
STEVE CHASE
HUMANITARIAN AWARDS

FEBRUARY 10 PALM SPRINGS CONVENTION CENTER



PLEASE
HELP TO
CREATE AN
AIDS-FREE
FUTURE



Desert
AIDS
Project

care :: prevention :: advocacy

THE 24TH ANNUAL STEVE CHASE HUMANITARIAN AWARDS



**U.S. SENATOR
BARBARA BOXER**



PATRICK JORDAN



LAURI KIBBY

FROM THE 2018
STEVE CHASE HUMANITARIAN AWARDS CO-HOSTS

WELCOME!

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.

For 24 years, the Steve Chase Humanitarian Awards gala has raised millions of dollars for direct client services at Desert AIDS Project. With government funding fluctuating and vulnerable, 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 — also a D.A.P. donor, volunteer, and board member — 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, Annette Bloch, Diahann Carroll, Carol Channing, Kristin 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.

THIS SHOW MUST GO ON!



Some of the biggest and brightest names in entertainment and philanthropy have graced the **Steve Chase Humanitarian Awards** stage; each one sharing their amazing light, love, generosity and talent to raise vital funds for Desert AIDS Project.

WE THANK YOU!

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**BY ATTENDING THE 24TH ANNUAL
STEVE CHASE HUMANITARIAN AWARDS,
YOU'RE HELPING TO MAKE
HEALTH HAPPEN IN THE
COACHELLA VALLEY.**

Your compassionate support empowers Desert AIDS Project to think globally and act locally. By joining us at the Steve Chase, you join us in our commitment to 90-90-90, the bold strategy set forth by the Joint United Nations Programme on HIV and AIDS (UNAIDS) to end the AIDS epidemic by 2020.

BY 2020, 90% OF ALL PEOPLE LIVING WITH HIV WILL KNOW THEIR HIV STATUS.

People can carry the HIV virus for years and not know it. The only way to know if you have HIV is to get tested. Your support enables D.A.P.'s Get Tested Coachella Valley program to provide free and confidential HIV testing at hundreds of community events and dozens of test sites - from health fairs and food banks to Walgreens and D.A.P.'s sexual health clinic, The DOCK.

BY 2020, 90% OF ALL PEOPLE WITH DIAGNOSED HIV INFECTION WILL RECEIVE SUSTAINED ANTIRETROVIRAL THERAPY.

When someone with HIV is on the appropriate medications, they become 96% less infectious to others. Thanks to your attendance at this and other fundraising events, Desert AIDS Project ensures that newly-diagnosed HIV positive patients receive the medications they need to survive and thrive, and regular follow-ups to safeguard their well-being. Our Patient Assistance Program secures critical HIV and other medications at reduced cost.

BY 2020, 90% OF ALL PEOPLE RECEIVING ANTIRETROVIRAL THERAPY WILL HAVE VIRAL SUPPRESSION.

To suppress the virus to an undetectable level, an individual must start on medication as early as possible and stay on it for a lifetime. This can be challenging when facing other serious challenges. That's the driving force behind D.A.P. Total Care -- our comprehensive combination of health and wellness services that we uniquely tailor to each individual - including medical, dental, mental health, social services, support groups, substance abuse counseling, and much more - all conveniently provided under one roof at our Palm Springs location.

Thank you for attending the 24th Annual Steve Chase Humanitarian Awards, for sharing our commitment to this bold strategy, and for becoming our partner in reaching the end of the epidemic.

Your generous support enables Desert AIDS Project's dedicated team of medical and social service professionals to serve more than 4,200 individuals. Together with you, we're enhancing their health and wellness, and that of our entire community.



ROSS MATHEWS

HOST

Everybody loves Ross! He's appeared on television as part of the "E! Red Carpet" team, as "Ross the Intern" on "The Tonight Show", as a round-table panelist on "Chelsea Lately", as a judge on "RuPaul's Drag Race" and as a correspondent on "Hollywood Today Live". His hilarious book, "Man Up! Tales of My Delusional Self-Confidence" is in stores!



EN VOGUE
HEADLINER

Grammy nominated hitmakers. Hit albums "Born To Sing" and "Funky Divas", hit singles "Hold On", "My Lovin' (You're Never Gonna Get It)", "Giving Him Something He Can Feel", "Free Your Mind", and "Whatta Man" with Salt-n-Pepa.



THELMA HOUSTON
AFTER-PARTY

You've seen her on "American Idol," "The View," "America's Got Talent," and many more. Aside from her powerhouse voice, she is known for her dedication to humanitarian causes, including the battle against AIDS, the Human Rights Campaign (HRC) and the Beverly Hills/Hollywood branch of the NAACP. Her legendary smash "Don't Leave me this way" has taken her from Tokyo to Las Vegas to Paris, London and beyond!



SPONSORSHIP

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SPONSORSHIP

PINNACLE SPONSOR \$100k

- 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 the VIP Sponsor Celebrity cocktail reception on Friday
- Logo placement 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)
- Logo listed on ballroom projection screens
- 10 tickets to the VIP Sponsor Celebrity cocktail reception on Friday
- Logo placement on website and event signage

MAJOR & AWARD SPONSOR \$25k

- Name/Company listed as Major or Award Sponsor
- Two preferred tables of 10
- Name listed in promotional materials
- Logo listed on ballroom projection screens
- Full-page ad in gala program
- 8 tickets to the VIP Sponsor Celebrity cocktail reception on Friday
- Name listed on website and event signage

STAR SPONSOR \$15k

- Name/Company listed as Star Sponsor
- One preferred table of 10
- Name listed in promotional materials
- Logo listed on ballroom projection screens
- Full-page ad in gala program
- 8 tickets to the VIP Sponsor Celebrity cocktail reception on Friday
- Name listed on website and event signage



OPPORTUNITIES

SUPPORTING SPONSOR \$10k

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

BENEFACTOR SPONSOR \$5k

- Name/Company listed as Benefactor Sponsor
- Preferred seating for 4
- Name listed in promotional materials
- Name listed on ballroom projection screens
- Business card ad in gala program
- 6 tickets to the VIP Sponsor Celebrity cocktail reception on Friday
- 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 promotional materials
- Name listed on ballroom projection screens
- Acknowledgement in gala program
- 1 ticket to the VIP Sponsor Celebrity cocktail reception on Friday

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 and AIDS**; providing high-quality care to our **4,200 current patients and 50 new clients** who walk through the door every month. Help us spread a message of hope that one day... **AIDS will be over!**

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2018 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 **760.992.0445**

- PINNACLE SPONSOR (\$100,000)
- PRODUCING SPONSOR (\$50,000)
- MAJOR & AWARD SPONSOR (\$25,000)
- STAR SPONSOR (\$15,000)
- SUPPORTING SPONSOR (\$10,000)
- BENEFACTOR SPONSOR (\$5,000)
- PATRON SPONSOR (\$1,000)

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.

To submit your form: **SCAN/EMAIL** to dtucci@desertaidproject.org or
MAIL to Desert AIDS Project, Attn: Darrell Tucci, 1695 North Sunrise Way, Palm Springs, CA 92262

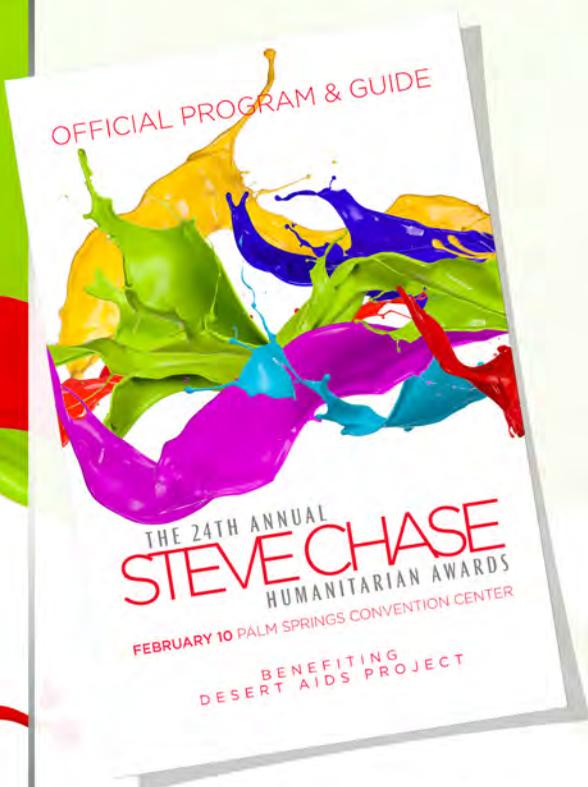
PLEASE CUT, FILL OUT, AND MAIL OR FAX

PLEASE CUT, FILL OUT, AND MAIL OR FAX

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PROGRAM BOOK ADVERTISING



DESERT AIDS PROJECT

Attn: Chris Ruetz
1695 North Sunrise Way Palm Springs, CA 92262
760.656.8450 | 760.656.0940 FAX

Email ads to
cruetz@desertaidproject.org

ADVERTISING ARTWORK DEADLINE

JANUARY 6, 2018

Desert AIDS Project reserves the right to refuse to print and/or display any advertisement.

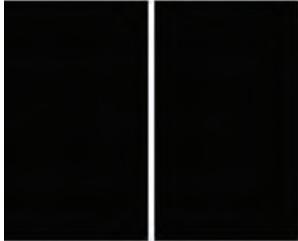
In the event of any error, the advertiser agrees the maximum liability of D.A.P. shall not exceed the cost of the advertisement.

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2018 ADVERTISING RATES & SUBMISSION GUIDELINES

Your advertisement will appear in the color printed program (1,500 Count) which is distributed to guests, sponsors, volunteers, and members of the media. The entire Gala Program will be published online for one year on the Steve Chase website and Desert AIDS Project social media pages.

<input type="checkbox"/> \$1,800  Two Page Spread with Bleed Each Page 5.75" x 8.75" Trim Size 5.5" x 8.5" Live Area 5.25" x 8.25"	<input type="checkbox"/> \$1,000  Full Page with Bleed Art Size 5.75" x 8.75" Trim Size 5.5" x 8.5" Live Area 5.25" x 8.25"	<input type="checkbox"/> \$1,000  Full Page no Bleed Art Size 5" x 8"	<input type="checkbox"/> \$500  1/2 Page no Bleed Art Size 5" x 3.875"	<input type="checkbox"/> \$250  Business Card Art Size 3 1/2" x 2"
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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 JANUARY 6, 2018
- 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 via email.
 Graphic design services are available upon request for a charge of \$50-\$75 per ad.

Please scan/email form to cruetz@desertaidproject.org
or Mail to Desert AIDS Project, Attn: Chris Ruetz, 1695 North Sunrise Way, Palm Springs, CA 92262

PLEASE CUT, FILL OUT, AND MAIL OR FAX



RECOGNITION

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.

D.A.P. has been named among the “Top 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 six consecutive years — achieved by only 7% of all non-profits they rank.

We continue to lead the way in disease prevention with Get Tested Coachella Valley and our clinic for sexually transmitted diseases.

50 new clients walk through our doors each month. Your support helps provide high-quality care to our 4,200 current clients.

HELP US GIVE A VOICE TO THE OFTEN-FORGOTTEN.

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THANK YOU!

DESERT AIDS PROJECT

1695 NORTH SUNRISE WAY PALM SPRINGS, CA 92262 760.323.2118

WWW.DESERTAIDSPROJECT.ORG