



SAN FRANCISCO
BAY AREA

HEP B FREE PRESENTS THE

18TH ANNUAL B A HERO CELEBRATION AND FUNDRAISER GALA



THURSDAY, OCTOBER 23RD, 2025
6:00 PM - 9:00 PM

5TH FLOOR BALLROOM
INTERCONTINENTAL HOTEL
888 HOWARD ST, SAN FRANCISCO, CA

SPONSORSHIP PACKET

SPONSOR LEVELS



Hep B Free Title Presenting Sponsor — \$15,000

- Name and logo featured as a TITLE SPONSOR on all social media, website, other media, and the Gala program booklet
- Name and logo featured on official invitations, on the inside front cover of programs, on press releases, and on printed and electronic promotional materials
- 25 gala tickets



Hep B Free Super Hero Sponsor — \$10,000

- Name and logo featured as a SUPER HERO SPONSOR on all social media, website, other media, and the Gala program booklet
- Name and logo featured on the back cover of programs
- 20 gala tickets



Hep B Free Leader Sponsor — \$5,000

- Name and logo featured as a LEADER SPONSOR on all social media, website, other media, and the Gala program booklet
- Name and logo featured on a full page ad in programs
- 10 gala tickets



Hep B Free Partner Sponsor — \$3,000

- Name and logo featured as a PARTNER SPONSOR on all social media, website, other media, and the Gala program booklet
- Name and logo featured on a half page ad in programs
- 7 gala tickets



Hep B Free Supporter Sponsor — \$2,000

- Name and logo featured as a SUPPORTER SPONSOR on all social media, website, other media, and the Gala program booklet
- 5 gala tickets

SF Hep B Free - Bay Area is a fiscally sponsored project of Community Initiatives

PLEASE MAKE CHECKS PAYABLE TO "COMMUNITY INITIATIVES"

(Reference SF Hep B Free - Bay Area FSP 6192 on the check)

PO Box 45515, San Francisco, CA 94145-0515

WHY HEP B?



1 in 12 Asian American and Pacific Islander adults are chronically infected with hepatitis B.



2 out of 3 people who have hepatitis B don't know they have it.



1 in 4 people chronically infected with unmanaged hepatitis B will develop liver cancer or liver disease.

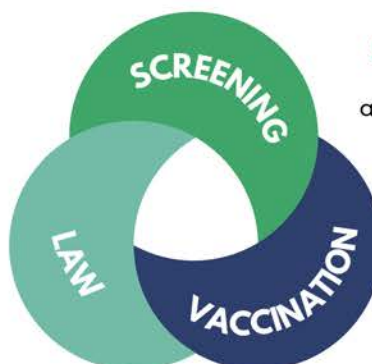


Hepatitis B is the **leading cause of liver cancer** in the entire world.



Over **81,000** people in the Bay Area alone are estimated to have chronic hepatitis B.

LAW — California law requires hepatitis B and hepatitis C tests to be offered in primary care settings.



SCREENING — The CDC recommends universal adult hepatitis B screening.

VACCINATION — The CDC recommends near universal hepatitis B vaccination.

THE HEP B TRIFECTA

There is no cure for hepatitis B, but there does exist **EFFECTIVE TREATMENT** that can **PREVENT** serious illness related to hepatitis B.

Your sponsorship makes our education and screening possible, getting us one monumental step closer to winning the fight against hepatitis B and liver cancer.

ABOUT US

OUR MISSION

Our mission is to increase awareness and education about hepatitis B within the community and among health care providers, to improve the standards of care around affordable testing and vaccination following CDC recommendations and California law, and provide linkage to care for chronically affected individuals.

OUR MAJOR ACHIEVEMENTS

- **Education and Screening:** Screened over **27,500** people and educated over **2,750,000** people through radio, billboards, TV, bus ads, and direct contact
 - Nearly **50%** of those screened were unprotected and would benefit from vaccination
- **Physician Education:** Held dozens of education sessions with over **1,670** physicians pledging to screen their at-risk patients for hepatitis B
- **Business Partnerships:** Worked with over **1,500** businesses and **3,000** employees as part of the Business Initiative to educate hard-to-reach APIs
- **Wide-Scale Education:** Broadcasted hundreds of ethnic media commercials/PSAs and created public health awareness campaigns and a nationally-recognized, city-wide billboard campaign "*Which One Deserves to Die?*"
- **Health Partnerships:** Partnered with major healthcare groups in San Francisco and San Mateo
- **Legislation:** Successfully lobbied the California legislature to dedicate **\$8 million** across **3 years** to adult chronic hepatitis B demonstration projects in California

WHY WE DO WHAT WE DO

The San Francisco Bay Area has one of the highest rates of liver cancer in the nation, likely due to the large Asian Pacific Islander (API) population and their high incidence of chronic hepatitis B infection. There was a huge need for a public health awareness campaign. Thus, SF Hep B Free was born.

SF Hep B Free—now "Hep B Free"—has made a lasting impact on hepatitis B and liver cancer awareness. By bringing together local stakeholders including government, healthcare, business, media, and advocacy groups, Hep B Free created a model for **effective grassroots education, increased community screening, and compelling health advocacy.**

2024-2025 ACHIEVEMENTS

- Organization rebranding to "Hep B Free" to signify our commitment to creating a hep B free community everywhere
- Launched a major Hep B Free collaboration project that will support regional hepatitis B awareness organizations across the US over the next 2 years
- Significant media attention and press coverage, including articles with the New Yorker, the San Francisco Chronicle and SF Public Press
- Held over **100** events, directly educating over **3,500** and screening over **300**

CURRENT PROJECTS

- Supportive collaborations starting with Hep B Free LA and Hep B Free Arizona
- Planning 2026 California Hep B Free Summit
- Adding hepatitis B to UCSF ECHO program
- Working on Blueprint Project aimed at reducing barriers to healthcare systems looking to improve hepatitis B screening, vaccination, and linkage to care
- Creating more Living with Hep B YouTube videos to fight the stigma around the disease

[Click here to check out the New Yorker article!](#)

[Click here to check out the SF Chronicle article!](#)

SPONSOR FORM



SPONSOR CONTACT INFORMATION

COMPANY/ORGANIZATION: _____

CONTACT NAME: _____

MAILING ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

TELEPHONE: _____

EMAIL: _____

HOW WOULD YOU LIKE TO BE LISTED ON MATERIALS AND SOCIAL MEDIA, AND THE GALA BOOKLET? _____

SPONSORSHIP LEVEL

Hep B Free Title Presenting Sponsor _____

Hep B Free Super Hero Sponsor _____

Hep B Free Leader Sponsor _____

Hep B Free Partner Sponsor _____

Hep B Free Supporter Sponsor _____

Other _____

PAYMENT INFORMATION

CHECK (preferred)

☐

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(Reference SF Hep B Free - Bay Area FSP 6192 on the check)
PO Box 45515, San Francisco, CA 94145-0515

WIRE TRANSFER

☐

Please email richard.so@sfhepbfree-bayarea.org for details if
you would like to do a wire transfer.

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AT&T



AND OUR 2024 HEP B COMMUNITY LEADERS

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