

SPONSORSHIP OPPORTUNITIES



THE CHASE MASQUERADE

dap DAP Health

COME ADORNED.
LEAVE TRANSFORMED.

THE STEVE CHASE HUMANITARIAN AWARDS

THE PALM SPRINGS CONVENTION CENTER 20 FEB 2027
DAPHealth.org/TheChase

THE CHASE

PROVEN VISIBILITY. REAL IMPACT.

The Chase is one of DAP Health's signature fundraising events and one of the desert's most visible philanthropic experiences. For sponsors, it offers more than event-night recognition — it creates a multi-channel platform for brand visibility, community leadership, and meaningful impact.

In 2026, **The Chase** delivered record-setting results through a coordinated campaign spanning digital, broadcast, radio, print, email, earned media, and on-site experiences.

2026 RESULTS

4.28M+ total impressions

654K+ earned media impressions delivering trusted visibility that paid media alone cannot buy

1.29M+ value-added partner impressions through strategic media partnerships

1,141 tickets sold

57 sponsors secured, with 72 total including in-kind partners

SPONSORSHIP THAT PERFORMS BEYOND THE EVENT

Campaign Visibility

Sponsors are seen across broadcast TV, radio, digital advertising, print, email, and event-day channels.

Trusted Storytelling

Earned media and mission-driven content position sponsors as partners in community leadership and health care access.

Premium Event Recognition

On-site branding, video placements, audience acknowledgment, VIP experiences, and step-and-repeat visibility create memorable moments with high-value audiences.

In 2026, Presenting Sponsor **Desert Care Network** received **4.28M+** impressions through integrated placements, demonstrating what's possible when sponsorship is activated strategically and aligned with a mission that matters.

MEDIA PARTNERSHIPS THAT MULTIPLY VALUE

One of **The Chase**'s greatest strengths is its established media ecosystem. Through trusted local and regional partners, sponsors benefit from expanded visibility, repeated exposure, and added credibility across channels audiences already know and trust.

In 2026, sponsor-supported media partnerships helped extend **The Chase** campaign far beyond the ballroom, increasing exposure while creating stronger return on sponsor investment.

MEDIA PARTNERSHIPS THAT PERFORM

The Chase campaign benefits from trusted media and community partners that help amplify sponsor visibility through:

- Broadcast, radio, digital, print, email, and earned media channels
- Value-added placements that expand reach without increasing sponsor cost
- Respected outlets with established local and regional audiences
- Repeated exposure before, during, and after the event

2026 media partners and promotional channels included NBC Palm Springs, The Desert Sun/Local iQ, KGAY, Palm Springs Life, the Palm Springs Chamber of Commerce, and other trusted regional platforms.

THE RIGHT AUDIENCE. THE RIGHT MOMENT.

The Chase connects sponsors with one of the region's most valuable philanthropic audiences, including:

- Civic and philanthropic leaders
- Business owners and decision-makers
- High-net-worth donors and supporters
- Loyal media consumers engaged with premium lifestyle, cultural, and community content

In 2026, **The Chase** sold **1,141 tickets** and secured **72 total sponsors**, demonstrating strong audience demand, sponsor confidence, and community investment in DAP Health's mission.

For sponsors, this means more than impressions. **It means visibility with influence.**

EARLY COMMITMENT CREATES GREATER VALUE

Sponsors who commit early may benefit from:

- Longer campaign exposure across digital, broadcast, radio, print, email, and event communications
- Stronger placement opportunities before premium inventory is fully allocated
- Greater integration into campaign storytelling and earned media opportunities
- Earlier association with one of the region's most visible philanthropic events

THE BOTTOM LINE

Sponsoring **The Chase** gives partners more than placement. It gives them a platform to be seen, trusted, and recognized as champions for health care access and meaningful community impact.

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20 FEB 2027

DAPHealth.org/TheChase

TIERED SPONSORSHIP OPPORTUNITIES

Platinum Sponsor \$100,000

- Event brand presence: choice of name or brand logo acknowledged and displayed on stage, and name listed on premium event multimedia.
- Three (3) VIP tables
- Customization available upon discussion based on sponsor interest.

Producing Sponsor \$50,000

- Event brand presence: name acknowledged and displayed on stage, and name listed on event multimedia.
- Two (2) VIP tables
- Customization available upon discussion based on sponsor interest.

Major Sponsor \$25,000

- Event brand presence: name acknowledged from stage and listed in select event multimedia.
- Two (2) VIP tables

Star Sponsor \$12,500

- Event brand presence: name listed in select event multimedia.
- One (1) VIP table

Benefactor Sponsor \$10,000

- Event brand presence: name listed in select event multimedia.
- Six (6) VIP tickets

Patron Sponsor \$6,000

- Event brand presence: name listed in select event multimedia.
- Four (4) VIP tickets

All sponsor names will appear in select communications, promotional materials, and digital spaces unless otherwise noted.

Confirmed sponsorships must be finalized by October 15 for inclusion in the printed invitation

Any sponsorship confirmed after that date will be listed in other event materials.

*DAP Health reserves the right to approve or reject nominees that do not align with its mission or values.



The Steve Chase Humanitarian Awards February 20, 2027 | Palm Springs Convention Center

2027 Sponsorship Reply Form

- | | |
|---|--|
| ☐ Platinum Sponsor \$100,000 | ☐ Star Sponsor \$12,500 |
| ☐ Producing Sponsor \$50,000 | ☐ Benefactor Sponsor \$10,000 |
| ☐ Major Sponsor \$25,000 | ☐ Patron Sponsor \$6,000 |

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

DAP Health is a 501(c)(3) organization | Tax ID #33-0068583

Please email DAPGiving@DAPHealth.org for more information.

To submit your form, please: SCAN/EMAIL to DAPGiving@DAPHealth.org or MAIL to
DAP Health, Attn: Olen Collins, 1695 North Sunrise Way, Palm Springs, CA 92262



WE CAN'T WAIT TO SEE YOU AT THE
MASQUERADE

DAPHealth 1695 North Sunrise Way Palm Springs, CA 92262 www.DAPHealth.org

