



SAN FRANCISCO
GENERAL HOSPITAL
FOUNDATION



Hearts in SF— The Future of Healing

How We Heal:
Through Art.
Through Innovation.
Through Exceptional Care.

Hearts in SF is San Francisco General Hospital Foundation's premier annual fundraising gala, bringing together civic leaders, philanthropists, business executives, health care innovators, artists, and community champions to invest in the future of healing at Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG).

An Unforgettable Evening

Join us for Hearts in SF on Thursday, February 11, 2027, at The Conservatory at One Sansome for an elegant evening featuring a cocktail reception, seated dinner, inspiring stories of impact, distinguished honorees, live entertainment, the auction of the iconic Hearts in SF sculptures, and admission to Hearts After Dark.



For more than 20 years, San Franciscans have come together to celebrate the compassion, innovation, and resilience that define our city. Collectively raising over \$45M since 2004, Hearts in SF is vital to our city's health and resiliency, ushering in philanthropic support that makes exceptional patient care, groundbreaking research, and innovative programs possible. Together, we are ensuring that ZSFG — our city's public hospital and global beacon of public health — can continue delivering world-class care to every person who walks through its doors.

Hearts in SF has welcomed some of California's most influential leaders, including Speaker Emerita **Nancy Pelosi**; Governor **Gavin Newsom** and First Partner **Jennifer Siebel Newsom**; U.S. Secretary of Health and Human Services **Xavier Becerra**; Lt. Governor **Eleni Kounalakis**; and San Francisco Mayors **Daniel Lurie**, **London Breed**, **Ed Lee**, and **Willie Brown**.

Become a Sponsor

Sponsoring Hearts in SF is an opportunity to demonstrate your commitment to the health and well-being of our community while aligning your organization with one of San Francisco's premier philanthropic events.

Sponsors enjoy benefits such as premier event recognition, reserved seating, and exclusive engagement opportunities. With a variety of sponsorship levels available, individuals and organizations can choose the level of support that best aligns with their philanthropic and marketing goals. Together, we can shape the future of healing.

To learn more about sponsorship opportunities visit heartsinsf.org or contact Elaine Robertson, Director of Events, at erobertson@sfgghf.org.

ZSFG BY THE NUMBERS

- **Nearly 75,000** emergency visits each year
- **More than 1,200** babies delivered annually
- **San Francisco's only 24/7** psychiatric emergency services
- **1 in 4** patient families experiences housing insecurity
- **1 in 6** patient families experiences food insecurity



HEARTS IN SF

Thursday, February 11, 2027
The Conservatory at One Sansome
San Francisco

Event sponsorship is an investment in equitable care and trauma services for anyone in need, ensuring that Zuckerberg San Francisco General Hospital and Trauma Center remains a national leader in exceptional public health.

Maryam and Oran Muduroglu, Event Chairs
Lucy Kornblith, MD, FACS, Corporate Chair
Kim Meredith, CEO, San Francisco General Hospital Foundation

SPONSORSHIP TIERS

PRESENTING - \$200,000

BENEFITS AND OPPORTUNITIES

- Ownership of a specially commissioned Hearts in SF sculpture (any size*), meet-and-greet with your artist, installation, and reveal ceremony. Artist and design to be mutually agreed upon with SFGHF
- Up to three tables for 10 at Hearts in SF
- Premium Hearts in SF dinner seating with Foundation CEO or VIP guest
- Complimentary Hearts in SF valet parking for all guests
- VIP access and reserved seating at Hearts After Dark late-night event for Hearts in SF guests, plus 20 additional guests (up to 50 people total)
- Access to online photo gallery for Hearts in SF and Hearts After Dark
- Private tour of ZSFG (up to three guests) with Foundation CEO
- Opportunity for one of ZSFG's subject matter experts to host an Innovations in Public Health event at your workplace or personal gathering

RECOGNITION

- Naming rights for Hearts in SF, a premier gala welcoming more than 350 guests
- Full-page inside cover name/logo sponsor recognition in the event program
- Name/logo designation on press releases, Hearts in SF, and Hearts After Dark, as

well as on all event materials, including press release, event invitation, event program, event website, and day-of-event closing credits

- Feature in SFGHF monthly e-newsletter
- Recognition on sfghf.org

The estimated fair market value of goods and services is \$22,850. This value may change depending on the size of Hearts in SF sculpture selected and number of tables indicated will be filled.

HEALTH CARE HERO - \$150,000

BENEFITS AND OPPORTUNITIES

- Ownership of a specially commissioned Hearts in SF sculpture (any size*), meet-and-greet with your artist, installation, and reveal ceremony. Artist and design to be mutually agreed upon with SFGHF
- Up to three tables for 10 at Hearts in SF
- Premium Hearts in SF dinner seating with Foundation CEO or VIP guest
- Complimentary Hearts in SF valet parking for all guests
- VIP access and reserved seating at Hearts After Dark late-night event for Hearts in SF guests, plus 20 additional guests (up to 50 people total)
- Access to online photo gallery for Hearts in SF and Hearts After Dark
- Private tour of ZSFG (up to three guests) with Foundation CEO
- Opportunity for one of ZSFG's subject matter experts to host an Innovations in Public Health event at your workplace or personal gathering

RECOGNITION

- Naming rights for Hearts After Dark, a late-night party welcoming up to 500 guests
- Full-page inside cover name/logo sponsor recognition in the event program
- Name/logo designation on press releases, Hearts in SF, and Hearts After Dark, as well as on all event materials, including press release, event invitation, event program, event website, and day-of-event closing credits
- Feature in SFGHF monthly e-newsletter
- Recognition on sfghf.org

The estimated fair market value of goods and services is \$22,850. This value may change depending on the size of Hearts in SF sculpture selected and number of tables indicated will be filled.

PUBLIC HEALTH CHAMPION – \$100,000

BENEFITS AND OPPORTUNITIES

- Ownership of a Hearts in SF sculpture (any size*, based on availability), meet-and-greet with your artist, installation, and reveal ceremony
- Two tables for 10 at Hearts in SF
- Premium Hearts in SF dinner seating with Foundation leadership or VIP guest
- Complimentary Hearts in SF valet parking for all guests
- VIP access and reserved seating at Hearts After Dark for all guests, plus 20 additional guests (up to 40 people total)
- Access to online photo gallery for Hearts in SF and Hearts After Dark
- Private tour of ZSFG (up to three guests) with Foundation CEO

RECOGNITION

- Name/logo sponsorship recognition of the closed captioning provided throughout the evening's program
- Full-page name/logo recognition in the event program
- Name/logo recognition on all event materials, including press release, event invitation, event program, event website, and day-of-event closing credits
- Feature in SFGHF monthly e-newsletter
- Recognition on sfghf.org

The estimated fair market value of goods and services is \$18,600. TThis value may change depending on the size of Hearts in SF sculpture selected and number of tables indicated will be filled.

EQUITY ADVOCATE – \$50,000

BENEFITS AND OPPORTUNITIES

- Ownership of a Hearts in SF sculpture (Table Top or Mini size only* based on availability), meet-and-greet with your artist, installation, and reveal ceremony
- Table for 10 at Hearts in SF
- Preferred Hearts in SF dinner seating with Foundation leadership
- Complimentary Hearts in SF valet parking for all guests
- VIP access to Hearts After Dark for all guests, plus 20 additional guests (up to 30 people total)
- Access to online photo gallery for Hearts in SF and Hearts After Dark
- Private tour of ZSFG (up to three guests) with Foundation CEO

RECOGNITION

- Half-page name/logo recognition in the event program
- Name/logo recognition on all event materials, including press release, event invitation, event program, event website, and day-of-event closing credits
- Feature in SFGHF monthly e-newsletter
- Recognition on sfghf.org

The estimated fair market value of goods and services is \$8,250. This value may change depending on the size of Hearts in SF sculpture selected.

HOSPITAL PARTNER – \$25,000

BENEFITS AND OPPORTUNITIES

- Table for 10 at Hearts in SF
- Reserved Hearts in SF dinner seating
- Complimentary Hearts in SF valet parking for all guests
- VIP access to Hearts After Dark for all guests, plus 10 additional guests (up to 20 people total)
- Private tour of ZSFG (up to three guests) with Foundation CEO
- Access to online photo gallery for Hearts in SF and Hearts After Dark

RECOGNITION

- Name/logo recognition on all event materials, including event invitation, event program, event website, and day-of event closing credits
- Recognition on sfghf.org

The estimated fair market value of goods and services is \$4,750.

COMMUNITY SUPPORTER – \$10,000

BENEFITS AND OPPORTUNITIES

- Four tickets to Hearts in SF
- Reserved dinner seating
- Complimentary Hearts in SF valet parking
- VIP access to Hearts After Dark for all guests, plus 6 additional guests (up to 10 people total)
- Access to online photo gallery for Hearts in SF and Hearts After Dark

RECOGNITION

- Name recognition on all event materials, including event invitation, event program, event website, and day-of event closing credits

- Recognition on sfghf.org

The estimated fair market value of goods and services is \$2,000.

INDIVIDUAL TICKET – \$1,500

BENEFITS AND OPPORTUNITIES

- Reserved dinner seating at Hearts in SF
- Complimentary Hearts in SF valet parking
- Admission to Hearts After Dark

The estimated fair market value of goods and services is \$425.

PARTNER WITH US

As a sponsor of Hearts in SF, you are investing in equity and innovation at ZSFG while connecting with a growing community of supporters committed to healthier futures for San Francisco.

In 2026 alone, news of Hearts in SF and its generous sponsors reached:

- Nearly 10,000 supporters through print and digital invitations
- 8,000 supporters through email campaigns
- 144,000 social media users
- 8,000 website visitors
- 575 donors through direct mail

And the message of our mission to support exceptional health care for the nearly 1 in 8 San Franciscans who rely on ZSFG each year was seen:

- On billboards in busy corridors
- In publications such as the San Francisco Business Times, Nob Hill Gazette, and San Francisco Magazine
- In news clips from all major channels and digital publications in the Bay Area

Should you have questions, please visit heartinsf.org or contact Elaine Robertson at erobertson@sfghf.org.