



12TH ANNUAL NIGHT OF HOPE GALA

DISCO BALL

DELTA MARRIOTT HOTEL | 10.23.2021



OUR MISSION IS SIMPLE.

SAVE LIVES AND CELEBRATE LIFE. **EVERY SINGLE DAY.**

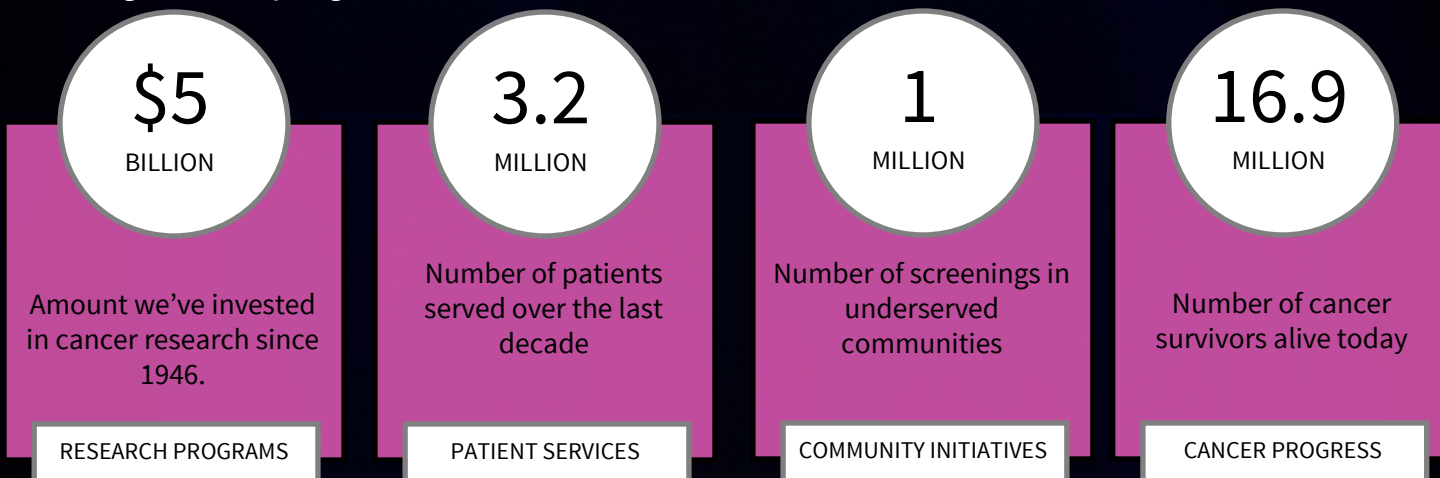
The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Progress in the war against cancer has triggered a 22% decline in U.S. deaths over the past two decades, but we can't stop there. Over 1.7 million new cancer cases are expected to be diagnosed in the United States in 2019, and more than 606,000 Americans will lose their battle - that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

Today we ask you to join us as a united force against all cancers through your participation in the 12th annual Night of Hope Gala Disco Ball on October 23rd, 2021 in Everett. This disco themed, one of a kind gala promises to be a night you'll never forget with live and silent auctions, extraordinary dinner, lively entertainment and late-night dancing .

GENEROSITY KEEPS US GOING

Over the past 100 years, the American Cancer Society has been working relentlessly to end cancer. We're not there yet, but with the help of our donors, we've made some incredible progress. Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline. Rides to treatment. This is far from a complete list, but it makes one thing clear. When it comes to cancer, we are the only organization attacking from every angle.



PARTNERING FOR GOOD

WHY BECOME AN EVENT SPONSOR?

- Positioning yourself as a partner of the American Cancer Society — the largest and most respected voluntary health organization in the United States — will bolster your company's reputation and demonstrate your commitment to serving the community.
- 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- Our brand helps to clearly identify our organization, set it apart from other organizations and ultimately create relationships with our communities.
- The American Cancer Society has a 98 percent recognition rate among Americans. No other health organization has a higher rating.
- Americans believe cancer is the single most important health problem they face.
- Approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 595,000 Americans will lose their battle. That's more than 1,600 people a day. You can help us move one step closer to a world free from the pain and suffering of cancer by celebrating with us at the Night of Hope Gala Disco Ball.



Number of
screening we've
contributed to in
underserved




SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$15,000

This premier sponsorship opportunity is the only one that ensures your company name is alongside the Night of Hope Gala name every time it is written or mentioned. This largest and most visible sponsorship will draw attention to your company's leading role in the fight against cancer. Benefits include:

- Two premium tables for six or at home dinner option for twelve guests
- Twelve VIP party tickets or twelve gift boxes delivered to guests
- Presenting naming rights
- Four pre-event storytelling opportunities on our social media pages
- Speaking opportunity during gala program (in person or virtually)
- Opportunity to play 60-second vignette during gala, provided by company
- Two-page ad in the digital event program, provided by company
- Large logo placement on event collateral: Auction bid cards (co-branded with ACS), Program inside cover, Slide show and projection screens, Sponsor appreciation signage
- Rights to promote sponsorship in company materials (Society to provide images)
- Large logo on all digital promotional materials prior to the gala : Digital Save the Date (if sponsorship confirmed prior to April 23rd, 2021), Digital Invitation (if sponsorship confirmed prior to August 6, 2021)
- Opportunity for ACS to host an in person or virtual lunch and learn at your workplace to engage employees further with ACS
- Invitation to the annual Legacy and Leadership event honoring ACS funded researchers in the Seattle area

Number of screening
we've contributed to in
underserved
communities since 2011.



SPONSORSHIP OPPORTUNITIES

KEYNOTE SPEAKER | \$10,000

Each year, the American Cancer Society invites a notable guest to the Night of Hope Gala to share an inspiring story of challenge and adversity– and how it was conquered. Benefits include:

- Company designee invited on stage or virtually to introduce the keynote speaker
- Company logo displayed in the digital event program next to speaker's biography
- One premium table for six with branded signage or at home dinner option for six guests
- Speaking opportunity night of event (in-person or virtually)
- Medium company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

PHOTO BACKDROP | \$10,000

Want your company's logo featured at the center of the excitement? Our guests will all have their photos taken with a backdrop featuring your logo alongside the American Cancer Society. Benefits include:

- Company logo on step and repeat backdrop at event or social media branded frames for at home guests
- One premium table for six with branded signage or at home dinner option for six guests
- Speaking opportunity night of event (in person or virtually)
- Medium company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book



SPONSORSHIP OPPORTUNITIES

VIP PARTY | \$7,500

Our top-tier supporters and their guests begin their Night of Hope Gala experience with a private VIP party. The party is an exclusive opportunity for your company representatives to network with the event's most distinguished guests. Benefits include:

- VIP party gift boxes featuring company logo
- Company logo featured on all digital invitations to VIP party guests
- One premium table for six with branded signage or at home dinner options for six guests
- Six VIP party tickets or six gift boxes delivered to guests
- Speaking opportunity during VIP party (in-person or virtually)
- Medium company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

CENTERPIECE | \$5,000

Have your logo in front of the eyes of every guest all night as part of the centerpiece! Your sponsorship will allow the American Cancer Society to create an atmosphere of high-end sophistication, helping us raise more money for our mission. Benefits include:

- Branded recognition on each centerpiece*
- One premium table for six with branded signage or at home dinner option for six guests
- Social media and e-newsletter highlight
- Small company logo on digital event invitations
- Company logo on website, event slideshow, and digital program book

* if an in-person event cannot be held we will add a mutually agreed upon virtual benefit



SPONSORSHIP OPPORTUNITIES

SILENT AUCTION | \$5,000

The Silent Auction at the Night of Hope Gala is a draw for all guests. Your company name will be prominently featured on materials used to make this key activity a success. Benefits include:

- Branded recognition near the silent auction and on digital auction pages
- Opportunity to provide branded pens and/or clipboards for the silent auction
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

BEVERAGE | \$5,000

Showcase your company with branding at the place where guests flock to in droves– the bar! Benefits include:

- Prominently displayed company logo near the bar areas*
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

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SPONSORSHIP OPPORTUNITIES

GOLDEN TICKET | \$3,000

The Night of Hope Gala features a popular game of chance for guests to participate in as one of our fun games of giving. The winner will receive a highly sought-after prize! Benefits include:

- Company logo printed on all golden tickets*
- Company logo displayed in digital program next to golden ticket information
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

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DESSERT DASH | \$3,000

What better way to treat our guests than to be featured as our dessert dash sponsor! Guests will bid to see which table gets to pick their delicious dessert first. Benefits include:

- Company logo printed on all dessert dash forms*
- Company logo displayed near dessert dash station
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

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CHAMPAGNE TOAST | \$3,000

What better way to kick off the main event than to offer the opening champagne toast from the main stage to all our guests. Benefits include:

- Corporate designee invited on stage or virtually to deliver the champagne toast
- One premium table for six with branded signage or at home dinner option for six guests
- Social media and e-newsletter highlight
- Small company logo on digital event invitations
- Company logo on website, event slideshow, and program book



SPONSORSHIP OPPORTUNITIES

STAGE AND ENTERTAINMENT | \$2,500

The stage is where all the magic happens at the Night of Hope Gala. Have your company's logo featured on our main stage where all guests will be watching all night long! Benefits include:

- Branded recognition near the main stage
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Company logo on website, event slideshow, and digital program book

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BALLOON POP | \$2,500

Help our guests have a popping good time by sponsoring this super fun game that gives guests a chance to pop a balloon and win a mystery gift card valued at \$25 or more. Benefits include:

- Company logo displayed near balloon pop game
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Company logo on website, event slideshow, and digital program book

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WINE RING TOSS | \$2,500

All our guests will be testing their game skills at the highly popular wine ring toss! Guests will have three chances to throw a ring on a bottle of wine valued at \$20 or more. Benefits include:

- Company logo displayed near wine ring toss game
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo on digital event invitations
- Company logo on website, event slideshow, and digital program book

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SPONSORSHIP OPPORTUNITIES

HEADS OR TAILS | \$2,500

Get all our guests on their feet with this popular game of chance. Guests will either choose heads or tails and our auctioneer will flip a coin until a final guests is standing and can claim a valuable prize! Benefits include:

- Company logo displayed in digital program next to heads or tails information
- One premium table for six with branded signage or at home dinner option for six guests
- Small company logo printed on digital event invitations
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, and digital program book

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DISCO BALL | \$500

A huge hit last year, we are offering company's the opportunity to have their logo on a medium sized disco ball displayed at the event. Benefits include:

- Company logo printed on medium disco ball
- Two tickets to the event or at home dinner option for two guests
- Recognition in digital event program as Disco Ball Sponsor

* if an in-person event cannot be held we will add a mutually agreed upon virtual benefit

For more information on Sponsorships Opportunities, please contact:

American Cancer Society
Hannah Sladek
Hannah.Sladek@cancer.org
425.404.2194

SPONSORSHIP COMMITMENT FORM

Business Name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Contact Name: _____

Telephone Number (business): _____

Email: _____

COMMITMENT LEVELS

- | | | |
|--|--|---|
| <input type="checkbox"/> \$15,000 - Presenting | <input type="checkbox"/> \$5,000 - Silent Auction | <input type="checkbox"/> \$2,500 - Balloon Pop |
| <input type="checkbox"/> \$10,000 - Keynote | <input type="checkbox"/> \$5,000 - Beverage | <input type="checkbox"/> \$2,500 - Ring Toss |
| <input type="checkbox"/> \$10,000 - Photo Backdrop | <input type="checkbox"/> \$3,000 - Golden Ticket | <input type="checkbox"/> \$2,500 - Heads or Tails |
| <input type="checkbox"/> \$7,500 - VIP Party | <input type="checkbox"/> \$3,000 - Champagne Toast | <input type="checkbox"/> \$500- Disco Ball |
| <input type="checkbox"/> \$5,000 - Centerpiece | <input type="checkbox"/> \$2,500 - Stage | |

METHOD OF PATMENT

- ☐ Enclosed is my sponsorship check (made payable to the American Cancer Society) in the amount of \$ _____
- ☐ Charge \$ _____ to my credit card (please print clearly)
- ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Cardholder Name: _____

Billing Address: _____

Card Number: _____ Exp Date: _____ CVV Code: _____

Sponsor Signature: _____ Date: _____



12TH ANNUAL NIGHT OF HOPE GALA

THANK
YOU

