



AMERICAN CANCER SOCIETY PRESENTS

*Celebration of Life*  
**HOPE GROWS**  
IN ORANGE COUNTY



SPONSORSHIP  
OPPORTUNITIES

**SATURDAY, SEPTEMBER 30, 2017**  
KIA MOTORS, IRVINE CALIFORNIA | 6 P.M.



## WE ARE A UNITED FORCE AGAINST ALL CANCERS.

Cancer is a worthy opponent. It has a formidable nature, a resourceful manner, and a destructive appetite. But cancer will never have what we have...humanity. Humanity made up of courage, determination, innovation, and generosity.

When you become a part of our events, you commit to helping patients and caregivers with treatment programs, lifesaving research, medical studies, and vital one-on-one support and information.

**Together**, our corporate partners and the American Cancer Society share a strong presence in our communities and are vital to those we serve. This proposal aims to align your community philanthropic interests with the mission of the Society in order to help free our families, friends, and neighbors from the pain and suffering of cancer.

## IT'S SIMPLE. WHEN YOU TAKE PART, YOU SAVE LIVES.

# JOIN US.

Be a part of the American Cancer Society's signature gala in Orange County, at this year's Celebration of Life Gala hosted at KIA Motors Inc. in Irvine.

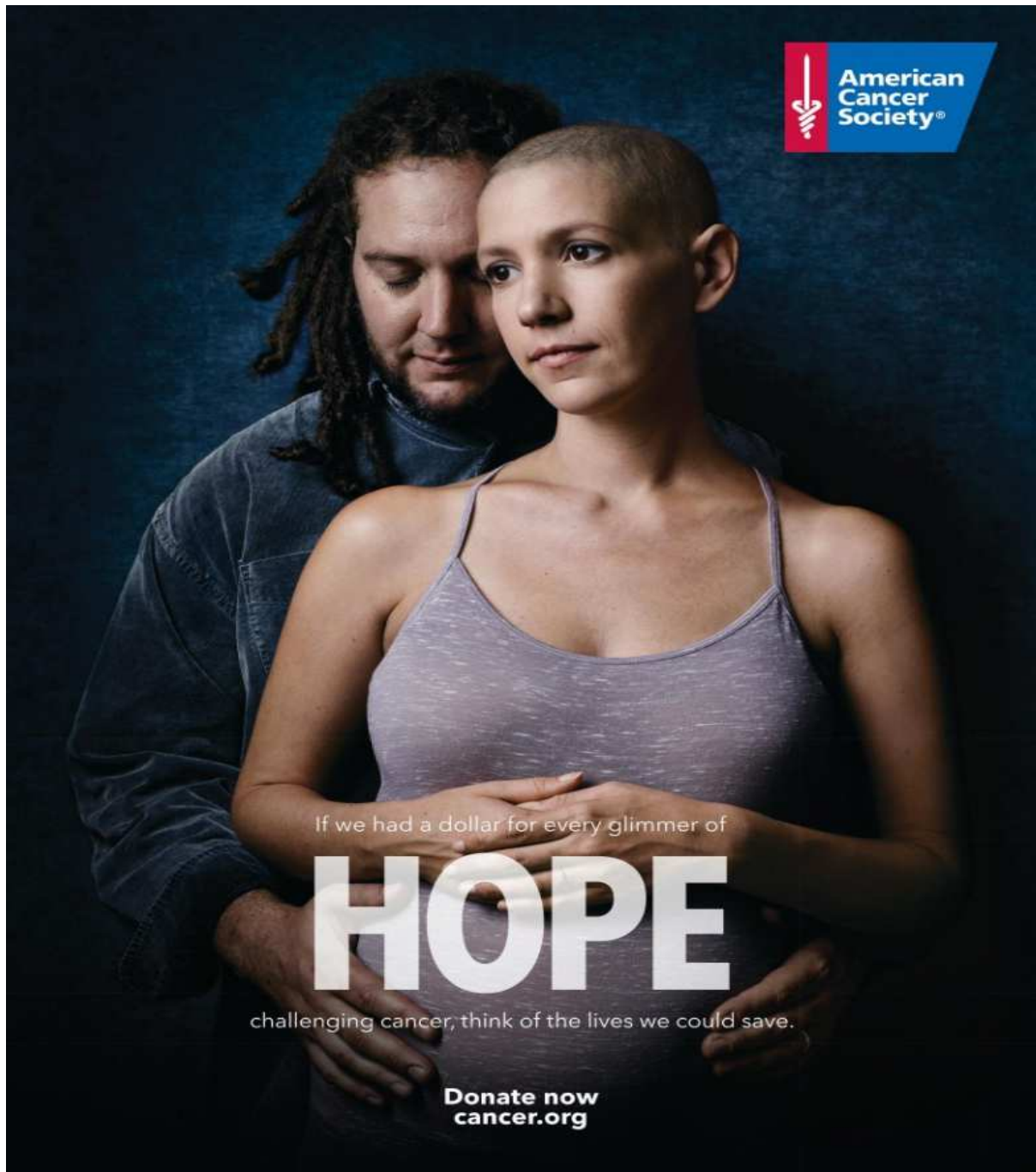
This unique evening is a celebration of the advances made in cancer treatment and prevention programs and an opportunity to raise needed funds for the mission of the American Cancer Society.

## DATE AND LOCATION

September 30, 2017  
KIA Motors Inc. Irvine CA

## EVENT FEATURES

Awards will be presented to a corporate and medical honoree within the Orange County Community. Guests dine and mingle, entertained by music, and live and silent auctions.



# THANK YOU 2016 SPONSORS

PRESENTING SPONSOR:



ASSOCIATE SPONSORS:



Ambry Genetics™



HYUNDAI Cancer Institute



CHOC Children's.

World Beat  
Endowment Fund



UC Irvine Health

TABLE SPONSORS:



BioComm Network

breastlink 

CITY NATIONAL BANK

The way up.™



FREEMAN  
REALTY  
COMPANY

JPMORGAN CHASE & CO.

*Fairmont*  
NEWPORT BEACH

GIBSON DUNN

Think No Pink

KAISER PERMANENTE.  thrive

WELLS  
FARGO

Snell & Wilmer  
LAW OFFICES

ST. JOHN

MEDIA SPONSORS:

Sun  newspapers

THE ORANGE COUNTY  
REGISTER

# SPONSORSHIP OPPORTUNITIES

**Title Sponsor (one available)**

**\$50,000**

## **BENEFITS**

### **HOSPITALITY**

- Three tables of 10 (30 seats) with VIP seating by stage at event
- Private waiter service for tables
- Thirty tickets to the VIP Reception, featuring entertainment, hors d'oeuvres and beverages
- Concierge service for event registration and communication

### **EMPLOYEE ENGAGEMENT**

- One reserved seat on the Celebration of Life Board of Ambassadors
- Lunch and learn for staff by ACS prior to event

### **EVENT PRESENCE**

- Event naming rights
- Exclusive speaking opportunity for CEO or designate to welcome guests night of the event
- Onstage recognition announcements at event
- Celebration of Life Sponsorship Award
- Two-page color ad in the Event Program, provided by company
- Large logo placement on event collateral
  - Step and Repeat (co-branded with ACS and other sponsors)
  - Program front cover
  - Slide show and projection screens
  - Informational signage throughout event
  - Sponsor appreciation displays
  - Registration

### **BRAND ALIGNMENT**

- Rights to promote sponsorship in company materials (society to provide images)
- Included as title sponsor in all PR opportunities
- Large logo on all promotional materials prior to the gala
  - Save the Date
  - Invitation
  - 2017 and 2018 Sponsorship Packet
  - 2017 Event Kick-Off invite
- Large logo on the official website homepage and social media pages

## **Presenting Sponsor**

**\$25,000**

### **BENEFITS**

#### **HOSPITALITY**

- Two tables of 10 (20 seats) with premier seating by stage at event
- Private waiter service for tables
- Twenty tickets to the VIP Reception, featuring entertainment, hors d'oeuvres and beverages
- Concierge service for event registration and communication

#### **EMPLOYEE ENGAGEMENT**

- One reserved seat on the Celebration of Life Board of Ambassadors
- Lunch and learn for staff by ACS prior to event

#### **EVENT PRESENCE**

- Onstage recognition announcements at event
- Celebration of Life Sponsorship Award
- Full page color ad in the Event Program, provided by company
- Large logo placement on event collateral
  - Step and Repeat (co-branded with ACS and other sponsors)
  - Slide show and projection screens
  - Sponsor appreciation displays
  - Event program

#### **BRAND ALIGNMENT**

- Rights to promote sponsorship in company materials (society to provide images)
- Included as presenting sponsor in all PR opportunities
- Large logo on all promotional materials prior to the gala
  - Save the Date
  - Invitation
  - 2017 and 2018 Sponsorship Packet
- Large logo on the official website homepage and social media pages

## **Ambassador Sponsor**

**\$10,000**

### **BENEFITS**

#### **HOSPITALITY**

- One table of 12 (12 seats) with premier seating by stage at event
- Twelve tickets to the VIP Reception, featuring entertainment, hors d'oeuvres and beverages
- Concierge service for event registration and communication

#### **EMPLOYEE ENGAGEMENT**

- One reserved seat on the Celebration of Life Board of Ambassadors
- Lunch and learn for staff by ACS prior to event

#### **EVENT PRESENCE**

- Onstage recognition announcements at event
- Celebration of Life Sponsorship Award
- Full page color ad in the Event Program, provided by company
- Large logo placement on event collateral
  - Slide show and projection screens
  - Sponsor appreciation displays
  - Event program

#### **BRAND ALIGNMENT**

- Rights to promote sponsorship in company materials (society to provide images)
- Large logo on all promotional materials prior to the gala
  - Invitation
- 2017 and 2018 Sponsorship Packet
- Large logo on the official website homepage and social media pages

## Associate Sponsor

\$5,000

### **BENEFITS**

#### **HOSPITALITY**

- One table of 10 (10 seats) with priority seating
- Six tickets to the VIP Reception, featuring entertainment, hors d'oeuvres and beverages

#### **EMPLOYEE ENGAGEMENT**

- Lunch and learn for staff by ACS prior to event
- Opportunity to designate employee to join event Sponsorship Circle

#### **EVENT PRESENCE**

- Onstage recognition announcements at event
- Half page color ad in the Event Program, provided by company
- Medium logo placement on event collateral
  - Slide show and projection screens
  - Sponsor appreciation displays
  - Event program

#### **BRAND ALIGNMENT**

- Rights to promote sponsorship in company materials (society to provide images)
- Medium logo on all promotional materials prior to the gala
  - Invitation
- 2017 and 2018 Sponsorship Packet
- Medium logo on the official website homepage and social media pages

## Table Sponsor

\$2,500

### **BENEFITS**

#### **HOSPITALITY**

- One table of 10 (10 seats)
- Two tickets to the VIP Reception, featuring entertainment, hors d'oeuvres and beverages

#### **EMPLOYEE ENGAGEMENT**

- Opportunity to designate employee to join event Sponsorship Circle

#### **EVENT PRESENCE**

- Company name recognition in the Event Program

#### **BRAND ALIGNMENT**

- Rights to promote sponsorship in company materials (society to provide images)

## Patron Sponsor

\$1,000

### **BENEFITS**

#### **HOSPITALITY**

- Two preferred seats

**PLEASE NOTE:** The deadline for inclusion in the printed save-the-date card is March 31, 2017, the deadline for the printed invitation is July 14, 2017, and the deadline for the event program is August 14, 2017.

# UNDERWRITING OPPORTUNITIES\*

## **Dinner/Catering, \$15,000 –**

- Verbal recognition during the event
- Half-page color ad in the Event Program, provided by company
- Signage at each table with logo—a high-visibility brand presence to our more than 350 guests
- Logo on sponsor appreciation displays

## **Entertainment, \$10,000 –**

- Verbal recognition during the event
- Half-page color ad in the Event Program, provided by company
- Logo on sponsor appreciation displays

## **VIP Reception, \$10,000 –**

- Verbal recognition during the event
- Logo featured on VIP Reception digital invitation
- Half-page color ad in the Event Program, provided by company
- Logo on sponsor appreciation displays

## **Décor, \$5,000 –**

- Company/donor logo on table numbers at each table—a high-visibility brand presence to our more than 350 guests
- Quarter page color ad in the Event Program, provided by company
- Logo on sponsor appreciation displays

## **Photography, \$2,500 –**

- Quarter page color ad in the Event Program, provided by company
- Logo on sponsor appreciation displays

## **Wine & Spirits, \$2,500 or in kind-**

- Company/donor logo featured on signage displayed near bars at the event
- Quarter page color ad in the Event Program, provided by company
- Logo on sponsor appreciation displays

## **Guest Departure Favors, \$1,000 –**

- Company/donor logo on bags/gifts for all attendees to take home

## **Registration/Checkout Station, \$1,000 –**

- Company/donor logo on signage displayed at Registration and Checkout

\*Underwriting commitments do not include seating or other tax-deductible benefits for the Celebration of Life gala. Underwriting commitments can be made payable to the American Cancer Society, or they can be paid directly to the vendor.

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## A TRUSTED PARTNER



Highly trusted source of cancer information\*



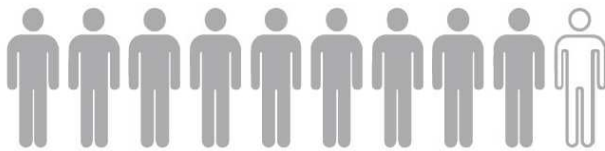
Most highly valued nonprofit brand\*\*



Most relevant to consumer\*\*



Best brand image\*\*



More than **9 in 10** people recognize our brand\*



**1 in 2** consider the Society to be the leader in the fight against cancer\*\*

\* Every year, the Society answers more than 800,000 requests via phone, email, or online chat. More than 61 million visit cancer.org annually for up-to-date information about cancer in general, or about a diagnosis they or a loved one has received. \*\* 2013 American Cancer Society blinded consumer Brand Tracking study.



SPONSORSHIP OPPORTUNITIES



# American Cancer Society Celebration of Life Gala Sponsorship & Underwriting Commitment Form

Please print legible and exactly as it should appear in all event publications.

Corporation name: \_\_\_\_\_  
Board of Ambassador or contact name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_

## ADDITIONAL CONTACT

Assistant's name: \_\_\_\_\_  
Assistant's phone: \_\_\_\_\_  
Assistant's email: \_\_\_\_\_

### Sponsorships

\_\_\_\_\_ \$50,000 Title Sponsor\*\*  
\_\_\_\_\_ \$25,000 Presenting Sponsor\*\*  
\_\_\_\_\_ \$10,000 Ambassador Sponsor\*\*  
\_\_\_\_\_ \$5,000 Associate Sponsor  
\_\_\_\_\_ \$2,500 Table Sponsor  
\_\_\_\_\_ \$1,000 Patron Sponsor

### Underwriting Opportunities

\_\_\_\_\_ \$15,000 Dinner/Catering  
\_\_\_\_\_ \$10,000 Entertainment  
\_\_\_\_\_ \$10,000 VIP Reception  
\_\_\_\_\_ \$5,000 Décor  
\_\_\_\_\_ \$2,500 Photography  
\_\_\_\_\_ \$2,500 Wine & Spirits

\_\_\_\_\_ \$1,000 Guest Favors  
\_\_\_\_\_ \$1,000 Reg/Checkout

\*All sponsors at \$10,000 and above will be listed as a Board of Ambassadors member.

Enclosed is our check for \$\_\_\_\_\_, made payable to the **American Cancer Society**.

PLEASE CHARGE OUR CREDIT CARD (circle one):

American Express    MasterCard    Visa    Discover  
Total amount to be charged on credit card: \_\_\_\_\_

Name on card: \_\_\_\_\_  
Billing address (if different than above): \_\_\_\_\_  
Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Signature: \_\_\_\_\_

Please fax, mail, or email this form back to the American Cancer Society office using the contact information below.

American Cancer Society, Attn: Celebration of Life, 1940 E. Deere Avenue, Suite 100, Santa Ana, CA 92705

**PLEASE NOTE: The deadline for inclusion in the printed save-the-date card is March 31, 2017, the deadline for the printed invitation is July 14, 2017, and the deadline for the event program is August 14, 2017.**

American Cancer Society, Inc., Federal Tax ID #: **13-1788491**|Your donation may be tax deductible. Please check with your tax advisor. Estimated fair market value of each ticket is \$125. Per IRS regulations, the tax deduction is limited to the excess of the payment over the fair market value.

*The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.*