



AMERICAN CANCER SOCIETY PRESENTS

CHAMPIONS
OF THE
CHALLENGE
➤ GALA ◀

A BLACK AND WHITE CHARITY EVENT

04.10.2021 | 6PM

THE BOWERS MUSEUM

SPONSORSHIP OPPORTUNITIES



GALA COMMITTEE

Roberta and
Tim Tommerson
Vivian Panou
Randy and Anne Moore
Marie-Lou Godinez
Aubree Boul
Grant Freeman
Sanjeev Ganatra
Melanie Jaranilla

Be a part of American Cancer Society's signature gala in Orange County, "Champions of the Challenge Gala" taking place on Saturday, April 10, 2021 at the renowned Bowers Museum in Santa Ana. Over 300 guests will enjoy an exhilarating evening featuring scrumptious cuisine, a dynamic auction, and lively entertainment.

When you become a Champion of ending cancer, you commit to helping the American Cancer Society attack cancer from every angle. With your help, we launch breakthrough research, create empowering resources for people to win the fight against cancer, enable local communities to support those affected, and convene powerful activists to create awareness and impact.

Thanks in part to our efforts, we've seen a 29% decline in the cancer death rate from 1991 to 2017. This includes a 2.2% drop from 2016 to 2017, the largest single-year drop in cancer mortality ever reported. That's 2.3 million deaths prevented! Where you live shouldn't determine if you live. The American Cancer Society fights for every life threatened by every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised. Here's how the society puts your dollars to work:

LOCAL IMPACT

Across Orange County, the American Cancer Society provided the following in 2019:

- Provided more than 4,800 rides to treatment and other cancer-related appointments through our Road to Recovery program
- Provided 609 free (or discounted) hotel stays for patients and their families facing cancer
- Helped more than one thousand Orange County residents through our 24/7 helpline, providing support, information and resources.

CANCER RESEARCH GRANTS

The American Cancer Society provided 91 grants totaling \$49,218,000 (as of August 1, 2019); \$7,618,500 in grant funding in Orange County alone! In California, an estimated 172,040 new cases of cancer will be diagnosed in 2020. Please join us in continuing the fight for a world without cancer and providing these valuable services to Orange County residents in need! For questions or information, please contact Kristyn Grime at kristyn.grime@cancer.org or 714-343-3575.

In this booklet, we have detailed our many support opportunities – sponsorship, underwriting, distinguished guests – and great amenities for you and your company. Through your sponsorship, you will make an important contribution to the drive against cancer. Together we will save lives, celebrate lives, and lead the fight for a world without cancer!

We look forward to seeing you at the Champions of the Challenge Gala in 2021.

Sincerely,
The American Cancer Society's
Orange County Gala Committee

SPONSORSHIP

PRESENTING SPONSOR

\$50,000 (One Available)

- Premier seating for 30 guests
 - Verbal recognition during the program and opportunity for company representative to speak during the program
 - Company/donor name or logo prominently placed on the Gala's save-the-date, invitation, event website and Facebook page, event signage, and all other printed promotional materials, with recognition as Presenting Sponsor
 - Company/donor name or logo placed on the event program cover, with recognition as the Presenting Sponsor
 - Two (2) full-page, color-printed acknowledgments, with premium placement including a centerfold option, in the gala program
 - Recognition as a Presenting Sponsor in all advertising (print, radio and TV PSAs), and press releases, where available
 - Invitation to all exclusive Gala kickoff reception with recognition as Presenting Sponsor
-

PLATINUM SPONSOR

\$30,000

- Premier seating for 30 guests
 - Verbal recognition during the program
 - Company/donor name or logo prominently placed on the Gala's save-the-date, invitation, event website and Facebook page, event signage, and all other printed promotional materials, with recognition as Platinum Sponsor
 - Two (2) full-page, color-printed acknowledgments, in the gala program
 - Recognition as a Platinum Sponsor in all advertising (print, radio and TV PSAs), and press releases, where available
 - Invitation to all exclusive Gala kickoff reception with recognition as Platinum Sponsor
-

GOLD SPONSOR

\$20,000

- Premier seating for 20 guests
 - Verbal recognition during the program
 - Company/donor name or logo on the invitation, event website and Facebook page, event signage, event screens, and all other print materials, with recognition as Gold Sponsor
 - One (1) full-page, color-printed acknowledgment in the gala program
 - Recognition as Gold Sponsor on all print advertising and press releases, where available
 - Invitation to all exclusive Gala kickoff reception
-

SILVER SPONSOR

\$10,000

- Premier seating for 10 guests
- Verbal recognition during the program
- Company/donor name on the invitation, event website and Facebook page, event signage, event screens, and all other print materials, with recognition as Silver Sponsor
- One half-page, color-printed acknowledgment in the Gala's program
- Recognition as Silver Sponsor in all print advertising and press releases, where available
- Invitation to all exclusive Gala kickoff reception

UNDERWRITING OPPORTUNITIES

All underwriters receive name recognition on event screens and in the event program.

SCREENS

\$10,000

Company/donor name or logo recognition on exclusive signage placed on the stage; One full page, color acknowledgment in the program, Two premier Gala tickets

LIGHTING

\$5,000

Company/donor name or logo recognition on exclusive signage placed on the stage; One half-page, color acknowledgment in the program; Two Gala tickets

CENTERPIECE

\$5,000

Company/donor name or logo recognition on exclusive signage; Two Gala tickets

STAGE & PODIUM

\$3,500

Company/donor name or logo recognition on exclusive podium signage; One full-page, color acknowledgment in the program; Two Gala tickets

PRINT

\$3,500

Back-cover, full-page, color acknowledgment in the program; Company/donor name or logo on event signage; Two Gala tickets

ENTERTAINMENT

\$3,000

On stage recognition, Company/donor name or logo recognition on event signage; Two Gala tickets

VALET

\$3,000

Company/donor name or logo recognition on exclusive valet signage, Opportunity to leave company-branded item in each valeted vehicle (with prior item approval); Two Gala tickets

LIVE AUCTION

\$2,500

Company/donor name or logo recognition on the bid paddles used during the live auction; Two Gala tickets

SILENT AUCTION

\$2,000

Company/donor name or logo recognition on the silent auction bid sheets, Company/donor name or logo recognition on exclusive silent auction signage; Two Gala tickets

TRIBUTES

\$1,500

Company/donor name or logo recognition on exclusive tribute signage; Two Gala tickets

REGISTRATION

\$1,500

Company/donor name or logo recognition on exclusive registration signage; One full-page, color acknowledgment in the program; Two Gala tickets

CUSTOMIZABLE UNDERWRITING OPPORTUNITY

We are happy to discuss customizing underwriting opportunities to meet your specific marketing objectives.

SPONSORSHIP

	Presenting Sponsor \$50,000	Platinum Sponsor \$30,000	Gold Sponsor \$20,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000	Table Sponsor \$2,500	Patron Sponsor \$1,500	Companion Sponsor \$1,000
Reserved Seating	30	30	20	10	10	10	4	2
Opportunity for company representative to speak during program	★							
Recognition on gala save-the-date mailed to 1,500+ people	Logo printed on front	★						
Verbal recognition on stage during gala program	★							
Recognition on gala invitations mailed to 1,500+ people	Logo printed on front	★	★	★	★			
Recognition on advertising, where applicable	Prominent	★	★	★	★			
Recognition on event screens and signage at gala	★	★	★	★	★	★	★	★
Recognition on event screens and signage at gala	Prominent	Prominent	Prominent	★	★	★	★	★
Print ads in gala program	Centerfold two full pages and logo on front	Two Full Page Color	Full Page Color	Half Page Color	Quarter Page Black & White	Business Card Size Black & White		Business Card Size

*Commitment and logo needed by February 3, 2021 to be included on invitations.

Deadline for ad submission is March 4, 2021.

Please send all ads to kristyn.grime@cancer.org.



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A BLACK AND WHITE CHARITY EVENT

04.10.2021 | 6PM | THE BOWERS MUSEUM

SPONSORSHIP COMMITMENT FORM

SPONSORSHIP OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> \$50,000 Presenting Sponsor | <input type="checkbox"/> \$5,000 Bronze Sponsor |
| <input type="checkbox"/> \$30,000 Platinum Sponsor | <input type="checkbox"/> \$3,000 Table Sponsor |
| <input type="checkbox"/> \$20,000 Gold Sponsor | <input type="checkbox"/> \$1,500 Patron Sponsor |
| <input type="checkbox"/> \$10,000 Silver Sponsor | <input type="checkbox"/> \$1,000 Companion Sponsor |

UNDERWRITING OPPORTUNITIES

- | | |
|---|---|
| <input type="checkbox"/> \$10,000 Screens | <input type="checkbox"/> \$3,000 Valet |
| <input type="checkbox"/> \$5,000 Lighting | <input type="checkbox"/> \$2,500 Live |
| <input type="checkbox"/> \$5,000 Centerpiece | <input type="checkbox"/> \$2,000 Silent Auction |
| <input type="checkbox"/> \$3,500 Stage and Podium | <input type="checkbox"/> \$1,500 Tributes |
| <input type="checkbox"/> \$3,500 Print | <input type="checkbox"/> \$1,500 Registration & Check Out |
| <input type="checkbox"/> \$3,000 Entertainment | |

EVENT PROGRAM RECOGNITION

- | | |
|---|--|
| <input type="checkbox"/> \$1,000 Inside Cover (Front or Back) | <input type="checkbox"/> \$125 Quarter Page |
| <input type="checkbox"/> \$500 Full Page | <input type="checkbox"/> \$100 Business Card |
| <input type="checkbox"/> \$250 Half Page | |

Name: _____ Email: _____ Phone: _____

Company: _____ Company Address: _____

Business or Individual Name Printed for Recognition: _____

Business or individual name you wish printed for recognition:

- I am unavailable to attend, but I would like to participate as a Sponsor.
(Please mark your desired sponsorship(s) above)
- I would like to make a donation to the American Cancer Society in the amount of \$ _____
in honor of _____ .
- Enclosed is my check, payable to the American Cancer Society, in the amount of \$ _____ .
- Please send me an invoice.
- Please charge \$ _____ to my credit card.

- VISA MasterCard American Express Discover

Cardholder Name: _____ Credit Card Number: _____

Expiration Date: _____

Billing address (if different than above): _____

Signature: _____ Date: _____

Please Return Form To:

American Cancer Society, Attn: Champions of the Challenge Gala,
17310 Red Hill Ave Suite 300, Irvine, CA 92614
or email to kristyn.grime@cancer.org

For more information, contact:

Kristyn Grime | kristyn.grime@cancer.org
714-343-3575 | acsocgala.org



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acsocgala.org
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