History of the Diamond Ball

The 41st Annual Diamond Ball is one of the American Cancer Society’s oldest and most distinguished galas in New Jersey. This Ball is the American Cancer Society’s opportunity to support those who have battled cancer, honor those who have made important contributions to the oncology field and raise funds to provide our critical patient programs and services. Last year’s event united over 350 guests and raised over $250,000. Over the past ten years alone, the Diamond Ball has raised more than $2 million toward the fight against cancer!

With a 40-year history, the Diamond Ball has a tradition of honoring those who have gone above and beyond to help cancer patients and their families fight back against this terrible disease.

Honoring Professionals From:

John Theurer Cancer Center - Hackensack Meridian Health

Valley Health System

Englewood Health

Atlantic Health System

RWJBarnabas Health

Memorial Sloan Kettering

Summit Medical Group
Event Information: 41st Annual Diamond Ball

Event Date: November 22, 2020
Event Location: Westmount Country Club, Woodland Park, NJ

Contact: Denise Buckley, Community Development Manager
7 Ridgedale Avenue, Suite 103, Cedar Knolls, NJ 07927
Email: denise.buckley@cancer.org

WHAT DOES THE MONEY DO? OUR 2018 IMPACT
We’re helping save more lives than ever before, empowering activists, delivering breakthrough research, and so much more.

27% DROP in cancer death rates since 1991
MORE THAN 2.6 MILLION LIVES SAVED

In New Jersey, an estimated 53,260 new cancer cases will be diagnosed in 2019, and 16,000 people are expected to die from the disease. But there is hope. With the support of volunteers, donors, and partners, we are fighting cancer on all fronts – and making a difference!

WE ARE ACTIVISTS
Leading communities and partners for increased awareness and impact

$2 BILLION INCREASE IN MEDICAL RESEARCH FUNDING
ACS CAN volunteers and staff in New Jersey advocated for and Congress approved a $2 billion increase in medical research funding for the National Institutes of Health, including $475 million for the National Cancer Institute in the FY18 budget.

90 VOLUNTEER
advocates from New Jersey attended the state’s Day at the Capitol event to engage with lawmakers and make cancer a priority!

*Thanks in part to the American Cancer Society’s advocacy affiliate, the American Cancer Society Cancer Action Network® (ACS CAN). Read more about ACS CAN’s 2018 Advocacy Accomplishments at acscan.org/accomplishments

WE FUND BREAKTHROUGHS
Funding the best science to find answers that save lives

6 RESEARCH GRANTS INVESTED AT NEW JERSEY INSTITUTIONS
searching to find the causes of and better treatments for cancer, and improve the lives of cancer patients.

$3,100,000 INVESTED IN MULTI-YEAR RESEARCH GRANTS
supporting cutting edge research projects.
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How your financial support impacts our mission

- 79% Mission Program Services
- 21% Supporting Services

1.5 MILLION volunteers – plus staff – driving mission across the globe

New volunteer leadership model – 47 new Area Boards empowering leaders at a local level

WE BUILD COMPASSIONATE COMMUNITIES
Uniting compassionate volunteers and connecting patients to the care they need

- 2,200 NIGHTS IN NEW JERSEY OF FREE OR REDUCED COST LODGING through our Hope Lodge communities or Hotel Partners Program.
- 9,000 RIDES FOR PATIENTS IN NEW JERSEY TO AND FROM CANCER RELATED TREATMENTS through the Road To Recovery® program.
- 9,000 PATIENTS IN NEW JERSEY SERVED with American Cancer Society programs, information, and support services.

WE PROVIDE DIRECTION
Cancer information, answers and hope. Available every minute of every day.

- 36 HOSPITAL AND HEALTH SYSTEM PARTNERS IN NEW JERSEY helping us reach patients and caregivers, and joining us in our mission to attack cancer from every angle.
- RESPONDED TO 27,000 CALLS FROM INDIVIDUALS IN NEW JERSEY WITH CANCER QUESTIONS AND CONCERNS.
Presenting Sponsor

$30,000

Full Promotional Rights & Media Benefits
- Company/Donor name incorporated into event artwork - i.e. 40th Annual Diamond Ball Presented by [Company Name]
- Presenting Sponsor recognition on all promotional materials and invitations
- Exclusive placement on the Outside Back Cover of our Tribute Journal
- Two-page company profile in the Tribute Journal
- Presenting Sponsor recognition in all Diamond Ball press kits and news releases
- Presenting Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage
- Verbal recognition by the Master of Ceremonies
- Presentation of Presenting Sponsor plaque and a brief speaking opportunity or multimedia showcase
- Recognition in night-of video reel
- Top billing on the event Sponsor Board and in the Auction Program

Hospitality Benefits
- Three (3) priority seating tables for a total of thirty (30) guests

Ruby Sponsor

$20,000

Full Promotional Rights & Media Benefits
- Ruby Sponsor recognition on all promotional materials and invitations
- Ruby Sponsor recognition in the Tribute Journal including a prominent Ruby Page
- Ruby Sponsor recognition in all Diamond Ball press kits and news releases
- Ruby Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage
- Verbal recognition by the Master of Ceremonies
- Presentation of Ruby Sponsor plaque
- Recognition in night-of video reel
- Prominent recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits
- Two (2) priority seating tables for twenty (20) guests
Emerald Sponsor $15,000

Full Promotional Rights & Media Benefits
- Emerald Sponsor recognition on all promotional materials and invitations
- Emerald Sponsor recognition in the Tribute Journal including a prominent Ruby Page
- Emerald Sponsor recognition in all Diamond Ball press kits and news releases
- Emerald Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage
- Verbal recognition by the Master of Ceremonies
- Presentation of Emerald Sponsor plaque
- Recognition in night-of video reel
- Prominent recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits
- Two (2) priority seating tables for fifteen (15) guests

Gold Sponsor $10,000

Full Promotional Rights & Media Benefits
- Gold Sponsor recognition on all promotional materials and invitations
- Gold Sponsor recognition in the Tribute Journal including a prominent Gold Page
- Gold Sponsor recognition in all Diamond Ball press kits and news releases
- Gold Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage
- Verbal recognition by the Master of Ceremonies
- Presentation of Gold Sponsor plaque
- Recognition in night-of video reel
- Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits
- One (1) table of twelve (12) guests
Silver Sponsor $7,500

Full Promotional Rights & Media Benefits
- Silver Sponsor recognition on all promotional materials and invitations
- Silver Sponsor recognition in the Tribute Journal including a prominent Silver Page
- Silver Sponsor recognition in all Diamond Ball press kits and news releases
- Silver Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage
- Verbal recognition by the Master of Ceremonies
- Presentation of Silver Sponsor plaque
- Recognition in night-of video reel
- Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits
- One (1) table of ten (10) guests

Bronze Sponsor $5,000

Full Promotional Rights & Media Benefits
- Bronze Sponsor recognition on all promotional materials and invitations
- Bronze Sponsor recognition in the Tribute Journal including a prominent Bronze Page
- Bronze Sponsor recognition in all Diamond Ball press kits and news releases
- Bronze Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage
- Verbal recognition by the Master of Ceremonies
- Recognition in night-of video reel
- Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits
- Complimentary tickets for eight (8) guests
Full Promotional Rights & Media Benefits

- Half Page Ad in the Tribute Journal
- Table Host Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- Recognition in night-of video reel

Hospitality Benefits

- One (1) table for ten (10) guests

Specialty Sponsor Opportunities

All specialty sponsors will receive recognition on the website and night-of video reel.

#1 – $8,000 – Music & Emcee (Exclusive)

- Complimentary tickets for eight (8) guests
- Silver Page advertisement
- Your company logo will be featured on signage near the band, DJ, and podium
- Verbal recognition from the Band Leader and Emcee throughout the evening

#2 – $8,000 – Gala Gift Sponsor (Exclusive)

- Complimentary tickets for eight (8) guests
- Silver Page advertisement
- Your company logo will be featured on each attendee gift

#3 – $7,500 – Centerpiece Sponsor

- Complimentary tickets for eight (8) guests
- Bronze Page advertisement
- Your company logo will be featured on all centerpieces
#4 – $6,000 – Bar Sponsor
Complimentary tickets for six (6) guests
Full Page advertisement
Signage at each bar, your company logo to be featured on cocktail napkins
Option to name the signature cocktail

#5 – $5,000 – Valet Parking
Complimentary tickets for four (4) guests
Half Page Advertisement
Your company logo will be featured on a prominent sign in the car drop off area
Option to provide a hang tag or company product for every car

#6 – $3,500 – Balloon Auction
Complimentary tickets for two (2) guests
Quarter Page Advertisement
Your company logo will be featured on the Balloon Auction Forms on every table
Your company logo will be featured on the video reel during the auction (5 -10 minutes)
Verbal recognition from the Emcee

#7 – $2,500 – Candy Bar
Complimentary tickets for two (2) guests
Business Card Advertisement
Signage at the candy bar
SPONSORSHIP COMMITMENT FORM

Company or Individual Name

Company Contact

Street Address

City, State, Zip

Telephone Number

E-mail Address

Your name or your company name as you would like it to appear on all event materials

Signature & Date

Yes we will support the American Cancer Society by sponsoring the 41st Diamond Ball, as a:

- Presenting Sponsor $30,000
- Silver Sponsor $7,500
- Ruby Sponsor $20,000
- Bronze Sponsor $5,000
- Emerald Sponsor $15,000
- Table Host Sponsor $4,000
- Gold Sponsor $10,000
- Specialty Opportunity # ___ $ ___

- Sorry, we cannot be a sponsor/underwriter this year, but please accept our donation of $______________.

Method of payment:

- Check Enclosed (Made payable to the American Cancer Society) Check # __________________
- Please Invoice (All payments must be received prior to the event)
- Credit Card (Please circle one) Visa MC Discover AMEX

Name on Credit Card: ____________________________

Card #: ____________________________ Expiration Date: ______

- Matching Gift Form Enclosed

Please return this form no later than October 23, 2020 via mail or fax to:

American Cancer Society
ATTN: Denise Buckley
7 Ridgedale Avenue
Cedar Knolls, NJ 07927

Internal Use Only

Date Received: ____________

Payment Amount: ____________