Construction vs. Cancer Las Vegas
February 27, 2021
Your investment can help save lives from cancer.

Every two minutes, a child or adolescent is diagnosed with cancer worldwide.

Impact at a Glance

The American Cancer Society takes a comprehensive approach to combating childhood cancer by funding research and advocating for government policies that include making it easier for all children to get quality care and providing support for patients and their families.

- Advances in the treatment of childhood cancer have saved many lives over recent decades. Yet, there’s been less progress in understanding the causes and prevention of childhood and adolescent cancers.
- Many cancers that occur in children have had substantial improvements in survival. Other types of cancer have seen little progress.

Through your support, you are helping to create a world free from the pain and suffering of cancer by investing in innovative cancer research, providing free information and support, and helping people reduce their cancer risk or find it early when it’s most treatable. Here’s how we save lives, celebrate lives, and lead the fight for a world without cancer:

- Hosted Construction vs Cancer Las Vegas since 2018 which raised over $750,000 and provided childhood cancer patients an opportunity and thrill of “Sitting in the Driver’s Seat”

As of March 2020, we are currently funding 60 childhood cancer research grants totaling more than $34,000,000 throughout the United States

We publish many Childhood Cancer Books that address the needs of children who have been diagnosed with cancer or are dealing with cancer in someone they love.

Our advocacy affiliate, the American Cancer Society Cancer Action Network, joined forces with the Alliance for Childhood Cancer to advocate for the passage of the STAR Act- Childhood Cancer Survivorship, Treatment, Access, and Research (STAR) Act
**Presenting Sponsor | $50,000**

**Rights and Benefits**

Opportunity to engage in co-branding partnership with America’s highly trusted source of cancer information

Opportunity to have an American Cancer Society staff partner at your company office to engage employees in health and wellness opportunities

Rights to promote sponsorship in company materials (Society to provide images)

Opportunity for media interviews prior to and during event

Fifty (50) Early Access Passes for company employees and families

Forty (40) Early Access Passes for a local children’s community organization

**Visibility on Event Day**

Speaking opportunity during the program and verbal recognition from the stage

Promotional space (20x20) at the event (Society provided)

Four (4) co-branded banners (Society provided)

Opportunity to display company banner within promotional space

Opportunity to distribute Society-approved company products or materials

**Brand Recognition**

Company name featured on all collateral, website, and social media platforms

Ie: “Construction vs. Cancer Las Vegas Presented by ________”

Company logo placement on
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (10 posts)
- All print collateral materials
- All event t-shirts (approx. 500)

Post event recognition as Presenting Sponsor
**DIAMOND | $20,000**

**RIGHTS AND BENEFITS**
- Opportunity to engage in co-branding partnership with America’s highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Opportunity for media interviews prior to and during event
- Thirty-five (35) Early Access Passes for company employees and families
- Twenty (20) donated Early Access Passes for a local children’s organization of your choice

**VISIBILITY ON EVENT DAY**
- Speaking opportunity during the program and verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- Two (2) co-branded banners (Society provided)
- Opportunity to display company banner within promotional space
- Opportunity to distribute Society-approved company products or materials

**BRAND RECOGNITION/LOGO PLACEMENT ON**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (4 posts)
- All print collateral materials
- Back of event t-shirts (approx. 500)

**PLATINUM | $10,000**

**RIGHTS AND BENEFITS**
- Opportunity to engage in co-branding partnership with America’s highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Opportunity for media interview (1) during event
- Twenty-five (25) Early Access Passes for company employees and families
- Fifteen (15) donated Early Access Passes for a local children’s organization of your choice

**VISIBILITY ON EVENT DAY**
- Speaking opportunity during the program and verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to display company banner within promotional space
- Opportunity to distribute Society-approved company products or materials

**BRAND RECOGNITION/LOGO PLACEMENT ON**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (3 posts)
- All print collateral materials
- Back of event t-shirts (approx. 500)
### Gold | $5,000

**Rights and Benefits**
- Opportunity to engage in co-branding partnership with America’s highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Twenty (20) Early Access Passes for company employees and families
- Ten (10) donated Early Access Passes for a local children’s organization of your choice

**Visibility on Event Day**
- Verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to distribute Society-approved company products or materials

**Brand Recognition/Company Name Placement On**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)
- Back of event t-shirts (approx. 500)

### Silver | $2,500

**Rights and Benefits**
- Opportunity to engage in co-branding partnership with America’s highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Ten (10) Early Access Passes for company employees and families
- Five (5) donated Early Access Passes for a local children’s organization of your choice

**Visibility on Event Day**
- Verbal recognition from the stage

**Brand Recognition/Company Name Placement On**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)

### Bronze | $1,000

**Rights and Benefits**
- Opportunity to engage in co-branding partnership with America’s highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)

**Brand Recognition/Company Name Placement On**
- Sponsor page of the event website
**Registration Sponsor | $7,500**

**Rights and Benefits**
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Twenty (20) Early Access Passes for company employees and families
- Ten (10) donated Early Access Passes for a local children's organization of your choice

**Visibility on Event Day**
- Opportunity to engage employees wearing company shirts while volunteering at the registration tent
- Verbal recognition from the stage
- One (1) co-branded banner (Society provided)
- Opportunity to display company banner within registration tent

**Brand Recognition/Company Name Placement on**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)
- Back of event t-shirts (approx. 500)

**Wall of Hope Sponsor | $5,000**

**Rights and Benefits**
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Twenty (20) Early Access Passes for company employees and families
- Ten (10) donated Early Access Passes for a local children's organization of your choice

**Visibility on Event Day**
- Verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to distribute Society-approved company products or materials
- Opportunity to display company logo with event logo on the Wall of Hope at the event

**Brand Recognition/Company Name Placement on**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)
- Back of event t-shirts (approx. 500)
**SANDBOX SPONSOR | $5,000**

**SPONSOR TO PROVIDE**
- Materials and labor to build 20’x20’ sandbox
- 1,000 sandbox toys

**RIGHTS AND BENEFITS**
- Opportunity to engage in a co-branded partnership with America’s highly trusted source of cancer information
- Rights to promote sponsorships in company materials (Society to provide images)
- Opportunity for media interviews during event
- Twenty-five (25) Early Access Passes for company employees and families
- Fifteen (15) donated Early Access Passes for a local children’s organization of your choice

**VISIBILITY ON EVENT DAY**
- Speaking opportunity during the program and verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to display company banner within promotional space
- Opportunity to distribute Society-approved company products or materials

**BRAND RECOGNITION/LOGO PLACEMENT ON**
- Home page of the event website
- Sponsor page of the event website
- Social media platforms (3 posts)
- All print collateral materials
- Back of event t-shirts (approx. 500)
Swag Bag Sponsor | In-Kind (Valued at $5,000 level)  1 Available

Sponsor to provide
1,000 filled themed swag bags

Rights and Benefits
Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
Rights to promote sponsorship in company materials (Society to provide images)
Twenty (20) Early Access Passes for company employees and families
Ten (10) donated Early Access Passes for a local children's organization of your choice

Visibility on Event Day
Verbal recognition from the stage
Promotional space (10x10) at the event (Society provided)
One (1) co-branded banner (Society provided)
Opportunity to distribute Society-approved company products or materials

Brand Recognition/Company Name Placement On
Home page of the event website
Sponsor page of the event website
Social media platforms (2 posts)
Back of event t-shirts (approx. 500)
CONSTRUCTION VS. CANCER LAS VEGAS 2021

COMMITMENT FORM

NAME(s): _____________________________________________________________

CORPORATION NAME: ____________________________________________________

TITLE: __________________________________________________________________

NAME (AS IT WILL APPEAR IN PRINT FOR RECOGNITION): ____________________________

MAILING ADDRESS: ____________________________________________________________

CITY / STATE / ZIP: ____________________________________________________________

EMAIL: ______________________________________________________________________

PHONE: ____________________________  Fax: ________________________________

ASSISTANT’S NAME: ____________________________  ASSISTANT’S PHONE: ____________________________

ASSISTANT’S EMAIL: ____________________________________________________________

COMMITMENT LEVEL

☐ $50,000 PRESENTING SPONSOR  ☐ $5,000 GOLD SPONSOR  ☐ $7,500 REGISTRATION SPONSOR

☐ $20,000 DIAMOND SPONSOR  ☐ $2,500 SILVER SPONSOR  ☐ $5,000 KIDS ZONE SPONSOR

☐ $10,000 PLATINUM SPONSOR  ☐ $1,000 BRONZE SPONSOR  ☐ $5,000 WALL OF HOPE SPONSOR

PLEASE CHARGE OUR CREDIT CARD (OR PLEASE SEND A CHECK TO THE ADDRESS BELOW)

☐ Send invoice

Card Type:  ☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

Total Amount to be Charged to the credit card: $______________________________

Cardholder Name: __________________________________________________________

Card Number: ____________________________ Expiration Date: ______________________

3-digit Security Code: ____________ Signature: ____________________________

PLEASE EMAIL YOUR LOGO AS SOON AS POSSIBLE IN PNG OR JPEG AS WELL AS A HIGH RESOLUTION (VECTOR) FILE SUCH AS EPS., AI TO

CHRISTINA.CAPPELLO@CANCER.ORG

T-SHIRT LOGO DEADLINE: JANUARY 15, 2021 (BASED ON SPONSORSHIP LEVEL)

PLEASE EMAIL COMPLETED FORM TO CHRISTINA.CAPPELLO@CANCER.ORG

OR MAIL TO

AMERICAN CANCER SOCIETY

ATTN: MICHELLE MYERS (CONSTRUCTION VS CANCER LAS VEGAS)

5333 MISSION CENTER RD, UNIT 105, SAN DIEGO, CA 92108

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