As a sponsor of our event, you are part of something so much bigger than just one event.

We believe we’re closer than ever before to finishing the fight against cancer. The American Cancer Society is passionately committed to fighting every cancer and helping every community. We are the largest community-based voluntary health organization in the world, with 3 million dedicated volunteers saving lives from cancer every day.

Together with our millions of supporters, the American Cancer Society saves lives and creates a world with less cancer and more birthdays by helping people stay well and get well, by finding cures, and by fighting back against cancer. We are there when and where people facing cancer need help. We’re proud of the progress we’ve made — but know that together, we can do even more.

We hope you will join us at the 24th annual Evening of Hope Gala on Saturday, May 14, 2016. Over one-hundred years ago, the American Cancer Society bravely started the fight of a lifetime. Now it’s time to join together to finish the fight.

Sincerely,

**Event Chairs**
Sue Chamberlain, Sherri Via, & Dawn McDonald

**Honorary Event Chairs**
Gary Fialky & Dave Glidden

For more information please contact Annie Hurwitz at annie.hurwitz@cancer.org, call 508-270-4749, or visit www.eveningofhopegala.org.
<table>
<thead>
<tr>
<th>Benefits of Sponsorship</th>
<th>Presenting $15,000</th>
<th>Diamond $10,000</th>
<th>Gold $5,500</th>
<th>Silver $3,500</th>
<th>Friend $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome letter included in Program Book</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in Press Releases</td>
<td>Featured as presenting sponsor</td>
<td>Featured as diamond sponsor</td>
<td>Recognition as gold sponsor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition as sponsor at Gala</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Tickets to exclusive VIP party</td>
<td>20 tickets</td>
<td>20 tickets</td>
<td>10 tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo included on 2017 sponsorship packet as 2016 sponsor</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognized through signage at the event</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on Event Website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on Pre-Event Marketing Materials sent to over 1,500 individuals*</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition on sponsor page of event Program Book*</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Advertisement or Tribute within event Program Book*</td>
<td>Full-Page color, inside front cover</td>
<td>Full-page black &amp; white, prominently placed</td>
<td>Full-page black &amp; white</td>
<td>Full-page black &amp; white</td>
<td>Half-page black and white</td>
</tr>
<tr>
<td>Tickets to the Evening of Hope Gala</td>
<td>20 tickets (2 tables) with priority seating</td>
<td>20 tickets (2 tables) with priority seating</td>
<td>16 tickets (2 tables) with priority seating</td>
<td>10 tickets (1 table)</td>
<td>8 tickets (1 table)</td>
</tr>
</tbody>
</table>

*Denotes a time-sensitive benefit. Please contact annie.hunwitz@cancer.org for details.
Logo for save the date needed by January 8, 2016
Logo for event invitation needed by March 1, 2016
Advertisement for program book needed by April 18, 2016
Underwriting Opportunities:
Those who wish to support the American Cancer Society’s Evening of Hope Gala event but do not require tickets may choose to help through one of the premium underwriting opportunities listed below. All Underwriting opportunities are 100% tax deductible.

**Cocktail Reception Underwriter $10,000**
- Full page color ad within the program book*
- Company or donor name printed on the sponsor page of the event program book
- Company or donor logo printed on event day signage
- Company or donor logo included on event website
- Company or donor logo included on event save the dates and invitations sent to over 1,500 individuals*
- Exclusive visibility at the bar through signage
- Customized cocktail napkins with logo placed in the cocktail area

**Printing & Postage Underwriter $2,500**
- Half page black and white ad within the program book*
- Company or donor logo included on event website
- Company or donor logo included on event save the dates and invitations sent to over 1,500 individuals*
- Company of donor name printed on sponsor page of the event program book

*Denotes a time-sensitive benefit

Our sponsorships have been created to offer maximum exposure and benefits for your organization, but we will happily customize a package to meet your goals. Please contact Annie Hurwitz at annie.hurwitz@cancer.org

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Ticket</td>
<td>$175</td>
</tr>
<tr>
<td>Table of ten (10)</td>
<td>$1,750</td>
</tr>
<tr>
<td>Full page color ad</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full page black and white ad</td>
<td>$500</td>
</tr>
<tr>
<td>Half page black and white ad</td>
<td>$250</td>
</tr>
</tbody>
</table>
**EVENING OF HOPE GALA AGREEMENT FORM**

Company and/or individual name(s):

<table>
<thead>
<tr>
<th>Company name(s)</th>
<th>Individual name(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Print names(s) EXACTLY as they should appear in event program:

<table>
<thead>
<tr>
<th>First name</th>
<th>Last name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Address

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Phone | Fax
---|---
|     |    |

Contact name (if different from above)

Check enclosed made payable to the American Cancer Society. Please include “Evening of Hope Gala” on the memo line.

Charge my credit card (circle one):

- Visa
- MC
- Amex
- Discover

Credit card # | Exp
---|---
|     |    |

Printed name of cardholder

Signature

Billing address

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Billing phone number

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Send me an invoice

**Sponsorship**

Please check one:

- $15,000 Presenting Sponsor
- $10,000 Diamond Sponsor
- $5,500 Gold Sponsor
- $3,500 Silver Sponsor
- $2,000 Friend Sponsor

*See Sponsorship Opportunities for description of benefits*

**Tickets**

- $1,750 — Table of 10
- $175 — Individual ticket

**Advertisements**

*Deadline to submit ads & tributes is April 18, 2016

- $1,000 Full page color ad or tribute
- $500 Full page black and white ad or tribute
- $250 Half page black and white ad or tribute

**Artwork**

- Artwork enclosed
- Artwork sent separately

*for tribute, please fill out information below

**TRIBUTE OPTIONS – PLEASE SELECT YOUR CHOICE:**

1. In honor of
   - From
2. In loving memory of
   - From
3. With best wishes from

**Advertisement/Tribute Specifications:**

- Gala journal trim size: 8.5” w x 11” h
- Full page ad 7.625” w x 10.125” h
- Half page ad 7.625” w x 5” h
- Send as high resolution .pdf or .jpg with fonts included
- Email copy to annie.hurwitz@cancer.org

All contributions and ads meeting the required specifications received by April 18, 2015 will be included in the journal. Please sign form and return original to:

American Cancer Society
Evening of Hope Gala
59 Bobala Rd, Suite 2
Holyoke, MA 01040

For more information, contact Annie Hurwitz at 508-270-4749 or annie.hurwitz@cancer.org

The American Cancer Society cares about your privacy and protects how we use your information. Please visit cancer.org or call 1-800-227-2345 for our full privacy policy or if you have questions.
Thank you to our 2015 Evening of Hope Gala Sponsors
We are so grateful for your generous support!

We are making progress — but we can do more

Cancer mortality rates in the US have fallen by over 20 percent during the past two decades: that’s 500 lives saved from cancer every day. We are working to save 1,000 lives a day domestically and one day 10,000 lives a day worldwide.

Today 2 out of 3 people diagnosed with cancer survive. Our goal is to make that 3 out of 3.

We are putting all of our efforts toward saving more lives, faster. Today we’re focusing on key areas where we know we can make progress quickly. We’re honing in on the biggest cancer killers, where we have proven strategies to help reduce the burden, like tobacco control and colon cancer screening.

Annie Hurwitz
American Cancer Society
508-270-4749
annie.hurwitz@cancer.org

Presenting Sponsors

The Pace Family

Diamond Sponsors

Gold Sponsors

Silver Sponsors

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