



Gathering Hope Breakfast

Sponsorship Opportunities

Wednesday, October 28, 2020

7:00 AM

Savoy Opera House

Health Equity Through the Cancer Lens

American Cancer Society

Mission Statement

*Save Lives, Celebrate Lives, & Lead the Fight
for a World Without Cancer*

History

In 1913, ten doctors and five laymen founded the American Cancer Society (ACS). During a time when “mysterious cancer” was feared and even shamed, these individuals were determined to change the world’s attitude toward cancer and fight the disease through detection and treatment.

Today, the American Cancer Society is the largest voluntary health organization in the United States, with more than two million volunteers helping people understand, prevent and survive cancer.

Research: Launched in 1946, the ACS cancer research program has funded more than \$4.3 billion in cancer research and has led to primary contributions in cancer diagnosis and treatment. The program has a strong history of funding innovative research projects and has supported 47 researchers who have gone on to be selected as Nobel Prize Laureates. In Arizona alone, we are currently funding more than four million in local research grants.

Education: ACS plays an important role in educating health care providers and the public about cancer prevention and early detection. Information is provided on all aspects of cancer through published materials, a 24-hour toll-free information line (1-800-227-2345) and a website (cancer.org).

Advocacy: The Society protects the public's health by advocating for state and national policies that will increase support for cancer research, access to quality cancer care, prevention and awareness, and to reduce disparities in prevention and treatment.

Patient Support: ACS provides free information, resources and support programs for cancer patients, survivors, families and caregivers, including cancer and clinical trial information available 24 / 7, assistance with transportation to and from treatment, breast cancer mentoring programs, Cancer Survivors Network, hospital-based patient navigators and temporary housing for patients traveling for treatment.



Partnering with Us

As a Gathering Hope Partner, you will help the American Cancer Society save more lives. In 2019, more than 1,762,450 people nationwide are expected to be newly diagnosed with this disease and 606,880 estimated deaths. Here in Arizona, 37,490 people are expected to be newly diagnosed with cancer with an estimated 12,470 deaths.

One in three consumers say they are more likely to purchase a product if it's partnered with our brand.

We continue to be a highly trusted source for cancer information, with 96 percent brand awareness among consumers.

Help save lives, and show your community how you provide employees and customers:

- A quality team building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

Benefits can include

- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential

Help save lives with your partnership

Through your partnership, 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, helping people reduce their cancer risk or find it early when it's more treatable. Here's how the Society puts your dollars to work in Arizona:

- 1427 newly diagnosed patients assisted by our patient navigators
- 7901 rides to treatment or cancer-related appointments
- 15,298 nights of lodging for patients who must travel to treatment
- 5400 calls and chats to our 24/7 helpline
- 200 partnerships with health systems improving prevention & early detection
- 1 million visits to our website
- \$4 million in current research funding



Presenting Sponsor \$25,000

The Presenting Sponsor of the Gathering Hope Breakfast is the most prestigious and exclusive partner of the event. This level offers VIP treatment, numerous opportunities to engage the attendees, and brand recognition.

Rights and Benefits:

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in the company materials (Society to provide images)
- First right-of-refusal for 2020 Gathering Hope Breakfast Presenting Sponsorship

Brand Recognition:

- Logo on all print collateral*
- Recognition on social media page

*Commitment must be received by June 1, 2020.

Visibility at the Breakfast

- Premier seating for 24 guests. Company logo printed on Reserved Table Signs.
- Opportunity for table space prior to and after the breakfast for interaction with guests and promote your company.
- Company logo printed on breakfast materials.
- Company recognition in individual slide within the Sponsor's PowerPoint presentation (power point slide created by company).
- Company logo printed on individual signage displayed during the breakfast.
- Opportunity for company representative to introduce a breakfast speaker or video during breakfast.
- Opportunity to have an American Cancer Society Researcher at one of more of your tables.*
- Opportunity to submit a 30-second commercial (video) to be played at the breakfast.
- Opportunity to provide favors (tchotchkes) to attending guests.

*If a researcher is available to attend.



Sponsorship Opportunities

Hope Sponsor \$15,000

Brand Recognition:

- Logo on all print collateral*
 - Recognition on social media page.
- *Commitment must be received by June 1, 2020.

Visibility at the Breakfast

- Premier seating for 16 guests. Company logo printed on Reserved Table Signs.
- Opportunity for table space before and after the breakfast for interaction with guests and promote your company.
- Company logo printed on breakfast materials.
- Company recognition in individual slide within the Sponsor's PowerPoint presentation (power point slide created by company).
- Company logo printed on individual signage displayed during the breakfast.
- Opportunity to provide favors (tchotchkes) to attending guests.

Platinum Sponsor \$10,000

Brand Recognition:

- Logo on all print collateral*
 - Recognition on social media page.
- *Commitment must be received by June 1, 2020.

Visibility at the Breakfast

- Premier seating for 8 guests. Company logo printed on Reserved Table Signs.
- Opportunity for table space before and after the breakfast for interaction with guests and promote your company.
- Company logo printed on breakfast materials.
- Company recognition in individual slide within the Sponsor's PowerPoint presentation (power point slide created by company).
- Company logo printed on individual signage displayed during the breakfast.
- Opportunity to provide favors (tchotchkes) to attending guests.

Gold Sponsor \$7,500

Brand Recognition:

- Recognition on social media page.

Visibility at the Breakfast

- Premier seating for 8 guests. Company logo printed on Reserved Table Signs.
- Opportunity for table space prior to and after the breakfast for interaction with guests and promote your company.
- Company logo printed on breakfast materials.
- Company recognition in individual slide within the Sponsor's PowerPoint presentation slide
- Company logo printed on individual signage displayed during the breakfast.

Sponsorship Opportunities

Silver Sponsor \$5,000

Brand Recognition:

- Recognition on social media page.

Visibility at the Breakfast

- Reserved seating for 4 guests. Company logo printed on Reserved Table Signs.
- Opportunity for table space prior to and after the breakfast for interaction with guests and promote your company.
- Company logo printed on breakfast materials.
- Company recognition in Sponsor PowerPoint presentation slide.
- Company logo printed on signage displayed during the breakfast.

Bronze Sponsor \$2,500

Brand Recognition:

- Recognition on social media page.

Visibility at the Breakfast

- Reserved seating for 4 guests. Company logo printed on Reserved Table Signs.
- Opportunity for table space prior to and after the breakfast for interaction with guests and promote your company.
- Company recognition in Sponsor PowerPoint presentation slide.
- Company logo printed on signage displayed during the breakfast.

Table Sponsor \$1,000

Visibility at the Breakfast

- Seating for 8 guests. Company logo printed on Reserved Table Sign.
- Company recognition in Sponsor PowerPoint presentation slide.

Signature Sponsor \$500

- Company recognition in Sponsor PowerPoint presentation slide.



Sponsorship Commitment

Organization / Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Signature: _____ Date: _____

- | | | |
|--|---|--|
| <input type="checkbox"/> Presenting Sponsor \$25,000 | <input type="checkbox"/> Gold Sponsor \$7,500 | <input type="checkbox"/> Table Sponsor \$1,000 |
| <input type="checkbox"/> Hope Sponsor \$15,000 | <input type="checkbox"/> Silver Sponsor \$5,000 | <input type="checkbox"/> Signature Sponsor \$500 |
| <input type="checkbox"/> Platinum Sponsor \$10,000 | <input type="checkbox"/> Bronze \$2,500 | <input type="checkbox"/> Donation |

We are unable to commit to a sponsorship level at this time. Please accept our donation of \$_____.

Please charge our credit card. Total Amount: \$_____

Name as it appears on credit card: _____

Billing Address for card: _____

Card Number: _____ Expiration Date: _____

Signature: _____

Email commitment forms by September 3, 2020 to tracelyn.sutton@cancer.org or mail form and payment to:

American Cancer Society
Gathering Hope Breakfast
2015 W River Rd, Ste 245
Tucson, AZ 85704



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.

Federal Tax ID #13-1788491

**Our mission is to save lives, celebrate lives,
and lead the fight for world without cancer.**



For more information about partnership opportunities,
workplace wellness, or volunteer opportunities, contact:

Tracelyn Sutton
Community Development Manager
tracelyn.sutton@cancer.org
520-320-6384

For cancer information and assistance, contact us 24 hours a day, 365 days a year.

1.800.227.2345 | cancer.org