Sponsorship & Underwriting Packet

For additional information please contact:
Breanne Finkelberg
Distinguished Events
American Cancer Society, Inc.
20450 Civic Center Drive
Southfield, MI 48076
Tel: 248.302.0368
Fax: 248.663.3409
Email: Breanne.Finkelberg@cancer.org
Website: skylinesoireedetroit.org

Event Date
October, 14 2016

Event Location
Waterview Loft at Port Detroit
130 Atwater St., Detroit, MI 48207
what/where/when
The American Cancer Society’s Skyline Soiree will be held on Friday, October 14, 2016 at the Water View Loft at Port Detroit. Festivities begin at 7:00 p.m. with cocktails and hors d'oeuvres, a silent auction, raffle, live entertainment and activities.

event history
The Associate Board of Ambassadors Skyline Soiree made its mark on the philanthropic young professionals scene in 2014 when over 200 top young professionals in Metro Detroit gathered to fight back against cancer. Since inception, Skyline Soiree has raised over $100,000 to support our mission to save lives and create more birthdays by helping people stay well, get well, find cures and fight back.

who is attending
Skyline Soiree is hosted by the Associate Board of Ambassadors of the American Cancer Society. More than 300 young professionals and philanthropic leaders from a diverse array of industries are expected to attend the event.

sponsorship opportunities
Sponsors of Skyline Soiree are dedicated to helping the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. Sponsorship is a unique opportunity for a corporation or individual to save lives and create more birthdays by helping people get well and stay well, by finding cures and by fighting back.

Presenting Sponsor(s): $15,000
Champion Sponsor(s): $10,000
Premier Sponsor(s): $7,500
Advocate Sponsor(s): $5,000
Hope Sponsor(s): $2,500
Friend Sponsor(s): $1,000

public recognition
The American Cancer Society brand awareness is 97% nationwide. No other health organization has a higher rating. Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.

why support
According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 560,000 Americans will lose their battle. That’s over 1,500 people a day. You can help us create a world with less cancer and more birthdays by celebrating with us at Skyline Soiree.

The Facts

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Associate Board of Ambassadors

2016 Associate Board Executive Committee

**ABOA President**
Kate Mahanic – Forte Belanger

**Skyline Soiree Chair**
Amy Iserman – Forte Belanger

**Skyline Soiree Sponsorship Chair Co-Chairs**
Brian McAlpine – Valstone Partners
Aaron Reeder – Bank of Ann Arbor

**Skyline Soiree Auction Chair**
Sarah Braun – Lear Corporation

**Skyline Soiree Marketing and Promotions Co-Chairs**
Kelly Creeden – EY
Laura Spolsky – Gas Station TV

**2015 Sponsors**
Lear Corporation, Presenting Sponsor
Bank of Ann Arbor
Delphi
Delta Air Lines
Delta Vacations
EY
Gardner White
J.G. Kerns Enterprises, Inc.
KPMG, LLC
NYX Inc.
Valstone Partners

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American Cancer Society, Inc.

History and Mission
Founded in 1913, the American Cancer Society is the nation’s largest community-based voluntary health organization and has played a role in virtually every cancer breakthrough in recent history. As a global grassroots force, the Society tackles every cancer in every community to eliminate the disease as a major health problem.

Research
As the largest nongovernmental funder of cancer research, having spent more than $4 billion on cancer research since 1946, we’ve played a role in nearly every cancer breakthrough in recent history. We fund beginning researchers with cutting-edge ideas early in their careers – 47 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.

Education
We provide information that empowers people to take steps that help them prevent cancer or find it early, when it’s most treatable. We partner with cities, towns, community groups, schools, faith organizations, corporations, and others to bring practical cancer-fighting information through our programs that promote physical activity and smoking cessation.

Advocacy
American Cancer Society advocates and grassroots volunteers give cancer a voice and face by promoting effective cancer policies and legislation at the federal, state and local levels. Current advocacy efforts include fighting for everyone to have access to quality health care, lifesaving screenings, clean air, and more.

Patient Services
Each year, we help cancer patients everywhere get the help they need when they need it. For example, last year alone we assisted nearly a million people who called us for help, providing free services like a place to stay while traveling away from home for treatment, rides to treatment, emotional support, and much more.

For more information about the American Cancer Society, visit www.cancer.org or call 800.227.2345.
2015 Skyline Soiree Event Photos

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Sponsorship Opportunities

Presenting Sponsor
$15,000 Benefits Include:
- Recognized at sponsorship level on Skyline Soiree save the date
- Recognized at sponsorship level on Skyline Soiree Invitation
- Invitation for 24 individuals to attend Skyline Soiree Including VIP table seating for up to 12 guests
- Company logo recognition on Skyline Soiree night of event signage
- Premier company recognition on presenting sponsor step and repeat
- Company logo displayed on Skyline Soiree website
- Two page sponsor acknowledgement in the Skyline Soiree program book
- Podium recognition during Skyline Soiree

Champion Sponsor
$10,000 Benefits Include:
- Invitation for 12 individuals to attend Skyline Soiree Including VIP table seating for up to 6 guests
- Company logo recognition on Skyline Soiree night of event signage
- Company logo displayed on Skyline Soiree website
- Full page sponsor acknowledgement in the Skyline Soiree program book
- Podium recognition during Skyline Soiree

Premier Sponsor
$7,500 Benefits Include:
- Invitation for 10 individuals to attend Skyline Soiree
- Prominent recognition on Skyline Soiree night of event signage
- Company name displayed on Skyline Soiree website
- Half page sponsor acknowledgement in the Skyline Soiree program book

Advocate Sponsor
$5,000 Benefits Include:
- Invitation for 6 individuals to attend Skyline Soiree
- Company name on Skyline Soiree night of event signage
- Company name displayed on Skyline Soiree website
- Quarter page sponsor acknowledgement in the Skyline Soiree program book

Hope Sponsor
$2,500 Benefits Include:
- Invitation for 4 individuals to attend Skyline Soiree
- Company name on Skyline Soiree night of event signage
- Company name displayed on Skyline Soiree website
- Company name in Skyline Soiree program

Friend Sponsor
$1,000 Benefits Include:
- Invitation for 2 individuals to attend Skyline Soiree
- Company name displayed on Skyline Soiree website
- Company name in Skyline Soiree program
Sponsorship & Underwriting Commitment

AS IT WILL APPEAR IN PRINT

Corporation Name: ________________________________
Contact Name: ________________________________
Title: __________________________________________
Email: __________________________________________
Phone: __________________________________________

Mailing Address: ____________________________________
City/State/Zip: ______________________________________

ADDITIONAL CONTACT

Name: __________________________________________
Title: __________________________________________
Email: __________________________________________
Phone: __________________________________________

Mailing Address: ____________________________________
City/State/Zip: ______________________________________

SPONSORSHIP LEVELS

☐ $15,000 Presenting Sponsor
☐ $10,000 Champion Sponsor
☐ $7,500 Premier Sponsor
☐ $5,000 Advocate Sponsor
☐ $2,500 Hope Sponsor
☐ $1,000 Friend Sponsor

UNDERWRITING OPPORTUNITIES

☐ $10,000 Spirits
☐ $5,000 Décor, Linens, Centerpieces
☐ $5,000 Entertainment
☐ $3,000 Valet for Guests
☐ $3,000 Auction Mobile
☐ $3,000 Bidding Technology
☐ $3,000 Late Night Food
☐ $2,500 Departure Gift
☐ $2,500 Videography

☐ $2,000 Dessert Table
☐ $2,000 Signature Cocktail
☐ $1,500 Event Signage
☐ $1,000 Photography
☐ $1,000 Collateral Design
☐ $1,000 Collateral Printing
☐ $1,000 Volunteer Food & Beverages
☐ $500 Activity Prizes

All sponsorships receive table amenities. Benefit descriptions are available upon request. Skyline Soiree program print deadline: September 30, 2016.

Underwriting commitments do not include seating or other taxable benefits for Skyline Soiree. Underwriting commitments can be made payable to the American Cancer Society or can be paid directly to the vendor. All underwriters will be recognized in the night-of-event program book.

☐ I would like to make a 100% tax deductible donation to Skyline Soiree 2016 in the amount of: $_______________
☐ I am interested in donating an item for the Skyline Soiree Auction. Please contact me.

Fax, mail or e-mail this form to the Skyline Soiree office using the contact information listed below.

☐ Please send an invoice.
☐ Payment is enclosed. Checks should be made payable to the American Cancer Society.

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 call the Society at 1-800-227-2345 or visit cancer.org and click on the “privacy” link at the bottom of the website.

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