

HOPE GALA

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Sponsorship Opportunities



HOPE GALA | 2021

Event Details

Saturday, October 30, 2021

Hybrid Event | Fairmont Olympic Hotel Seattle

2021 Event Chair

Kier Matthews

Vice-Chair

Danielle Tiberio

Sponsorship Opportunities

Presenting Sponsor: \$25,000

Hope Hero Sponsor(s): \$20,000

Hope Champion Sponsor(s): \$15,000

Hope Investor Sponsor(s): \$10,000

Hope Creator Sponsor(s): \$7,500

Hope Partner Sponsor(s): \$5,000

A Trusted Partner

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. Your participation in the Hope Gala includes public recognition through our digital production and media partners.

Saving Lives

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 570,000 Americans will lose their battle. That's over 1,500 people a day. You can help create a world with less cancer and more birthdays by celebrating with us at the 2021 Hope Gala.

SPONSORSHIP OVERVIEW

	Presenting \$25,000	Hope Hero \$20,000	Hope Champion \$15,000	Hope Investor \$10,000	Hope Creator \$7,500	Hope Partner \$5,000
GUEST BENEFITS						
Reserved Table with Premier Seating	20	10	10	10	10	10
VIP Dinner Wines	20	10	10	10	10	
Sponsor Welcome Reception Tickets	20	10	10	10	10	10
MARKETING RECOGNITION						
Video Vignette Opportunity	•					
Speaking Opportunity available	•	•	•			
Verbal Recognition at Event	•	•	•	•	•	•
Logo on Step and Repeat	Large	Medium	Medium	Medium		
Logo on Save the Date & Invitation	Large	Medium	Medium	Medium	Medium	Small
Logo on E-Save the Date & Invitation	Large	Medium	Medium	Medium	Medium	Small
Logo on Slideshow and Sponsor List	Large	Medium	Medium	Medium	Medium	Small
Logo on Event Website	Large	Medium	Medium	Medium	Medium	Small
Logo on Mobile Bidding Platform	•					
GOBO	•					
Catalog Recognition	Inside Cover, 2 Page Ad	1 Page	1 Page	1/2 Page	1/2 Page	1/4 Page
Storytelling Highlight	6	4	2			
Social Media Highlight	•	•	•	•	•	

PRESENTING SPONSOR

\$25,000

Final event format will be determined based on COVID-19 King County guidelines for October 30, 2021.

Event Participant Benefits In Person

- Two premium tables for ten at the Hope Gala
- Twenty tickets to the Sponsor Welcome/VIP Reception

OR

Event Participant Benefits Virtual Viewing Party

- Viewing Party & Home Dinner Experience

In Addition

- Presenting naming rights
- Speaking role during the Hope Gala digital program
- 60-second video vignette in main program, provided by sponsor
- Opportunity to showcase how your company is involved in the fight against cancer

Marketing & Promotional Benefits

- Prominent logo placement on Save the Date mailing
- Prominent logo placement on Invitation mailing
- Prominent logo placement on Hope Gala auction page
- Company logo on co-branded Step & Repeat
- Inside cover and 2-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (6) Social media storytelling highlights
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

HOPE HERO

\$20,000

Final event format will be determined based on COVID-19 King County guidelines for October 30, 2021.

Event Participant Benefits In Person

- One premium table for ten at the Hope Gala
- Ten tickets to the Sponsor Welcome/VIP Reception

OR

Event Participant Benefits Virtual Viewing Party

- Viewing Party & Home Dinner Experience

In Addition

- Speaking opportunity during cocktail hour
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer

Marketing & Promotional Benefits

- Company logo placement on Save the Date mailing
- Company logo placement on Invitation mailing
- Company logo placement on Hope Gala auction page
- Company logo on co-branded Step & Repeat
- Full-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (4) Social media storytelling highlights
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

HOPE CHAMPION

\$15,000

Final event format will be determined based on COVID-19 King County guidelines for October 30, 2021.

Event Participant Benefits In Person

- One premium table for ten at the Hope Gala
- Ten tickets to the Sponsor Welcome/VIP Reception

OR

Event Participant Benefits Virtual Viewing Party

- Viewing Party & Home Dinner Experience

In Addition

- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer

Marketing & Promotional Benefits

- Company logo placement on Save the Date mailing
- Company logo placement on Invitation mailing
- Company logo placement on Hope Gala auction page
- Company logo on co-branded Step & Repeat
- Full-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (2) Social media storytelling highlights
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

HOPE INVESTOR

\$10,000

Final event format will be determined based on COVID-19 King County guidelines for October 30, 2021.

Event Participant Benefits In Person

- One premium table for ten at the Hope Gala
- Ten tickets to the Sponsor Welcome/VIP Reception

OR

Event Participant Benefits Virtual Viewing Party

- Viewing Party & Home Dinner Experience

In Addition

- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer

Marketing & Promotional Benefits

- Company logo placement on Save the Date mailing
- Company logo placement on Invitation mailing
- Company logo placement on Hope Gala auction page
- Company logo on co-branded Step & Repeat
- Half-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (2) Social media storytelling highlights
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

HOPE CREATOR

\$7,500

Final event format will be determined based on COVID-19 King County guidelines for October 30, 2021.

Event Participant Benefits In Person

- One premium table for ten at the Hope Gala
- Ten tickets to the Sponsor Welcome/VIP Reception

OR

Event Participant Benefits Virtual Viewing Party

- Viewing Party & Home Dinner Experience

In Addition

- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer
- Knowledge that you have made a difference in the lives of millions with cancer

Marketing & Promotional Benefits

- Company logo placement on Save the Date mailing
- Company logo placement on Invitation mailing
- Company logo placement on Hope Gala auction page
- Half-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

HOPE PARTNER

\$5,000

Final event format will be determined based on COVID-19 King County guidelines for October 30, 2021.

Event Participant Benefits In Person

- One premium table for ten at the Hope Gala
- Ten tickets to the Sponsor Welcome/VIP Reception

OR

Event Participant Benefits Virtual Viewing Party

- Viewing Party & Home Dinner Experience

Marketing & Promotional Benefits

- Company logo placement on Save the Date mailing
- Company logo placement on Invitation mailing
- Company logo placement on Hope Gala auction page
- Quarter-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

FRIEND OF HOPE

\$4,000

Event Participant Benefits In Person

- One premium tables for ten at the Hope Gala

Marketing & Promotional Benefits

- Company name on Save the Date mailing
- Company name on Invitation mailing
- Company name on Hope Gala website

When you partner with Hope Gala...

You commit to helping patients and caregivers with treatment programs, lifesaving research, medical studies and vital one-on-one support and information.

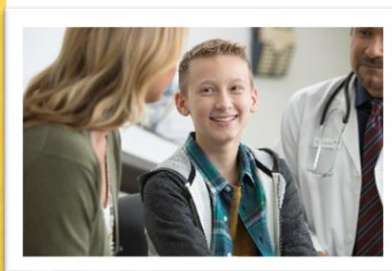
Together, our corporate partners and the American Cancer Society share a strong presence in our communities and are vital to those we serve. This proposal aims to align your community philanthropic interests with the mission of the Society in order to help free our families, friends and neighbors from the pain and suffering of cancer.



Fund state-of-the-art cancer research projects. The American Cancer Society is honored to have given funding to 49 investigators who went on to win the Nobel Prize, considered the highest accolade any scientist can receive. The American Cancer Society is the second largest funder of cancer research outside of the National Institute of Health.



Deliver accurate and timely information to cancer patients, families and caregivers 24/7 through our toll-free hotline (1-800-227-2345) Each week, we receive approximately 12,000 calls from cancer patients. More than **80% of these calls are related to COVID-19 and cancer**, including service requests and questions about health and safety.



Educate the community about the importance of cancer screenings and how to **safely navigate concerns of possible delays due to COVID-19**. Cancer prevention screenings have declined by 94% due to the pandemic.

A TRUSTED PARTNER



Highly trusted source
of cancer information*



Most highly valued
nonprofit brand**



Most relevant to
consumer**



Best brand image**



More than **9 in 10 people**
recognize **our brand***



1 in 2 consider the Society to be
the leader in the fight against cancer**

- Every year, the Society answers more than 800,000 requests via phone, email, or online chat. More than 61 million visit cancer.org annually for up-to-date information about cancer in general, or about a diagnosis they or a loved one has received.

- 2013 American Cancer Society blinded consumer Brand Tracking study.

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