



# HOPE GALA 2020

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**CANCER DOESN'T STOP.  
SO NEITHER WILL WE.**



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**SATURDAY, OCTOBER 17**

**SPONSORSHIP OPPORTUNITIES**





In the face of COVID-19, the American Cancer Society is continuing our lifesaving mission throughout the nation. As the virus spreads without discrimination across the country, cancer patients are placed in the eye of the storm with unique clinical, social, and financial disadvantages. In all communities, cancer patients and their caregivers need us to forge ahead with our work – including research, patient services, information and resource sharing, education and advocacy.

# The American Cancer Society is attacking cancer from every angle.

We promote healthy lifestyles to help you prevent cancer. We research cancer and its causes to find more answers and better treatments. We fight for life-saving policy changes. We provide everything from emotional support to the latest cancer information for those who have been touched by cancer.

And we do it all 24 hours a day, 7 days a week.

Today, almost 1,700 people in the United States will die of cancer. That adds up to more than 600,000 Americans dying of cancer this year alone. That's why, with our 1.5 million volunteers, we are taking action.

## WE ARE ACTIVISTS

- We have contributed to a 27% drop in cancer death rates since 1991 in the U.S.
- **7.6 million Washington residents** covered by local smoke-free laws

## WE ARE LEADERS IN TRANSFORMATIONAL CANCER BREAKTHROUGHS

- As the largest private, not-for-profit funder of cancer research, we have invested more than \$4.9 billion since 1946.
- **\$9.3M invested in Washington** for research in 2019 alone.

## WE SERVE COMMUNITIES

- 8.5 million free rides to treatment provided through *Road to Recovery* and 4 million free nights of lodging through *Hope Lodge communities*
- **13,450 rides given to Washington residents** so they could get to their potentially life-saving cancer treatments through the road to recovery® program.

## WE PROVIDE DIRECTION

- We are the #1 trusted source for cancer information with over 100 million visits to cancer.org annually. We offer a live hotline to provide answers and support 24/7 which receives more than 1.3 million calls annually.
- **Nearly 20,000 Washington residents** accessed important cancer-related resources and answers through the 24/7 live hotline.



# HOPE 2020

## REIMAGINED

This year we are reimagining hope. Our Everett, Seattle and Spokane communities are joining hands for the first statewide digital Hope Gala.

### **Event Details**

Saturday, October 17, 2020

Digital Broadcast

### **Attendance Profile**

More than 700 guests across Washington State are expected to digitally experience the Hope Gala including corporate sponsors, business and philanthropic leaders.

### **2020 Chairs**

Kier Matthews and Jasmine Wilson

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

### **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 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 2020 Hope Gala.



# HOPE GALA 2020

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|  | Presenting<br>\$25,000 | Hope Hero<br>\$20,000 | Hope<br>Champion<br>\$15,000 | Hope<br>Investor<br>\$10,000 | Hope<br>Creator<br>\$7,500 | Hope<br>Partner<br>\$5,000 |
|--|------------------------|-----------------------|------------------------------|------------------------------|----------------------------|----------------------------|
|--|------------------------|-----------------------|------------------------------|------------------------------|----------------------------|----------------------------|

## EVENT PARTICIPANT BENEFITS

|                                                                    |   |   |   |   |   |   |
|--------------------------------------------------------------------|---|---|---|---|---|---|
| Exclusive Gala Gift Box                                            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Pre-Event Video Vignette                                           | ✓ |   |   |   |   |   |
| Pre-Recorded Speaking Role<br>During Hope Gala Digital<br>Program  | ✓ |   |   |   |   |   |
| Pre-Recorded Speaking Role<br>during Hope Gala Digital<br>Pre-Show |   | ✓ |   |   |   |   |
| Recognition During Event<br>Livestream                             | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

## RECOGNITION BENEFITS

|                                                        |                               |        |        |        |        |        |
|--------------------------------------------------------|-------------------------------|--------|--------|--------|--------|--------|
| Company Logo on Digital Save<br>the Date               | ✓                             | ✓      | ✓      | ✓      | ✓      | ✓      |
| Company Logo on Digital<br>Invitation                  | ✓                             | ✓      | ✓      | ✓      | ✓      | ✓      |
| Company Logo on Event<br>Website                       | ✓                             | ✓      | ✓      | ✓      | ✓      | ✓      |
| Hope Gala Exclusive Gift Box<br>Branding Opportunities | ✓                             | ✓      | ✓      | ✓      |        |        |
| Company Logo on Digital<br>Auction Website             | ✓                             |        |        |        |        |        |
| Program Recognition                                    | Inside<br>Cover, 2<br>Page Ad | 1 Page | 1 Page | ½ Page | ½ Page | ¼ Page |
| Social Media Highlight                                 | 6                             | 4      | 2      | 1      |        |        |

The American Cancer Society's Core Values are the heart of what we do. Our guiding principles **HOPE, COURAGE, COMPASSION and INTEGRITY** shape our past, present, and future. We commit to these Core Values in all our words, actions, and decisions.





# HOPE GALA 2020

## **PRESENTING SPONSOR**

### **\$25,000**

Presenting Sponsors are dedicated to maintaining a sustainable digital event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Presenting level sponsorship is a unique opportunity for a corporation to save lives, celebrate lives and lead the fight for a world without cancer.

#### **Event Participant Benefits**

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Video Vignette included in pre-event guest email and social media posts
- Pre-recorded speaking role during the Hope Gala digital program
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

#### **Marketing & Promotional Benefits**

- Prominent logo placement on digital Save the Date mailing
- Prominent logo placement on digital Invitation mailing
- Prominent logo placement on digital Hope Gala auction page
- 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
- Prominent logo placement within Hope Gala digital broadcast
- Hope Gala Exclusive Gift Box branding opportunities
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)



# HOPE HERO

## \$20,000

Hope Hero Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Pre-recorded speaking role during the Hope Gala pre-show digital program
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

### Marketing & Promotional Benefits

- Company logo on the digital Save the Date mailing
- Company logo on the digital Invitation mailing
- One-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (4) Social media storytelling highlights
- Hope Gala Exclusive Gift Box branding opportunities
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

**HOPE**  **2020**  
**REIMAGINED**



# HOPE CHAMPION

## \$15,000

Hope Champion Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

### Marketing & Promotional Benefits

- Company logo on the digital Save the Date mailing
- Company logo on the digital Invitation mailing
- One-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (2) Social media storytelling highlights
- Hope Gala Exclusive Gift Box branding opportunities
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)

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# HOPE GALA 2020

## HOPE INVESTOR \$10,000

Hope Investor Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

### Marketing & Promotional Benefits

- Company logo on the digital Save the Date mailing
- Company logo on the digital Invitation mailing
- Half-page ad in the Hope Gala digital program
- Prominent logo and hyperlink placement on Hope Gala website
- (1) Social media storytelling highlight
- Hope Gala Exclusive Gift Box branding opportunities
- Verbal recognition from Emcee during the event
- Rights to promote sponsorship in company materials (Society to provide images)



# HOPE CREATOR

**\$7,500**

Hope Creator Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

## Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

## Marketing & Promotional Benefits

- Company logo on the digital Save the Date mailing
- Company logo on the digital Invitation mailing
- 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**

Hope Partner Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

## Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Recognition by emcee
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

## Marketing & Promotional Benefits

- Company logo on the digital Save the Date mailing
- Company logo on the digital Invitation mailing
- 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)

# ADDITIONAL OPPORTUNITIES

## FRIEND OF HOPE

**\$3,500**

### Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats
- Opportunity to showcase how your company is involved in the fight against cancer via sponsored digital entertainment break

### Marketing & Promotional Benefits

- Company logo on the digital Save the Date mailing
- Company logo on the digital Invitation mailing
- Company logo on Hope Gala website

## FRIEND OF HOPE

**\$2,500**

### Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats

### Marketing & Promotional Benefits

- Company name on the digital Save the Date mailing
- Company name on the digital Invitation mailing
- Company name on Hope Gala website
- Rights to promote sponsorship in company materials (Society to provide images)

## FRIEND OF HOPE

**\$1,000**

### Event Participant Benefits

- Hope Gala Exclusive Gift Box
  - Benefits include premium wine and gourmet treats

### Marketing & Promotional Benefits

- Company name on the digital Invitation mailing
- Company name on Hope Gala website
- Rights to promote sponsorship in company materials (Society to provide images)

## 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.

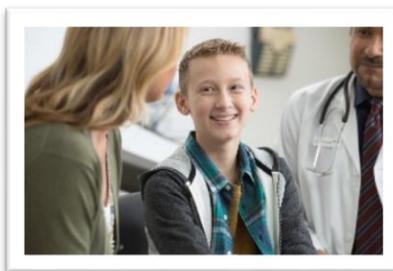
Together, our corporate partners and the American Cancer Society share a strong presence in our communities and are vital to those we serve. This proposal aims to align your community philanthropic interests with the mission of the Society in order to help free our families, friends and neighbors from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

# OUR LEADERSHIP

## HOPE GALA CO-CHAIRS

**Kier Matthews** | Classic Vacations  
**Jasmine Wilson** | Diedrich Espresso

## CEOS AGAINST CANCER WASHINGTON CHAPTER

### CHAPTER CHAIR

**Derrick Morton** | FlowPlay

### CHAPTER MEMBERS

**Marc Galvagno** | Air Van Lines  
**Mark Mitchke** | Delta Dental of Washington  
**Dr. Gary Gilliland** | Fred Hutchinson Cancer Research Center  
**Stein Kruse** | Holland America Line  
**Mark Gibson** | KPMG  
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**Mike Miller** | North Coast  
**Lon Carlson** | PCE Pacific  
**Michael Cotton** | Providence Health Plan  
**Tim Lieb** | Regence BlueShield  
**Dr. Nancy Davidson** | Seattle Cancer Care Alliance  
**Chuck Arnold** | Seattle Seahawks  
**Claire Verity** | United Healthcare  
**Dr. Paul Ramsey** | UW Medicine  
**Ryan Schmid** | Vera Whole Health  
**Dr. Gary Kaplan** | Virginia Mason Medical Center  
**Chuck Nelson** | Washington Athletic Club

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**Tom Flookes** | IBM  
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**Michelle Zeiser** | Self Ideate

# THANK YOU TO OUR 2019 SPONSORS

Presented By:



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Friends of the American Cancer Society



Guest Experience Donors



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