

AMERICAN CANCER SOCIETY DIAMOND GALA OF THE KEYS

Night
AT THE
OSCARs
WITH JON & JULIE LANDAU



SATURDAY, APRIL 25, 2015
KEY WEST MARRIOTT BEACHSIDE HOTEL





Thank you for your interest in sponsorship opportunities for the American Cancer Society Diamond Gala of the Keys, *Night at the Oscars*, with Jon and Julie Landau.

This year we are making a special effort to bring together guests throughout Monroe County and the country uniting in one common cause. One in two men and one in three women will develop cancer at some point in their life and today, 2 out of 3 lives are being saved. We firmly believe that a united effort is the way to beat this disease. The American Cancer Society is creating a world with less cancer and more birthdays. We invite you to celebrate the progress through the decades of advancement, progress, caring and support.

This is a perfect opportunity for you or your organization to make a difference in the fight against cancer as well as be a part of a well-established event in our community. We have many volunteers who are involved in producing this special evening so that no detail is overlooked. The funds raised will go to finding treatments, developing preventative measures and ultimately finding more cures for cancer. In addition, this year a portion of the proceeds from the event will go to Cancer Research. Sponsors at certain levels can choose to have their contribution benefit this important research. Please review the various levels of participation and amenities that are included with a *Night at the Oscars* Sponsorship. We can also customize packages to meet the needs of you or your business.

By supporting the American Cancer Society Diamond Gala of the Keys, *Night at the Oscars*, you will be a part of the largest community-based volunteer health organization that is dedicated to eliminating cancer as a major health problem! We are confident that with your support we will help even more men, women and children fight this disease and celebrate more birthdays. We look forward to partnering with you on this fabulous and very important event in our community!

Where does the money go?

Presently in the state of Florida, the American Cancer Society has **24 research grants**, focused on a variety of cancers, working throughout the state at various universities and hospitals totaling more than **\$10 million**, and in 2014 we secured more than **\$183 million in legislative appropriations** in support of the fight against cancer. Nationwide, there are **55 grants totaling \$27.8 million** that specifically target **childhood cancers**. The Society is deeply committed to finding new answers that will benefit every child with cancer. In our area, the American Cancer Society provides patient services such as *Road to Recovery*, *Look Good Feel Better*, *Reach to Recovery*, and a gift closet at the local office. Emotional support, resources and guidance are available 24 hours a day, 365 days a year, even on the holidays, at 1.800.227.2345 and cancer.org. Did you know that all these programs and services are free?



HEAD OF STUDIO PRESENTING SPONSOR - \$20,000

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** This is an **exclusive ownership** level. You will have verbal recognition by the Master of Ceremonies as a leader of this life saving mission against cancer, and an opportunity to speak during the event. Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company name/logo will be incorporated as the *Head of Studio presenting the Night at the Oscars* and recognized as the *Head of Studio* on the front of all promotional materials and during the evening slide program.
- **Recognition:** Your company recognition as the *Head of Studio* Presenting Sponsor will be prominently featured on the Diamond Gala invitations sent to over 1000 prominent residents and business leaders of the Florida Keys and country. Continuous name recognition at the event via the first page of the PowerPoint and announced by emcee. Recognition at *Head of Studio presenting Night at the Oscars* on the Gala Website and Facebook. Recognition at every press release opportunity.
- **Red Carpet Photograph Backdrop:** Your company logo will be the most strategically placed on the distinguished step-and-release backdrop for photographs (logo submitted by 2/1/15).
- **Premiere Seating:** Premiere seating, recognized as *Head of Studio*, at two (2) reserved tables with VIP Table Favors for twenty (20) at the Gala.
- **Society Program:** Privileged membership into The Society – an exclusive National American Cancer Society Program.





DIRECTOR OF PRODUCTION \$15,000

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** At this level you will have verbal recognition by the Master of Ceremonies as a leader of this life saving mission against cancer. Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company's logo and name will be incorporated into the *Night at the Oscars* event and placed in all promotional materials.
- **Recognition:** Sponsor signage and logo featured in the Gala invitations sent to over 1000 prominent residents and business leaders of the Florida Keys and country. Recognition as the *Director of Production* sponsor with your company logo prominently featured in color on the back cover of the Gala Program. Continuous name recognition at the event via Powerpoint and announced by emcee. Recognition of your company on *Night at the Oscars* Gala Website and on Facebook. Recognition at every press release opportunity.
- **Red Carpet Photograph Backdrop:** Your company logo will be strategically placed on the distinguished step-and-release backdrop for photographs, if logo is submitted by the deadline of 2/1/2015.
- **Premiere Seating:** Premiere seating with VIP Table Favors for you and your guests at the Gala (total 10-12).
- **Society Program:** Privileged membership into The Society – an exclusive National American Cancer Society Program.





EXECUTIVE PRODUCER \$10,000

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company logo and name will be incorporated into the *Night at the Oscars* event and placed in all promotional materials.
- **Recognition:** Sponsor logo featured in the Gala invitations sent to over 1000 prominent residents and business leaders of the Florida Keys and country. Recognition as the *Executive Producer* sponsor with your company logo prominently featured on the full page of the inside cover in the Gala Program. Continuous name recognition at the event via PowerPoint and announced by emcee. Recognition of your company on *Night at the Oscars* Gala Website and on Facebook. Recognition at every press release opportunity.
- **Red Carpet Photograph Backdrop:** Your company logo will be strategically placed on the distinguished step-and-release backdrop for photographs, if logo is submitted by the deadline of 2/1/2015.
- **Premiere Seating:** Premiere seating with VIP Table Favors for you and your guests at the Gala (total 10).
- **Society Program:** Privileged membership into The Society – an exclusive National American Cancer Society Program.





PRODUCER \$7,500

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company logo and name will be incorporated into the *Night at the Oscars* event and placed in all promotional materials.
- **Recognition:** Sponsor logo featured in the Gala invitations sent to over 1,000 prominent residents and business leaders of the Florida Keys and country. Recognition as the *Producer* sponsor with your company logo prominently featured on a full page in the Gala Program. Continuous name recognition at the event via PowerPoint and announced by emcee. Recognition of your company on *Night at the Oscars* Gala Website and on Facebook. Recognition at every press release opportunity.
- **Red Carpet Photograph Backdrop:** Your company logo will be placed on the distinguished step-and-release backdrop for photographs, if logo is submitted by the deadline of 2/1/2015.
- **Premiere Seating:** Premiere seating with VIP Table Favors for you and your guests at the Gala (total 8).





ASSOCIATE PRODUCER \$5,000

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company logo and name will be incorporated into the *Night at the Oscars* event and placed in all promotional materials.
- **Recognition:** Sponsor logo featured in the Gala invitations sent to over 1,000 prominent residents and business leaders of the Florida Keys and country. Recognition as the *Associate Producer* sponsor with your company logo prominently featured on a full page in the Gala Program. Continuous name recognition at the event via PowerPoint and announced by emcee. Recognition of your company on *Night at the Oscars* Gala Website and on Facebook. Recognition at every press release opportunity.
- **Red Carpet Photograph Backdrop:** Your company logo will be placed on the distinguished step-and-release backdrop for photographs, if logo is submitted by the deadline of 2/1/2015.
- **Premiere Seating:** Premiere seating with VIP Table Favors for you and your guests at the Gala (total 6).





LINE PRODUCER \$3,500

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company logo and name will be incorporated into the *Night at the Oscars* event and placed in all promotional materials.
- **Recognition:** Sponsor logo featured in the Gala invitations sent to over 1,000 prominent residents and business leaders of the Florida Keys and country. Recognition as the *Line Producer* sponsor with your company logo prominently featured on a half-page in the Gala Program. Continuous name recognition at the event via PowerPoint and announced by emcee. Recognition of your company on *Night at the Oscars* Gala Website and on Facebook. Recognition at every press release opportunity.
- **Red Carpet Photograph Backdrop:** Your company logo will be placed on the distinguished step-and-release backdrop for photographs, if logo is submitted by the deadline of 2/1/2015.
- **Premiere Seating:** Premiere seating with VIP Table Favors for you and your guests at the Gala (total 4).





ASSISTANT DIRECTOR \$1,500

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** Philanthropic 100% Tax-Deductible donation as a leader in the community with the American Cancer Society.
- **Advertising:** Your company name will be listed in the *Night at the Oscars* promotional materials.
- **Recognition:** Sponsor listed in the Gala invitations sent to over 1,000 prominent residents and business leaders of the Florida Keys and country. Recognition as *the Assistant Director* sponsor in the Gala Program. Continuous name recognition at the event via Powerpoint.
- **Premiere Seating:** Premiere seating with VIP Table Favors for you and a guest at the Gala (total 2).



SCREENWRITER - UNDERWRITING SPONSORSHIP

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contribution will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer, because your tax-deductible donation will offset direct expenses, allowing significantly more direct donations to be applied toward the mission of the American Cancer Society.
- **Recognition:** Recognition as the *Screenwriter* Underwriting Sponsor name with your name and photograph featured in the Gala Program. Continuous name recognition at the event via PowerPoint and announced by emcee. Recognition on *Night at the Oscars* Gala Website and on Facebook. Recognition at every press release opportunity.
- **Premiere Seating:** *Screenwriters* at a minimum level of \$2,000 will receive seating for 2 at the *Night at the Oscars* and an opportunity to attend the Red Carpet Reception prior the gala.

_____ Entertainment Sponsor, \$1200

_____ Invitation Sponsor, \$750

_____ Program Book Sponsor, \$2500

_____ Decorations Sponsor, \$1000

_____ Flowers Sponsor, \$1000

_____ Postage Sponsor, \$500

_____ Red Carpet Liquor Sponsor, \$500

SOLD VIP Reception Sponsor

_____ Publicity Sponsor, \$1,500

_____ Photography Sponsor, \$500

_____ Table Favors Sponsor, \$1,000

_____ Party Rentals Sponsor, \$1,000

_____ Champagne Sponsor, \$500

_____ Corkage Sponsor, \$500

_____ Red Carpet Wine Sponsor, \$500

_____ Step-and-Repeat Sponsor, \$500

Payment will be made to American Cancer Society; however, I understand that should I make a check payable to the vendor, the American Cancer Society will, in turn, provide me with a letter for my Underwriting Sponsorship for me to attach with my invoice, for my tax deduction.

Your support is making lifesaving and life enhancing differences in the fight against cancer, every single day...and for that, We thank YOU.





LEAD ACTOR TABLE SPONSOR \$2,500

Partner with the Nation's largest voluntary health organization, Your American Cancer Society.

- **Life Saving Mission:** Your contributions will directly help the American Cancer Society cancer research programs and help to eliminate cancer, prevent cancer, save lives and diminish suffering from cancer.
- **Philanthropic Opportunity:** As a leader in the community with the American Cancer Society, a portion of \$2,500 will be 100% tax-deductible. The fair market value for the table is \$850.
- **Recognition:** As Lead Actor your company name will be listed in the *Night at the Oscars* event Program and placed in the continuous Powerpoint during the evening presentation.
- **Additional Recognition:** Recognition as a *Lead Actor* Table Sponsor on the gala website and on Facebook.. Lead Actor Sponsor name listed on the table you sponsor.
- **Premiere Seating:** Premiere seating for you and 9 guests (maximum total 10 at table).





AMERICAN CANCER SOCIETY DIAMOND GALA OF THE KEYS

Night AT THE OSCARS SATURDAY, APRIL 25, 2015

Sponsor Commitment Form

SPONSOR OPPORTUNITIES

- Head of Studio - \$20,000
Director of Production - \$15,000
Joe Roth Diar SOLD Hope - \$10,000
Executive Producer - \$10,000
Producer - \$7,500
Associate Producer - \$5,000
Line Producer - \$3,500
Assistant Director - \$1,000 - \$2,000
Lead Actor's Table (10 guests)* - \$2,500
Underwriting Sponsor (specific opportunities attached)

*Fair market value is equal to \$85 per person.

I'm unable to attend, but would like to make a 100% tax-deductible contribution of \$_____ to help the American Cancer Society finish the fight against cancer.

SPONSOR INFORMATION

Please print company name legibly and exactly as it should appear in all publications.

Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Signature: _____

PAYMENT INFORMATION

- Check enclosed, payable to the American Cancer Society.
Please send invoice to the address above. All payments must be received prior to the event.
Payment made online at diamondgalaofthekeys.org.
Charge credit card American Express MasterCard VISA Discover

Card number: _____ Exp. date: _____
Cardholder name: _____ Signature: _____

Your support is helping the American Cancer Society finish the fight against cancer. Thank you!

SUBMIT COMPLETED FORM AND PAYMENT TO:

American Cancer Society, Carrie Helliesen, Specialist, Distinguished Events
1010 Kennedy Drive #303, Key West, FL 33040
carrie.helliesen@cancer.org | Fax: 305.294.3964

For more information, contact: carrie.helliesen@cancer.org | 305.292.2333, ext. 4905



A copy of the official registration and financial information may be obtained from the division of consumer services by calling 1-800-435-7352, within the state. Registration does not imply endorsement, approval or recommendation by the state.

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.

THE *End*



We **save lives** by helping you stay well,
helping you get well, by finding cures,
and by fighting back.

cancer.org | 1.800.227.2345

