Construction vs. Cancer
The Big Dig in the Desert
November 2017

Sponsorship and
Underwriting Opportunities
ABOUT THE AMERICAN CANCER SOCIETY

- The largest voluntary health organization in the United States
- 2.5 million dedicated volunteers
- 47 Nobel Prize winners for cancer research
- More than $17 million currently invested in childhood cancer research grants
- More than $6 million currently invested in research grants in Arizona
- Over 2,283 free rides to and from treatment for cancer patients in Arizona

OUR MISSION

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

PEDIATRIC CANCER

In 2016, an estimated 14,660 new cases of cancer will be diagnosed and 1,850 deaths will occur among children aged birth to 19 years.

Cancer is the second leading cause of death in children ages 1-14, exceeded only by accidents. Approximately 1 in 285 children will be diagnosed with cancer before age 20.
**THE BIG DIG IN THE DESERT**

The Big Dig gives local Phoenix children, including those with cancer, the opportunity to attend and operate heavy machinery, including excavators, scissor lifts, and more.

Sponsors and ticketholders will be “hard hats” for the day operating heavy construction equipment in the beautiful Arizona desert in a festive fair-like atmosphere. More than 1500 big and little construction wanna-be’s are expected to attend the second annual Big Dig in the Desert for The American Cancer Society.

**2016 INAUGURAL BIG DIG IN THE DESERT- November 5th, 2016**

- 1,100 Participants
- 300 Volunteers
- 100 Pediatric Survivors and Family Members
- 18 Moving Excavators
- 10 Moving Scissor Lifts
- 20 Pieces of Stationary Equipment (including crane, motor grader, scraper, dozer and more)
- 5 Kid’s Zone Tent Activities (including face painting, Legos, coloring, corn hole and more)
- $125,000 raised for the American Cancer Society!
Founding Committee Members
Sponsorship Opportunities

$40,000 PRESENTING Sponsor

- Recognition as Presenting Sponsor on all external communications including media
- Recognition on all collateral, social media and website
- Display of four (4) banners at THE BIG DIG IN THE DESERT PHOENIX
- Display table for company to hand out information and/or giveaways
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Opportunity for representative to speak at THE BIG DIG IN THE DESERT PHOENIX
- Eighty (80) tickets to attend THE BIG DIG IN THE DESERT PHOENIX
- Forty (40) tickets to sponsor local children touched by cancer (ACS will distribute)

$20,000 QUARTZ Sponsor

- Recognition on all collateral, social media and website
- Display of three (3) banners at THE BIG DIG IN THE DESERT PHOENIX
- Display table for company to hand out information and/or giveaways
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Sixty (60) tickets to attend THE BIG DIG IN THE DESERT PHOENIX
- Thirty (30) tickets to sponsor local children touched by cancer (ACS will distribute)
### 10,000 ZIRCON Sponsor
- Recognition on all collateral, social media and website
- Display of two (2) banners at THE BIG DIG IN THE DESERT PHOENIX
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Forty (40) tickets to attend THE BIG DIG IN THE DESERT PHOENIX
- Ten (10) tickets to sponsor local children touched by cancer (ACS will distribute)

### $5,000 KID ZONE Sponsor
- Recognition on all collateral, social media and website
- Display one (1) banner on kid zone tent or logo on one master kid zone tent
- Tent, table and chairs will be provided. Sponsors have the option to provide their own kid-appropriate activities and volunteers to run the area.
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Twenty (20) tickets to attend THE BIG DIG IN THE DESERT PHOENIX
- Eight (8) tickets to sponsor local children touched by cancer (ACS will distribute)

### $2,500 COPPER Sponsor
- Recognition on event website
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Ten (10) tickets to attend THE BIG DIG IN THE DESERT PHOENIX
- Four (4) tickets to sponsor local children touched by cancer (ACS will distribute)

### $1,000 GRAPHITE Sponsor
- Recognition on event website
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Four (4) tickets to attend THE BIG DIG IN THE DESERT PHOENIX
- Two (2) tickets to sponsor local children touched by cancer (ACS will distribute)
**Underwriting Opportunities**

**Tent, Table and Chair Underwriter - $15,000**

Recognition on website and social media  
Banner displayed at festival area  
Company Logo on event T-shirt  
Photo opportunities at the event for internal and external communications  
Opportunity for employees to volunteer at the event  
Forty (40) tickets to attend THE BIG DIG IN THE DESERT PHOENIX  
Twenty (20) tickets to sponsor local children touched by cancer (ACS will distribute)

**Lanyard and Wristband Underwriter - $3,500**

Recognition on website and social media  
Exclusive branding on each lanyard distributed to attendees (provided by sponsor)  
Photo opportunities at the event for internal and external communications  
Opportunity for employees to volunteer at the event  
Ten (10) tickets to attend THE BIG DIG IN THE DESERT PHOENIX  
Four (4) tickets to sponsor local children touched by cancer (ACS will distribute)

**In-Kind Donation Opportunities**

**All In-Kind Opportunities Include:**

Recognition on website and social media  
Banner displayed in designated area (if applicable)  
Photo opportunities at the event for internal and external communication  
Listing on ‘Thank-You Sponsor Banner’ at the event

**Kid’s Swag (hard hats, sunscreen, t-shirts, etc.)**

**Volunteer T-Shirts**

**Food Vendor (tent, table and chairs provided)**

**Survivor Gifts**

**Entertainment**

**Signage and Banners**

**Kid’s Activities**

*Create Your Own* please work with ACS to create your own in-kind opportunity to enhance the event