



2019 SPONSORSHIP OPPORTUNITIES



CORKS *and*
HOUSTON
American Cancer Society®
Forks

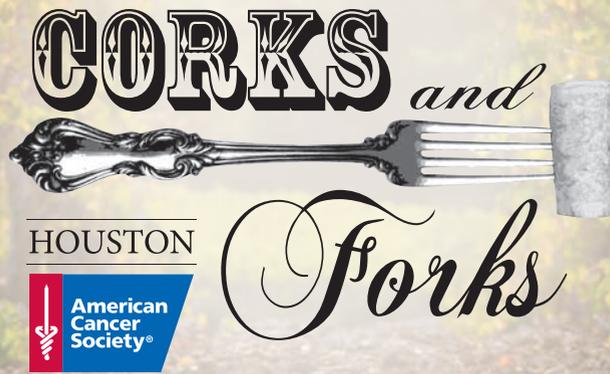
CORKS *and*



HOUSTON



Forks



THURSDAY EVENING,
October 3, 2019
7:30 – 10:30 PM

THE BALLROOM AT BAYOU PLACE
500 Texas Avenue | Houston, Texas 77002

Honoring
Shelby Hodge and Shafik Rifaat, FAIA FAICP

Emcee
Deborah Duncan

Music Provided by
David Caceres

CULINARY COMPETITION
AND WINE TASTING

Featuring
Live Auction by Alan Helfman | Silent Auction | Wine Pull
Champagne and Diamond Raffle | Watches and Whiskey Raffle

BUSINESS OR COCKTAIL ATTIRE

Dear Friend,

The word cancer is frightening. Cancer is a word heard all too often affecting our families, loved ones and communities. The American Cancer Society estimates that over 1.7 million people in the United States will hear those words this year. Despite this staggering statistic, more and more people are surviving cancer every day through lifesaving research and treatments. With your help, we can make even greater progress.

In 2018, Houston Corks and Forks was incredibly successful. Again, this year with your generous help we can without a doubt make this event a National model for the American Cancer Society Corks and Forks to be held in every major city.

For our efforts to be successful, we depend on sponsors and benefactors like you. We ask that you kindly consider supporting the American Cancer Society's vision of a world free from cancer by sponsoring the 4th Annual Houston Corks and Forks event at The Ballroom at Bayou Place.



*Photo Credit: Jeff Myers Photography

This evening features an amazing and fun culinary competition highlighting some of Houston's top chefs. Guests will have the opportunity to enjoy delicious food and wine tastings as they watch our chef's show-off their culinary skills and creativity. This year's chef showdown promises to be a one of a kind evening filled with great activities and Houston's most prominent culinary influencers. This is one event you will not want to miss!

Please join us at Corks and Fork's, October 3, 2019 at The Ballroom at Bayou Place located in Houston's Downtown Historic District.

For your consideration, please find the numerous opportunities and benefits provided for all levels of sponsorship. We would be honored to have you as our distinguished partner by including your name, family, and/or business as one of our sponsors.

Lifesaving and life-changing programs, services and research would not be possible without the generosity of supporters like you. Please join us in the fight against cancer by sponsoring the Houston Corks and Forks event, October 3, 2019.

Thank you in advance for your consideration and support. Together we can save lives by hopefully putting an end to this dreadful disease in our lifetime.

Very Sincerely,

Mary Grace Gray | Event Co-Chair

Walter Aymen | Event Co-Chair

MEET THE HONOREES

Shelby Hodge and Shafik Rifaat, FAIA FAICP



Shelby Hodge

Shelby Hodge is currently the Social and Lifestyle editor at PaperCity. Most recently she served as editor-at-large at CultureMap Houston, which she joined in 2009, and was the Houston Chronicle's society editor for more than 18 years prior to that.

Shelby is well-known across Houston for her coverage of major events and charitable endeavors. Several local organizations have honored her for her contributions to the city, and three mayors have declared Shelby Hodge Day.

She is a native of Baton Rouge, Louisiana and graduated from Louisiana State University with a journalism degree.

Shelby was diagnosed with cancer in the summer of 2013. In July 2018, she rang the final bell having reached the 5 years recovery milestone.

Shafik Rifaat

Shafik Rifaat is Professor of Architecture and Urban Design at the University of Houston and President of SIR Inc. Architects and Planners.

Throughout his distinguished career, Shafik has earned notoriety and respect from both professional and academic worlds in the fields of Urban Planning and Architecture. Whether developing master plans for communities at home and abroad, working with US-AID to design master plans, schools in Italy or designing public housing in Houston, Mr. Rifaat's talents are widely recognized.

Shelby describes Shafik as her rock, and his support was critical during the very difficult time of her life in which she fought cancer.

Shelby and Shafik are loved for their extraordinary contributions to our community and for their outstanding legacy of support of many diverse charitable and cultural organizations.

SPECIAL RECOGNITION AWARD

VICTORY



*Photo Credit: www.alexandersportraits.com

VICTORY, a special branch of the American Cancer Society, is a volunteer organization dedicated to raising funds to help in the fight against cancer.

The Cattle Baron's Ball and the Holiday Shopping Card have provided the avenues for this fundraising endeavor.

VICTORY consist of 130 active members and a varying number of associates and sustaining members. Proceeds from the Cattle Baron's Ball and the Holiday Shopping Card are used to fund American Cancer Society research grants, education programs and service programs. The Cattle Baron's Ball is one of the largest single fundraisers for the American Cancer Society in the United States and one of the premier annual galas in Houston.

The Cattle Baron's Ball celebrated 31 years in 2018, raised over 2.1 million dollars. The Holiday Shopping Card raised over \$900,00; giving to the American Cancer Society over \$3 million dollars in 2018.

Through the VICTORY events and members, VICTORY has given Hope Lodge over \$4 million dollars to help cancer patients have access to the highest level of treatment and a safe, lovely place to stay during their treatments.

Fundraising is not all VICTORY is about, they host the Cattle Baron's Ball Children's party for pediatric oncology patients. For over 25 years, they have had this event for the young cancer patients and their families and is organized with the cooperation of local hospitals and outpatient clinics. It is VICTORY's gift to these brave children and their families. The Cattle Baron's Ball donated 75 VICTORY Gund bears to Texas Children's Hospital in 2018.

To date VICTORY, has given over \$53 million to the American Cancer Society's mission and its commitment as a volunteer organization with superior standards and accomplishments is a shining example of voluntarism as its finest.



HOW YOU CAN
Make a Difference

BE AN EVENT SPONSOR

On the night of Houston Corks and Forks, your name or company logo will be prominently displayed in the area you have chosen to sponsor.

PURCHASE TABLES OR TICKETS TO THE EVENT

Get your reservations in early for the food and wine event of the year!

HELP BUILD A HOME AWAY FROM HOME

Hope Lodge Houston is a no-cost residence for cancer patients visiting Greater Houston area for treatment. There are multiple opportunities available.

ADDITIONAL CONTRIBUTION OPPORTUNITIES

There are other ways you can support the American Cancer Society.

The American Cancer Society's

mission is to save lives, celebrate lives, and lead the fight
for a world without cancer.



WHY BECOME A *Corporate Sponsor*

PEOPLE KNOW THE AMERICAN CANCER SOCIETY.

According to the American Cancer Society Market Research 2015 Brand Tracker, we have leading awareness (at 95%) among major health related charities.

PEOPLE TRUST THE AMERICAN CANCER SOCIETY.

34% of Americans trust the Society for accurate and up-to-date cancer information – more than any other source, even their personal physician.

THE AMERICAN CANCER SOCIETY IS RELEVANT TO CONSUMERS.

According to the 2009 Cone Nonprofit Power Brand 100, the Society is ranked:



*Cone Communications and Ubiquity's 2015 Global CSR Study

SPONSORSHIP

Opportunities

Crown Jewel \$100,000 Sponsor

- Exclusive opportunity as the single presenting sponsor of Houston Corks and Forks
- Prominent recognition at the Houston Corks and Forks event
- Logo prominently displayed as the single presenting sponsor on the Houston Corks and Forks website, invitation, promotional materials, event program and event signage
- One full-page acknowledgment in the event program
- Recognition in the media, including a press release, as the single presenting sponsor
- Branded social media post
- 20 Tickets to the Kickoff Party
- 20 Tickets to the VIP Reception
- 2 Reserved VIP tables for 10
- Logo printed on all culinary competition awards including the culinary crown
- Logo printed on red carpet photo backdrop
- Logo printed on entry stairs
- Logo printed on specialty cocktail glass for the VIP Reception
- Opportunity for sponsor representative to give a speech during the VIP Reception
- 2 Tickets to attend the American Cancer Society Cattle Baron's Ball
- 2 Tickets to attend Cattle Baron's Ball VIP party
- Recipient of the prestigious American Cancer Society Visionary Award
- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

Grand Reserve \$50,000 Sponsor

- Logo prominently displayed as one of the top sponsors on the Houston Corks and Forks website, invitation, promotional materials, event program and event signage
- One half-page acknowledgment in the event program
- Recognition in the media, including a press release, as one of the top sponsors
- Branded social media post
- 16 Tickets to the Kickoff Party
- 16 Tickets to the VIP Reception
- 2 Reserved VIP tables for 8
- Recognition with company name or logo displayed at sponsored area
- Recipient of the prestigious American Cancer Society Visionary Award
- **Choose one sponsorship option listed below:**
 - Kickoff Party Sponsor
 - VIP Reception Sponsor
 - Entertainment Sponsor

Honor Reserve \$25,000 sponsor

- Logo displayed as one of the top sponsors on the Houston Corks and Forks website, invitation, promotional materials, event program and event signage
- One quarter-page acknowledgment in the event program
- Branded social media post
- 10 Tickets to the Kickoff Party
- 10 Tickets to the VIP Reception
- 1 Reserved VIP table for 10
- Recipient of the prestigious American Cancer

Society Visionary Award

- **Choose one sponsorship option listed below:**

- Auction Sponsor
- Event Wine and Spirit Sponsor
- Décor Sponsor
- Vignette Photobooth Sponsor
- Event Venue Sponsor

Reserve \$10,000 sponsor

- Logo displayed as one of the top sponsors on the Houston Corks and Forks website, invitation, promotional materials, event program and event signage
- Branded social media post
- 10 Tickets to the Kickoff Party
- 10 Tickets to the VIP Reception
- Recognition with company name or logo displayed at sponsored area

- 10 Tickets to the event
- Access to a reserved lounge area for 10 guests

- **Choose one sponsorship option listed below:**

- Signage Sponsor
- Invitation Sponsor
- Photography Sponsor
- Videography Sponsor

Sommelier \$5,000 sponsor

- Logo displayed as a sponsor on the Houston Corks and Forks website, invitation, promotional materials, event program and event signage
- Branded social media post
- 8 Tickets to the event
- Access to a reserved lounge area for 8 guests

- Recognition with company name or logo displayed at sponsored area

- **Choose one sponsorship option listed below:**

- Wine Pull Sponsor
- Champagne and Diamond Sponsor
- Watches and Whiskey Sponsor

Cannaisseur \$2,500 sponsor

- Logo displayed as a sponsor on the Houston Corks and Forks website, invitation, promotional materials, event program and event signage
- Branded social media post
- 6 Tickets the event

- Recognition with company name or logo displayed at sponsored area

- **Choose one sponsorship option listed below:**

- Beverage Sponsor
- Table Settings Sponsor
- Check-in/Registration Area Sponsor

TICKET

Opportunities

Enthusiast \$1,500

- Sponsor Recognition in event program
- 4 tickets to the event

Individual \$150

- 1 ticket to the event and as much fun as you can have!

BUILD HOPE

Touch Lives



Having cancer and going through treatments has layers of challenges beyond being a patient. Every year, more than 127,000 patients travel to Houston for treatment. Many have major problems affording and finding housing. The American Cancer Society and people like you are helping to solve this problem by building The Richard M. Schultze Family Foundation Hope Lodge. The Hope Lodge is a no-cost facility for cancer patients and their families who must travel to Houston for their life-saving treatments. The Houston's Hope Lodge will be the largest in the country with 64 patients suites, and will save patients over \$3 million dollars each year. The Lodge is being built on Ardmore Street in the Texas Medical Center.

You can be a part of hope. Whether you give \$100 or \$100,000, your gift will leave a lasting legacy and make an impact on the lives of cancer patients and their families. We would be honored if you would join our efforts by giving a gift to the "BUILD HOPE. TOUCH LIVES." Campaign that will help every cancer patient who walks in the door.



NOT HAVING TO WORRY ABOUT WHERE TO STAY AND HOW TO PAY FOR IT ALLOWS CANCER PATIENTS TO FOCUS ON ONE THING:

Getting Well

HOPE LODGE DONOR *Opportunities*

The following amenities are only available with a donation given through the 2019 Corks and Forks:

\$50,000 and Over

- Lodge naming opportunities available
- Pledge payable over two years
- 16 tickets to the VIP Reception
- 2 Reserved VIP tables for 8
- 16 tickets to the Kick-off Party
- Signage with name or logo
- Prominent recognition in invitation, program, website and social media
- Listing name on Donor Wall of Hope Lodge in addition to named area

\$25,000 and Over

- Lodge naming opportunities will be available at this level upon construction
- 10 Tickets to the VIP Reception
- Access to a reserved lounge area for 10 guests
- Signage with name or logo
- Prominent recognition in invitation, program, website and social media
- Invitation for 10 to the Kick-off Party
- Listing name on Donor Wall of Hope Lodge in addition to named area

Hope Lodge Paving Stone

Honor a love one with a personalized paving stone, which will live in the healing garden of Houston's Hope Lodge. All funds raised for this will be dedicated to the Hope Lodge, and there are two options available:

- **\$1,500 Contribution:**
12 X 12 inch Paving Stone
- **\$500 Contribution:**
8 X 8 inch Paving Stone

Hope Lodge Contribution: Please contact us at tiziana.triolo@cancer.org or 713.706.5657 to make a Hope Lodge contribution.

ROAD TO RECOVERY

cancer.org/roadtorecovery



For many cancer patients, getting to and from treatment is the biggest barrier in beating the disease. In a national study conducted by the American Cancer Society (the Society) and hospital social workers, transportation is consistently named alongside financial assistance as first or second in importance of non-medical needs. Seventy-three percent of social workers indicated that if the American Cancer Society or other organizations did not provide transportation services that there would be a reduction in patient treatment compliance, and 42 percent indicated that patients would be unable to complete their treatment regimen. To address this need, the Society is seeking to raise a minimum of \$700,000 to expand transportation in the Greater Houston area.

American Cancer Society Road to Recovery program volunteers provide rides to and from cancer-related medical appointments for patients who otherwise might not be able to get there. If you or someone you love needs a ride, we can help. For more information about the Road to Recovery program or how to volunteer, visit cancer.org/roadtorecovery.

In 2016, there were more than 15.5 million adult and childhood cancer survivors in the United States. By January 1, 2026, it is estimated that the population of cancer survivors will increase to 20.3 million: almost 10 million males and 10.3 million females. The availability and quality of cancer care is influenced by various structural barriers, including access to transportation. Simply put, if cancer patients cannot get to their treatment appointments their likelihood of survival is compromised. By ensuring that patients complete their treatment, we can increase the number of cancer survivors.

ADDITIONAL CONTRIBUTION OPPORTUNITIES

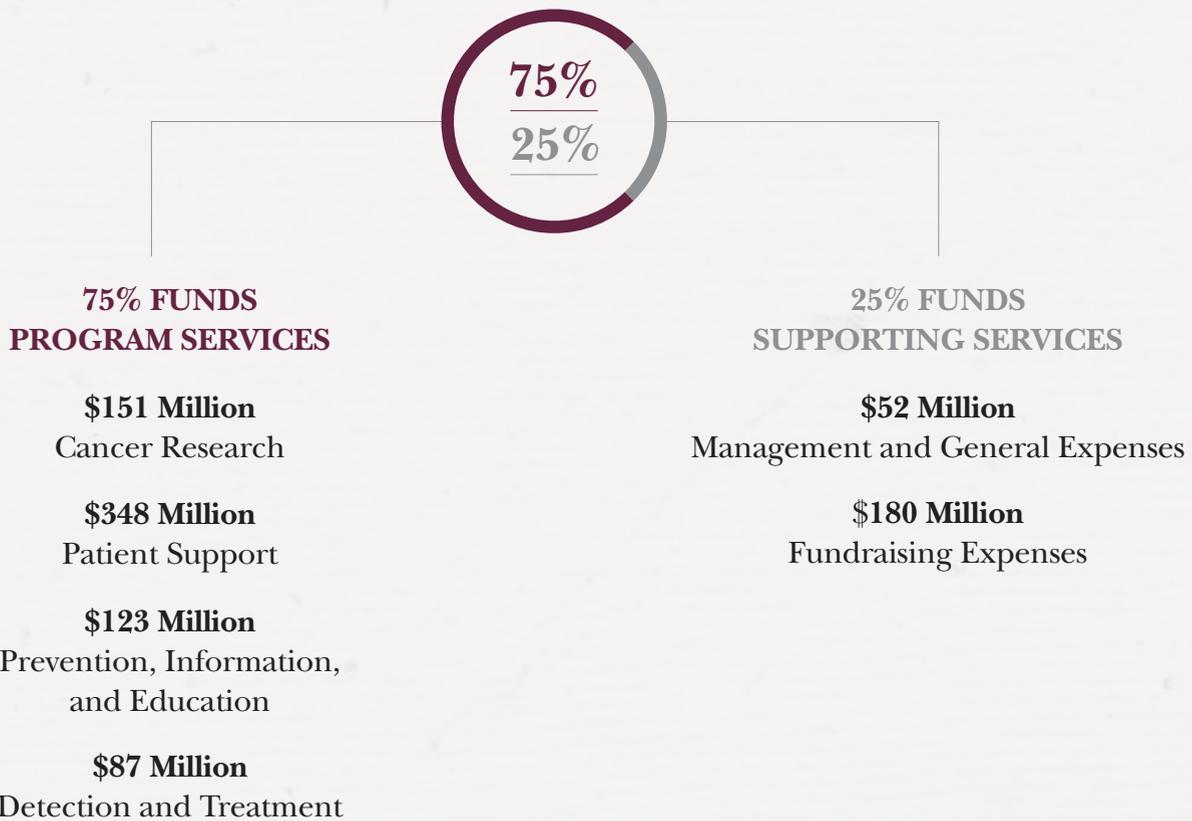
GENERAL DONATION

If you are not able to attend Houston Corks and Forks but would like to make a donation, please complete the Sponsorship Commitment Form and select the General Donation box in the Sponsorship Selection section.

MATCHING GIFTS

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. Most of these programs match contributions dollar for dollar and some will even triple the amount of your gift. Please contact your Human Resources department to find out if your company offers matching gifts. Should you have any questions for the American Cancer Society, please contact the Houston office at 713.706.5657.

HOW WE SPEND THE MONEY



The American Cancer Society is a 501(c)(3) nonprofit organization recognized by the Internal Revenue Service. All contributions are tax-deductible to the extent allowed by law and benefit the American Cancer Society.

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HOUSTON



Forks

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.

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2500 Fondren Road, Suite 100
Houston, TX 77063
(713) 706-5690

cancer.org
Houstoncorksandforks.org



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