



Dear Friend,

On behalf of the American Cancer Society, we invite you to join the fight against cancer by supporting the **39th Annual Diamond Ball, Impact From Every Angle**, to be held on Sunday, November 18, 2018 at the Westmount Country Club in Woodland Park, NJ.

With a 38-year history, the Diamond Ball has a tradition of honoring those who have gone above and beyond to help cancer patients and their families fight back against this terrible disease. This year the Diamond Ball will honor accomplished physicians from Atlantic Health System, Hackensack Meridian Health, Memorial Sloan Kettering Cancer Center, RWJBarnabas Health, and Valley Health System as well as present the 2018 Jody A. Morrow Humanitarian Award to The Silverstrom Group.

Today we have an enormous opportunity to end cancer, and the pain and suffering it causes. Thanks to the progress we're making together, mortality rates from the disease have fallen 25 percent since 1991. That's more than 2.4 million lives saved from cancer that would have otherwise been lost. While we're making great progress, it's going to take all of us, working together, to beat this disease. *That's why we do much more than breakthrough research.* The Society also offers free rides to treatment, free wigs, a live 24/7 helpline and free lodging near hospitals. Your investment in the American Cancer Society means we're able to provide support to everyone impacted by cancer, in every community, from research to education, prevention to diagnosis, and treatment to recovery.



We would greatly appreciate your support of the Society's 39th Annual Diamond Ball. If you have any questions or would like additional information, please do not hesitate to contact me. Thank you in advance for your consideration of this request.

With appreciation,

Emily J. Nelson, Sr. Community Development Manager

cc: Andrea Solomon and Farah Goldstein, Event Co-Chairs

stay well | get well | find cures | fight back | cancer.org | 1.800.227.2345

New Jersey Region
2310 Route 34, Suite 1D, Manasquan, NJ 08736
(p): 732-292-4260 (f): 732-528-0162 (e): Emily.Nelson@cancer.org



39th Annual Diamond Ball Sponsorship Package



*Sunday, November 18, 2018
Westmount Country Club
Woodland Park, NJ*

Event Information: 39th Annual Diamond Ball
Event Date: November 18, 2018
Event Location: Westmount Country Club
Woodland Park, NJ 07424

Contact: Emily Nelson
Community Development Manager,
2310 Route 34, Suite 1D, Manasquan, NJ 08736
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Attacking from every angle.™

History of the Diamond Ball

The Annual Diamond Ball is one of the American Cancer Society's oldest and most distinguished galas in New Jersey. This Ball is the American Cancer Society's opportunity to support those who have battled cancer, honor those who have made important contributions to the oncology field, and raise funds to provide our critical patient programs and services. Last year's event united over 340 guests and raised over \$247,000. Over the past ten years alone, the Diamond Ball has raised more than \$2 million toward the fight against cancer!

With a 38-year history, the Diamond Ball has a tradition of honoring those who have gone above and beyond to help cancer patients and their families fight back against this terrible disease. This year the Diamond Ball will honor accomplished physicians from Atlantic Health System, Hackensack Meridian Health, Memorial Sloan Kettering Cancer Center, RWJBarnabas Health, and Valley Health System as well as present the 2018 Jody A. Morrow Humanitarian Award to The Silverstrom Group.

The 39th Annual Diamond Ball will be held on Sunday, November 18, 2018 at the Westmount Country Club in Woodland Park, NJ. Whether you prefer to network with top medical and business leaders, take a chance at winning fabulous prizes, or dance the night away, the Diamond Ball will offer you and your guests an evening to remember.

Cancer touches so many people in our community, but it's only when we join together that we will finish the fight. The American Cancer Society is doing the most to help patients with every type of cancer today and is striving to find cures to end the disease tomorrow. Your support will help the American Cancer Society attack cancer from every angle.



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Your investment in the American Cancer Society will ensure that...

The more than 15,000 children diagnosed with cancer this year will have some of the best treatment options available, and millions of others may never have to hear the words ..."You have cancer"!



CHOOSE | THE AMERICAN CANCER SOCIETY

Countless women diagnosed with cancer will continue to receive free wigs to camouflage the side effects of treatment.



Women like Kelli - whose breast cancer metastasized to her bones and liver - can remain hopeful that our funded researchers will make a research break-through in time to save her life!



We have ongoing funding to support our Hope Lodge Systems so people - like Charlie from Eastern Long Island - will continue to have somewhere to stay when their only treatment option is far away from home.



We are able to sustain our Road to Recovery Program to ensure a network of volunteers is available to drive cancer patients to and from treatment.



No matter what time of day or night a cancer patient or family member calls our toll-free number, a trained Cancer Resource Specialist is available to take their call, and provide comfort, support and critical information.

1-800-227-2345



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Presenting Sponsor – Exclusive Opportunity

\$30,000

Full Promotional Rights & Media Benefits

- ❖ Company/Donor name incorporated into event artwork - i.e. *39th Annual Diamond Ball Presented by [Company Name]*
- ❖ Presenting Sponsor recognition on all promotional materials and invitations
- ❖ Exclusive placement on the Outside Back Cover of our Tribute Journal
- ❖ Two-page company profile in the Tribute Journal
- ❖ Presenting Sponsor recognition in all Diamond Ball press kits and news releases
- ❖ Presenting Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Verbal recognition by the Master of Ceremonies
- ❖ Presentation of Presenting Sponsor plaque and a brief speaking opportunity or multimedia showcase
- ❖ Recognition in night-of video reel
- ❖ Top billing on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ❖ Three (3) priority seating tables for a total of thirty (30) guests
- ❖ Four (4) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

*Pre-event recognition is subject to printing deadlines.

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Ruby Sponsor

\$20,000

Full Promotional Rights & Media Benefits

- ❖ Ruby Sponsor recognition on all promotional materials and invitations
- ❖ Ruby Sponsor recognition in the Tribute Journal including a prominent Ruby Page
- ❖ Ruby Sponsor recognition in all Diamond Ball press kits and news releases
- ❖ Ruby Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Verbal recognition by the Master of Ceremonies
- ❖ Presentation of Ruby Sponsor plaque
- ❖ Recognition in night-of video reel
- ❖ Prominent recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ❖ Two (2) priority seating tables for twenty (20) guests
- ❖ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

Emerald Sponsor

\$15,000

Full Promotional Rights & Media Benefits

- ❖ Emerald Sponsor recognition on all promotional materials and invitations
- ❖ Emerald Sponsor recognition in the Tribute Journal including a prominent Ruby Page
- ❖ Emerald Sponsor recognition in all Diamond Ball press kits and news releases
- ❖ Emerald Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Verbal recognition by the Master of Ceremonies
- ❖ Presentation of Emerald Sponsor plaque
- ❖ Recognition in night-of video reel
- ❖ Prominent recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ❖ Two (2) priority seating tables for fifteen (15) guests
- ❖ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

Gold Sponsor

\$10,000

Full Promotional Rights & Media Benefits

- ❖ Gold Sponsor recognition on all promotional materials and invitations
- ❖ Gold Sponsor recognition in the Tribute Journal including a prominent Gold Page
- ❖ Gold Sponsor recognition in all Diamond Ball press kits and news releases
- ❖ Gold Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Verbal recognition by the Master of Ceremonies
- ❖ Presentation of Gold Sponsor plaque
- ❖ Recognition in night-of video reel
- ❖ Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ❖ One (1) table of twelve (12) guests
- ❖ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour



Silver Sponsor

\$7,500

Full Promotional Rights & Media Benefits

- ❖ Silver Sponsor recognition on all promotional materials and invitations
- ❖ Silver Sponsor recognition in the Tribute Journal including a prominent Silver Page
- ❖ Silver Sponsor recognition in all Diamond Ball press kits and news releases
- ❖ Silver Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Verbal recognition by the Master of Ceremonies
- ❖ Presentation of Silver Sponsor plaque
- ❖ Recognition in night-of video reel
- ❖ Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ❖ One (1) table of ten (10) guests
- ❖ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

Bronze Sponsor

\$5,000

Full Promotional Rights & Media Benefits

- ❖ Bronze Sponsor recognition on all promotional materials and invitations
- ❖ Bronze Sponsor recognition in the Tribute Journal including a prominent Bronze Page
- ❖ Bronze Sponsor recognition in all Diamond Ball press kits and news releases
- ❖ Bronze Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Verbal recognition by the Master of Ceremonies
- ❖ Recognition in night-of video reel
- ❖ Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ❖ Complimentary tickets for eight (8) guests
- ❖ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour



Memorial Sloan Kettering
Cancer Center



Table Host Sponsor

\$4,000

Full Promotional Rights & Media Benefits

- ❖ Half Page Ad in the Tribute Journal
- ❖ Table Host Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ❖ Recognition in night-of video reel

Hospitality Benefits

- ❖ One (1) table for ten (10) guests

Survivor Table Host Sponsor

\$4,000

Full Promotional Rights & Media Benefits

- ❖ Half Page Ad in the Tribute Journal
- ❖ Survivor Story (Full Page) in the Tribute Journal
- ❖ Recognition on the Diamond Ball website

On-Site Recognition & Signage

- ❖ Recognition in the night-of video reel
- ❖ Signage denoting your table as a “Survivor Sponsor”

Hospitality Benefits

- ❖ One (1) table for ten (10) guests
 - Tickets may be used by cancer patients and survivors who would normally not be able to attend the event. The Sponsoring Company can designate these survivors or request that the American Cancer Society allocate these tickets. If needed, the Sponsoring Company may use tickets for employees, etc.

Specialty Sponsor Opportunities

All specialty sponsors will receive recognition on the website and night-of video reel.

#1 – \$10,000 – Casino Night (Exclusive)

- ❖ One (1) table for (10) ten guests
- ❖ Gold Page advertisement
- ❖ Your company logo will be featured on tabletop signs at every game table
- ❖ Your company logo will be featured on the currency

#2 – \$8,000 – Music & Emcee (Exclusive)

- ❖ Complimentary tickets for eight (8) guests
- ❖ Silver Page advertisement
- ❖ Your company logo will be featured on signage near the band, DJ, and podium
- ❖ Verbal recognition from the Band Leader and Emcee throughout the evening

#3 – \$8,000 – Gala Gift Sponsor (Exclusive)

- ❖ Complimentary tickets for eight (8) guests
- ❖ Silver Page advertisement
- ❖ Your company logo will be featured on each attendee gift

#4 – \$7,500 – Centerpiece Sponsor

- ❖ Complimentary tickets for eight (8) guests
- ❖ Bronze Page advertisement
- ❖ Your company logo will be featured on all centerpieces

#5 – \$6,000 – Bar Sponsor

- ❖ Complimentary tickets for six (6) guests
- ❖ Full Page advertisement
- ❖ Signage at each bar, your company logo to be featured on cocktail napkins
- ❖ Option to name the signature cocktail

#6 – \$5,000 – Valet Parking

- ❖ Complimentary tickets for four (4) guests
- ❖ Half Page Advertisement
- ❖ Your company logo will be featured on a prominent sign in the car drop off area
- ❖ Option to provide a hang tag or company product for every car

#7 – \$3,500 – Balloon Auction

- ❖ Complimentary tickets for two (2) guests
- ❖ Quarter Page Advertisement
- ❖ Your company logo will be featured on the Balloon Auction Forms on every table
- ❖ Your company logo will be featured on the video reel during the auction (5 -10 minutes)
- ❖ Verbal recognition from the Emcee

#8 – \$2,500 – Candy Bar

- ❖ Complimentary tickets for two (2) guests
- ❖ Business Card Advertisement
- ❖ Signage at the candy bar

Sponsorship Commitment Form

Please complete the following information:

 Company or Individual Name Company Contact

 Street Address City, State, Zip

 Telephone Number E-mail Address

 Your name or your company name as you would like it to appear on all event materials

 Signature & Date

**Yes, we will support the American Cancer Society by sponsoring the
 39th Annual Diamond Ball, as a:**

<input type="checkbox"/> Presenting Sponsor	\$30,000	<input type="checkbox"/> Silver Sponsor	\$7,500
<input type="checkbox"/> Ruby Sponsor	\$20,000	<input type="checkbox"/> Bronze Sponsor	\$5,000
<input type="checkbox"/> Emerald Sponsor	\$15,000	<input type="checkbox"/> Table Host Sponsor	\$4,000
<input type="checkbox"/> Gold Sponsor	\$10,000	<input type="checkbox"/> Specialty Opportunity # ____	\$ ____

Sorry, we cannot be a sponsor/underwriter this year, but please accept our donation of \$_____.

Method of payment:

- Check Enclosed (Made payable to the American Cancer Society) Check # _____
- Please Invoice (All payments must be received prior to the event)
- Credit Card (Please circle one)
 Visa MC Discover AMEX

Name on Credit Card: _____

Card #: _____ Expiration Date: _____

Matching Gift Form Enclosed

PLEASE RETURN THIS FORM NO LATER THAN FRIDAY, OCTOBER 26, 2018 VIA MAIL OR FAX TO:

American Cancer Society
ATTN: Emily Nelson
2310 Route 34, Suite 1D
Manasquan, NJ 08736
(p): 732.292.4260
(f): 732.528.0162

INTERNAL USE ONLY Date Received: _____ Payment Amount: _____

