Dear Friends:

Thank you for viewing our Gala 2013 Sponsorship Packet. Please allow me to extend my undying appreciation to those who have sponsored our annual fundraising event for the past 37 years. Your support has been, and continues to be, critical to our American Cancer Society’s fight against cancer.

Our League’s 2013 Gala will be our most special event yet, as we will be celebrating an amazing milestone: the 100th Anniversary of the American Cancer Society. We will celebrate the life-saving work that this organization has done in our local community and the world.

I am also very proud and excited to announce this year’s gala honorees: Joan and John Knight—Eunice Knight Saunders Foundation; Sandy and Daryl Phillips—Phillips Steel Company, and Frani and Dan Ridder, one of the founding couples of the Long Beach Cancer League. I cannot think of a more deserving group to honor this very special year!

We have selected Thank Goodness it’s Sofia (TGIS) as our preferred catering company which, I’m confident, will impress us once again with their succulent cuisine. I can’t wait to see the wonderful surprises and entertainment that awaits all who will attend.

Through our annual gala, recognized as one of our area’s premier events, we have proudly raised over $11.1 million dollars in support of our fight against cancer. I am also very proud to report that our 2012 gala surpassed its goal and raised an impressive $223,484 net, to support the American Cancer Society’s life-saving research, community services and programs.

I encourage you to renew your sponsorship and invite you to pledge your support of our 2013 gala event, today, by completing the contribution form included in this brochure. Thank you for helping us to continue pursuing the dream of a world without cancer…a world with more birthdays!

With warm regards,

Myrna Wigod
President, Long Beach Cancer League
### Sponsorship Opportunities

Your most valuable reward as a sponsor: The certainty that your generous contributions will help further the fight against cancer through breakthrough research, life-saving programs and services for cancer patients of all ages. Your support WILL SAVE LIVES!

#### PRESENTING SPONSOR - $25,000
**Limited to one Presenting Sponsor per industry**
- VIP seating for 20
- Verbal recognition from Master of Ceremonies
- 3-minute speaking opportunity to address attendees
- Recognition on the cover of invitations mailed to more than 3,000 Greater Long Beach Area business leaders and residents
- Recognition on front cover of Event Program
- Promotion on all ads, brochures, and other media
- Recipient of Banners and signage throughout the event
- Complimentary Valet Parking for guests
- VIP table gift for guests

#### VISIONARY SPONSOR - $15,000
- Premier seating – one table of 12
- Verbal recognition from Master of Ceremonies
- Recognition on invitations mailed to more than 3,000 Greater Long Beach Area business leaders and residents
- Recognition on front cover of Event Program
- Promotion on all ads, brochures, and other media
- Prominent recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests

#### PLATINUM SPONSOR - $10,000
- Premier seating for 10
- Verbal recognition from Master of Ceremonies
- Recognition on invitations mailed to more than 3,000 Greater Long Beach Area business leaders and residents
- Platinum full-page ad in event program
- Prominent recognition on the event website as well as in all print materials
- Prominent recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests

#### GOLD SPONSOR - $6,000
- Priority seating for 8
- Verbal recognition from Master of Ceremonies
- Gold full-page ad in event program
- Recognition on the event website as well as in all print materials
- Recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests

#### MISSION MOMENT LIGHTS SPONSORSHIP - $3,500
**Limited to three Sponsorships**
- A powerful moment in our evening, we spend a portion of our evening remembering the reason for attendance and support—our collective fight against cancer. Your name will be acknowledged, verbally and on stage screens, before and after our guest cancer survivor addresses guests.
- Priority seating for 4
- Recognition on event website as well as in all print materials
- Recognition on stage screens throughout the event

#### SILVER SPONSOR - $2,500
- Priority seating for 4
- Verbal recognition from Master of Ceremonies
- Silver half-page ad in event program
- Recognition on event website as well as in all print materials
- Recognition on stage screens throughout the event
- Complimentary Valet Parking for guests

#### BRONZE SPONSOR - $1,500
- Priority seating for 2
- Bronze half-page ad in event program
- Promotion on all ads, brochures, and other media
- Recognition on stage screens throughout the event
- Complimentary Valet Parking for guests

#### TABLE HOST - $2,000
- Reserved seating for 10. Company or family name displayed on the table.
- Recognition on event website as well as in all print materials

#### IN-KIND SPONSORSHIP
We cheerfully welcome and appreciate your in-kind sponsorship, which is critical to keep our event costs down.

**Deadline for inclusion in Save the Date cards is February 1, 2013**
**Deadline for inclusion in invitation is March 1, 2013**
**Deadline for all other printed collateral material is April 26, 2013**
A Diamond Jubilee
A CENTENNIAL CELEBRATION OF THE AMERICAN CANCER SOCIETY

Your generous support allows us to fight cancer and save lives. We also deeply appreciate your referrals. We are excited to build new partnerships with companies or individuals with an interest to help their community, join our fight against cancer and increase visibility as a good corporate citizen.

Yes! I’d love to connect you with:

PROGRAM AD ORDER FORM
Tribute ads may be in support of the American Cancer Society, the Long Beach Cancer League and/or in honor of or in memory of an individual. Please attach the tribute text as you wish it to appear or submit camera-ready artwork. No bleeds. All ads print in full color (CMYK).

AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Inside Cover * (Front or Back) Full color</th>
<th>Inside Center * (per page) Full color</th>
<th>Full Page Black &amp; White</th>
<th>Half Page Black &amp; White</th>
<th>Quarter Page Black &amp; White</th>
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<tbody>
<tr>
<td>$2000</td>
<td>$1500</td>
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</tbody>
</table>

* Inside Front/Back Cover and inside center page spread are limited to availability and will be sold on a first come first served basis.

Electronic submission formats:
- Preferred format: High-resolution PDF file with fonts embedded or EPS/TIF file at 300 dpi or higher. For best results include print out, fonts and native files as well as back up. We will accept 300 dpi JPEG/TIF images as well.
- Logos and Images: Adobe Illustrator EPS, Photoshop TIFF or JPEG (CMYK/300dpi)

Submission method: Please submit artwork by deadline of April 26, 2013 via email to celia.veyna@cancer.org

TRIBUTE WALL DONATION FORM
Honor or pay tribute to a loved one or a special person in your life through a donation of $50 or more (per name) to the American Cancer Society. We will mail an acknowledgement card to the Honoree or his/her family, if so desired. Each name will be included on a beautiful Tribute Wall at the Gala.

Complete following information for acknowledging purposes (Please print. Separate names by comma):

In Honor of: ____________________________

Yes, I would like an acknowledgement card mailed to the following name and address(es): ____________________________

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 any time at 1-800-227-2345.

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Presenting Sponsor: $25,000
Visionary Sponsor: $15,000
Platinum Sponsor: $10,000
Gold Sponsor: $6,000
Mission Moment Lights Sponsor: $3,500
Silver Sponsor: $2,500
Bronze Sponsor: $1,500
Table Host: $2,000

Tickets with premier seating: 20 VIP (20th row)
Tickets with priority seating: 8 (4th row)
Reserved seating: 10
Recognition in 3000 save-the-dates: Logo or name printed on front
Recognition in 3000 invitations: Logo or name printed on front
Stage screens and signage:
Recognition in all promotional materials and website:
Industry exclusivity within sponsor level:
Logo recognition in all media:
ACS Visionary Award:
VIP table gift for guests & recognition on auction paddles:
Event Program Ad:
Recognition on Sponsor Page in Event program:
Gourmet Cuisine & Entrance to Live and Silent Auctions:

Yes! I’d love to connect you with:

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Dear friends:

Mark your calendars and commit to support the Long Beach Cancer League’s 2013 Gala “A Diamond Jubilee”, a Centennial Celebration of the American Cancer Society. Our gala is one of the most important and visible events of the year in the Greater Long Beach Area.

Together, the Long Beach Cancer League, the American Cancer Society and our generous sponsors have made a significant difference in the fight against cancer. In a time of historic change to health care and as we face an uncertain future, the American Cancer Society remains steady in funding life-saving cancer research, finding cures, and serving those whose lives have been completely turned upside down by the most dreaded disease of our century.

Please join us in the fight against cancer by supporting our distinguished gala. Please take a few moments to complete the enclosed Sponsorship Pledge. Our outstanding sponsorship chair, Janet Foley, a two-time cancer survivor and League member of 20 years, will be happy to ensure your most deserved recognition on the gala website, print collateral materials, news releases and throughout the evening of the gala.

We promise you an evening of elegance and excitement, and look forward to rejoicing in the birthdays cancer survivors worldwide have been able to celebrate thanks to the Society’s life-saving work.

We look forward to welcoming you as a Sponsor of the Cancer League’s 38th gala, “A Diamond Jubilee”, while we celebrate the centennial of the ACS and make history in our fight against cancer. Cheers to many more Birthdays!

Sofia Riley and Roselia Bravo de la Torre
2013 Gala Event Co-Chairs

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**Sponsorship Pledge Form**

Please print all names legibly and exactly as they should appear in all event publications.

**SPONSOR CONTACT:**

<table>
<thead>
<tr>
<th>Today’s Date:</th>
<th>Business Name:</th>
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<tbody>
<tr>
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</table>

<table>
<thead>
<tr>
<th>Donor’s Name (how you wish it to appear in printed materials):</th>
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</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Contact Person:</th>
<th>Phone:</th>
<th>Fax:</th>
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<tr>
<th>Mailing Address:</th>
<th>City:</th>
<th>State:</th>
<th>Zip:</th>
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<tr>
<th>E-Mail Address(es):</th>
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<table>
<thead>
<tr>
<th>Administrative Contact:</th>
<th>Phone:</th>
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</table>

Mail invitations and tickets to (if different from above):  

Company logo – for donors $10,000+ (use of company logo and colors for logo cannot be guaranteed on all materials):

- Camera-ready art enclosed  
- Logo on disk enclosed  
- Other:  

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**TYPE OF SUPPORT**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
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<table>
<thead>
<tr>
<th>In-Kind Sponsorship</th>
<th>Retail Value of donated items or service</th>
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<tbody>
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<table>
<thead>
<tr>
<th>General Admission Tickets</th>
<th>Number of Tickets</th>
<th>Total</th>
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<thead>
<tr>
<th>Event Program Book Ad (see back)</th>
<th>Tribute or Memorial (see back)</th>
<th>Amount</th>
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<table>
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<tr>
<th>Donation Only</th>
<th>Amount</th>
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<tbody>
<tr>
<td>(no tickets or sponsorship desired)</td>
<td></td>
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**TOTAL AMOUNT TO BE BILLED**

<table>
<thead>
<tr>
<th>Credit Card</th>
<th>CVV Code</th>
<th>Exp Date</th>
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<tr>
<th>Special Instructions/comments</th>
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Please contact the following individuals/companies for possible sponsorship or in-kind support:

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**BILLING INFORMATION** (payments must be received to be listed in printed materials)

<table>
<thead>
<tr>
<th>Billing Information</th>
<th>Amount</th>
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**Payment Information**

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<th>Credit Card</th>
<th>CVV Code</th>
<th>Exp Date</th>
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<tr>
<th>Check Enclosed</th>
<th>Amount</th>
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<tr>
<th>Installments Amount of each installment (maximum of three)</th>
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On following dates:  

- Installment due by 06/01/12  
- 07/01/12  
- 08/01/12  
- 09/01/12  
- 10/01/12  
- 11/01/12  
- 12/01/12  
- 01/01/13  
- 02/01/13  
- 03/01/13  
- 04/01/13  
- 05/01/13  
- 06/01/13  

<table>
<thead>
<tr>
<th>Donor’s Signature</th>
<th>Date</th>
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**PLEASE NOTE:** Deadline for inclusion in Save the Date cards is February 1, 2013; March 1, 2013 for invitation, and April 26, 2013 for program book.

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**American Cancer Society / Long Beach Harbor Southeast Unit**  
Phone: (562) 437.0792  
Fax: (562) 495.1782  
E-Mail: Claudia.soto-neira@cancer.org

**American Cancer Society / Long Beach Harbor Southeast Unit**  
Phone: (562) 437.0792  
Fax: (562) 495.1782  
E-Mail: Claudia.soto-neira@cancer.org

**936 Pine Avenue. Long Beach, CA, 90813**

**Tax ID:** 13-1788491.1

Donations are tax deductible minus $70 FRV per ticket. Please check with your tax advisor.

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 any time at 1-800-227-2345.

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**2012 Gala Honorees:** Keesal, Young & Logan - in the picture: Marlene and Steve Young, Elaine and Howard Davis, and Robert A. Nagourney, MD, with wife Maxine Johnson.  

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**2013 Gala Honorees:** Sofia Riley and Roselia Bravo de la Torre.