



Long Beach Cancer League's
37th Annual Gala

SPONSORSHIP/ UNDERWRITING OPPORTUNITIES

*Funding the American Cancer Society's
life-saving programs and services*

LBCL 37th Annual Gala



TABLE OF CONTENTS

Welcome Letter	4
Long Beach Cancer League Fact Sheet	5
American Cancer Society Programs & Services	6-7
Camp Summersault.....	8
Sponsorship Amenities at a Glance	9-10
2011 Sponsor Thank You Ad	11
Cash Sponsorship Opportunities	12-15
In-Kind Sponsorship Opportunities	15-17
Promotional Opportunities.....	18



Every year, more Californians are celebrating more birthdays because of your ongoing support!

Between 1988 and 2008, overall cancer incidence rates have decreased by 8%, and mortality rates have decreased 22%

Survival rates are as high as 97% for most common forms of cancer when detected in earliest stages.



**THE OFFICIAL SPONSOR
OF BIRTHDAYS.®**

LBCL 37th Annual Gala

Dear Prospective Donor:

The Long Beach Cancer League invites you to continue your ongoing and valuable support to our fight against cancer. Our 37th Annual Gala "**A World with More Birthdays**", benefiting the American Cancer Society, will take place on **Saturday, June 16, 2012**. This year's event promises to be an evening filled with elegance and excitement, in recognition for the many birthdays that cancer survivors worldwide have been able to celebrate thanks to the Society's life-saving research, programs, and services.

We are extremely proud of the outstanding individuals and organizations that we are honoring this year with the prestigious "**Spirit of Life**" Award. The successful law firm **Keesal, Young, & Logan** will be recognized as our Corporate Honoree; Philanthropists and cancer advocates, **Elaine and Howard Davis** will be our honored couple; and, renowned oncologist **Robert A. Nagourney, MD**, will be honored for his contributions to our collective mission of saving lives from cancer.

Our Annual Fundraising Gala has been recognized as one of the area's premier events. Through it we have proudly raised over \$10.9 million dollars in support of our fight against cancer.

The attached Sponsorship Packet presents an opportunity to support one of the most visible fundraising events in Long Beach and the surrounding communities. We offer a variety of options for participation, and each one will include:

- Name recognition in print collateral materials and throughout the evening of the gala.
- High visibility media such as: Our event program and dedicated event website; Major advertising in recognized publications serving the area; News Releases distributed to all local and regional publications which, historically, have covered and featured stories about our event.

Please take a few minutes to review our information and consider the Cash or In-Kind opportunities available to you and/or your business. Your preferred Sponsorship option will be secured by returning the enclosed contribution form at your earliest convenience.

We look forward to welcoming you as a Sponsor of the Long Beach Cancer League's "**A World with More Birthdays**" Gala, and becoming our partner in cancer control and research. Cheers to many more Birthdays!

With warm regards,



Myrna Wigod
President, Long Beach Cancer League



Janet Foley
Sponsorship Committee Chair
"A World with More Birthdays" Gala 2012
Long Beach Cancer League member



LBCL 37th Annual Gala

LONG BEACH CANCER LEAGUE FACT SHEET

- WHO** The Long Beach Cancer League, a fundraising auxiliary of the American Cancer Society, is comprised of over 90 dedicated volunteers who have created and promoted an annual Gala Event. Thirty seven years and over 10.9 million dollars raised is evidence of this group's passionate commitment to the fight against cancer.
- WHAT** This year the American Cancer Society and the Long Beach Cancer League present their 37th theme-oriented gala celebration. With an anticipated invitation list to over 3,000 guests, the event will feature unique items sold through silent and live auctions, including private dinner parties, sporting events, private television show tapings and exciting travel opportunities. In addition, and on-going live and musical entertainment add to event excitement.
- WHEN** The Long Beach Cancer League Gala event, benefitting the American Cancer Society, has been a cornerstone for giving in our community since 1975. Our Thirty-seventh event is planned for Saturday, June 16, 2012
- WHY** The Mission of the Long Beach Cancer League is to further the general purpose of the American Cancer Society. The funds raised support the American Cancer Society's cutting edge research program, funding **46** Nobel Laureates. Additionally, services are provided, at no cost, to cancer patients and their families, including medical equipment and supplies, as well as transportation to and from cancer treatments. The local unit, through its educational programs for prevention and early detection, provides awareness of the disease. Camp Summersault, conceived by the Long Beach Cancer League, sponsors over 110 children with cancer and their siblings to attend a one-week summer day camp. During the holidays, the League sponsors Adopt-A-Family providing gifts and food to families dealing with cancer.
- HOW** Organizing the Long Beach Cancer League event requires year-round planning and preparation. Auction items, sponsorships, and ad donations are attained through the generous contributions of individuals, business and corporate entities, and retail store vendors. The gala venue affords the League an opportunity to vigorously pursue the American Cancer Society's Vision 2015: saving 3.2 million lives from cancer.
- ACS** The American Cancer Society is the nationwide voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives from cancer and diminishing suffering from cancer through research, education, advocacy and service.



AMERICAN CANCER SOCIETY LOCAL PROGRAMS AND SERVICES

VISION 2015

The American Cancer Society has developed a nationwide vision for the year 2015. This plan includes the following challenging goals:

- ◆ Reduce cancer mortality by 50%
- ◆ Reduce cancer incidence by 25%
- ◆ Improve the quality of life for those who have cancer

BY THE YEAR 2015 WE COULD SAVE 3.2 MILLION LIVES!

RESEARCH

During the 2009-2010 fiscal year the American Cancer Society awarded \$65,413,785 in research grants to institutions in California, with over half of those dollars designated to institutions in Southern California. The Society is proud of the 44 investigators they supported before they went on to win the Nobel Prize, considered the highest accolade any scientist can receive.

Since 1946, the Society has invested approximately, \$3.6 billion dollars nationwide in potentially life-saving cancer research.

PATIENT SERVICES

An estimated 54,690 people in California will die from cancer in 2011. However, over 1,262,200 Californians who are alive today have a history of cancer. More than 15,500 people rolled up their sleeves as American Cancer Society volunteers to deliver programs and services, to raise awareness and dollars, and to provide hope. All services are available completely free of charge. They include:

- ◆ 24/7 cancer information, services and support hot-line
- ◆ Transportation to and from cancer treatment
- ◆ Trained visitors who offer encouragement and support through the Reach to Recovery and Man to Man program
- ◆ Support group information. Web-based support and exchange network for cancer survivors
- ◆ Patient and family education for prevention and early detection
- ◆ *Look Good Feel Better*, program for women undergoing treatment, including wigs and make-up application
- ◆ Young cancer survivor scholarship program

INFORMATION DELIVERY

The American Cancer Society 1-800-ACS-2345 number provides information through the warmth of a live phone call. Specially trained Cancer Information Specialists are available 24 hours a day, seven days a week, to answer questions and provide the latest information about cancer, its treatment and its effects. Specialists also connect callers to local resources, patient support programs, and events.

Spanish-speaking Cancer Information Specialists are available, and callers who speak languages other than English or Spanish can also be assisted. A staff of Specialists is dedicated to California calls, and served 29,864 individual cancer patients.



WORKSITE WELLNESS PROGRAMS

By working with the American Cancer Society, companies can join in the fight to help eliminate cancer, America's number one health concern. Companies can enhance employee health, morale, and well being through free ACS health and wellness programs, patient support programs, and corporate citizenship and community involvement.

The American Cancer Society offers a variety of programs, such as *Active For Life* and *Meeting Well*, that encourages healthy habits to reduce the risk of cancer and other diseases.

CANCER EDUCATION AND AWARENESS

The American Cancer Society focuses its cancer education and awareness programs on priority cancer sites – breast, colon and prostate – and on crucial wellness topics – tobacco, nutrition and physical activity. Speaking engagements, collaborations with community-based agencies, community forums, and outreach programs all contribute to the Society's educational efforts. Trained volunteers and staff provide information on Society screening guidelines and cancer prevention guidelines, as well as early detection and educational programs, such as *Let's Talk About It* and *Tell a Friend*. Awareness programs also include working with the news media to include American Cancer Society perspectives on cancer prevention, early detection and treatment in cancer stories, as well as pro-bono and paid advertising in broadcast and print media.

ADVOCACY

Cancer is a powerful personal and tangible issue for Californians. Legislators play a critical role in the battle against cancer. Policy decisions made every year affect the lives of those touched by cancer.

The California Division of the American Cancer Society adopts a legislative agenda each year that reflects current cancer-related concerns, furthers the mission of the organization, and helps achieve its cancer incidence, mortality, and quality of life goals.

The American Cancer Society's legislative agenda defines the organizations policy priorities and guides its legislative advocacy efforts. Bills that the Society seeks to sponsor or support must be consistent with one or more of the agenda's components. American Cancer Society volunteers and staff work with California lawmakers to get policies, laws and regulations adopted that will help Californian's fight cancer.

COORDINATED SCHOOL HEALTH PROGRAM

High-quality school health programs help students learn better. ACS has made a commitment to work with school districts across the state to improve their school health programs using a coordinated approach.

HOW ARE WE MEASURING UP?

In California:

- Overall cancer incidence rates have declined 8% from 1988 to 2008
- Mortality rates of all cancers declined 22% from 1988 to 2008
- Survival rates are as high as 97% for most common forms of cancer, when detected in earliest stages.



CAMP SUMMERSAULT

Camp Summersault, a free day camp for children with cancer and their siblings is proud to have celebrated in August 2011 its 26th anniversary. This camp has been held in Long Beach, CA since its inception and has served over 2, 200 thousand children - who have been touched by cancer- and who reside in Los Angeles County and surrounding areas.

Campers without exception throw their "wish stick" into the campfire with the universal wish of returning to camp the following year. For most of the 100+ campers who attend Camp Summersault year after year, this wish can be a reality. Progress in the treatment of childhood cancer over the last 32 years has been impressive. Over thirty years ago childhood cancer was nearly always fatal. Now, 79% of those diagnosed will survive five years or more, an increase of almost 40% since the 1960's. Your generosity now, and year after year, continues to contribute significantly towards the improved statistics that have greatly benefited today's campers and their families.

For those campers who live most of their lives in a clinical environment, normalcy is something they, and their siblings, can experience at Camp Summersault. The children gain support and have fun with others who understand what they go through to fight this disease.



CASH AND IN-KIND SPONSORSHIP

Level	Donation Amount	Number of Sponsorships available	Tickets	Seating Level	Parking and Transportation	Logo on 'Save the date' cards*	Logo/ Company name on Invitation*	Logo on Event Banner at venue
Presenting Sponsor	\$30,000	Exclusive	24 (2 tables of 12)	VIP	Limo for Host Couple. Valet for company guests	✓	Logo/ Company name	✓
Diamond	\$20,000	4	16 (2 tables of 8)	VIP	Valet		Logo/ Company name	
Visionary	\$15,000	6	1 table of 12	VIP	Valet		Name	
Platinum	\$10,000	10	1 table of 10	VIP	Valet		Name	
Gold	\$6,000	15	1 table of 8	Reserved	Valet			
Silver	\$2,500	Unlimited	4 tickets	Reserved	Valet			
Bronze	\$1,500	Unlimited	2 tickets	Reserved	Valet			
Table	\$2,000	Unlimited	10 tickets	Reserved				
In-kind \$10,000+	\$10,000+ service/ product value	2	1 table of 8	Premiere	Valet		Name	
In-kind \$5,000+	\$5,000+ service/ product value	5	4 tickets	Reserved	Valet			
In-kind \$2,500+	\$2,500+ service/ product value	2	2	Reserved				



OPPORTUNITIES AT A GLANCE

Speaking Opportunity	Recognition on ACS magazine	Awards	Recognition in Event Program	Recognition on Event Website and pre&post newspaper ads	Recognition on pre&post press releases	Signage at event	Post-Event Reception	Name plaque on donor wall
✓	✓	Noble Visionary Award	Full Page Color Ad Premier Placement	Logo-Priority Placement on Website and both newspaper ads	✓	Logo-prominent placement	10 invitations	✓
		Visionary Award	Full Page Color Ad Prominent Placement	Logo-Prominent Placement on Website and both newspaper ads	✓	Logo-prominent placement	8 invitations	✓
		Visionary Award	Full Page Color Ad	Logo on website & Name on both newspaper ads	✓	Name-prominent placement	6 invitations	✓
		Recognition	Platinum Full-page Ad	Name-on Website and both newspaper ads	Based on space availability	Name	4 invitations	
		Recognition	Gold Full-page Ad	Name on website and post-event ad		Name	2 invitations	
		Recognition	Silver Half-page Ad	Name on website and post-event ad		Name	2 invitations	
		Recognition	Bronze Half-page Ad	Name on website and post-event ad		Name	2 invitations	
		Recognition	Company Name	Name on website		Name on table	2 invitations	
		Recognition	Full Page B&W Ad	Logo on website & Name on both Ads- Prominent placement	Based on space availability	Name-prominent placement	4 invitations	
		Recognition	Half Page B&W Ad	Name on website and post-event ad		Name	2 invitations	
		Recognition	Half Page B&W Ad	Name on website		Name	2 invitations	



Half-page ad in the

Press-Telegram

www.prestelegram.com

Sunday, November 13, 2011

Save the Date
37th Annual Gala
Saturday, June 16, 2012

A Toast to Life, A Toast to a Cure - Gala 2011

The Long Beach Cancer League is grateful to the generous sponsors, underwriters, and guests of our 36th Anniversary Gala benefitting the life-saving programs and services of the American Cancer Society.

VISIONARY SPONSOR

Port of Long Beach



Port of Long Beach Commissioners, Rich Dines and Doug Drummond with American Cancer Society Community Services Director, Claudia Soto-Neira.

HONOREES

Dr. Mike and Arline Walter



Cancer League's Former President, Elaine Davis; President of Southern California Edison, Ron Litzinger; Gala Co-Chair, Sheila Litzinger; and Cancer League President, Myrna Wigod.



Gala Sponsorship Chair, Janet Foley with President of Target Specialty Products, Lon Recordis.

PLATINUM SPONSORS

Elaine and Howard Davis; Supervisor Don Knabe, County of Los Angeles, Fourth District; Joan and John Knight; Press Telegram; Southern California Edison; The Yard House

GOLD SPONSORS

Jan and Mike Salta
Target Specialty Products

SILVER SPONSORS

BP; Gordon & Ruth Dougherty Foundation; Kinsbursky Brothers; Presbyterian Intercommunity Hospital; SA Recycling

BRONZE SPONSORS

Alpha Hospice Care; David and Gail Bowman; Decision Toolbox; Mary Beth Serafino and Arthur Jean; Sandy and Barry Simon

TABLE SPONSORS

AECOM, AES Alamitos, BNSF Railway, Barbara Cotler, Sallee Huff; Huff Lumber; Juanita's Foods; Shelia and Ron Litzinger; Keesal, Young & Logan; Target Specialty Products; Dr. Mike and Arline Walter; Don and Carl Ann Wylie

PROMOTIONAL SPONSORS

AECOM: *Bid Paddles Sponsor*
Gaylord & Nantais, Attorneys at Law: *Napkins Sponsor*
Jacobsen Pilot Service, Inc.: *Valet Parking Sponsor*
Tom Mullins: *Mission Moment Lights Sponsor*
Phillips Steel Company: *Centerpieces Sponsor*



THE OFFICIAL SPONSOR
OF BIRTHDAYS®



**“A World with More Birthdays” GALA
CASH SPONSORSHIP OPPORTUNITIES**

PRESENTING SPONSOR (1 available at this level)

\$30,000

This is an exclusive level and only 1 Sponsorship is available. Presenting Sponsorship will be guaranteed once half of the sponsorship total is received on or before February 16, 2012

- VIP seating - 2 tables of twelve (12) each at gala evening with verbal recognition by the Master of Ceremonies. (Total of 24 gala tickets**) Company or family name on tables.
- 3-minute speaking opportunity to address attendees, 500+ of Long Beach’s most influential entrepreneurs, business men and women, and County and City officials.
- Recognition in American Cancer Society’s Triumph Magazine, a national publication with a distribution of 80,000 constituents in California.
- Recognition as the Presenting Sponsor with company logo prominently featured on inside cover of 100 Sponsors Packet and 300 Tri-fold Brochures used to solicit support from new and recurring businesses in and around the greater Long Beach area as well as throughout Los Angeles County.
- Recognition as the Presenting Sponsor with company logo prominently featured on 3,000 Save-the-Date cards*.
- Recognition as the Presenting Sponsor with company logo prominently featured on 3,000 invitations*.
- Name and Logo included on Gala evening’s event signage.
- Best placement of full-page color ad in our Event Program (back cover or other preferred placement).
- Inclusion of logo (priority placement) on event website www.longbeachgala.org and Pre and Post Event Newspaper Ads (total of 2 ads).
- Company name recognition on all Pre and Post Event Press Releases.
- Complimentary event limousine service for host couple. Valet parking for company guests.
- “Noble Visionary” award from the American Cancer Society presented at Sponsor Recognition Event (Post-Gala)
- Special Invitation for eight (10) to Sponsors Recognition event (post-Gala)
- Name plaque permanently displayed on donor wall of the American Cancer Society, Long Beach Harbor Southeast/ Downey-Rio Hondo-Whittier Unit

**Inclusion in Save the Date cards is based on receipt of Contribution Form and half sponsorship total by February 15, 2012. Inclusion in Invitation is based on same requirements by March 23, 2012. Ad deadline for Event Program is May 18, 2012.*



DIAMOND SPONSOR

\$20,000

Only 4 Sponsorships available at this level.

- VIP seating - 2 tables of eight (8) each at gala evening with verbal recognition by the Master of Ceremonies. (Total of 16 gala tickets**) Company or family name on tables.
- Recognition as a Diamond Sponsor with company logo featured on 3,000 invitations*.
- Name and company logo prominently displayed at event. Recognition as Diamond Sponsor.
- Full-page color ad (prominent placement) in our Event Program
- Inclusion of logo (prominent placement) on event website www.longbeachgala.org.
- Inclusion of logo on Pre and Post Event Newspaper Ads (2 ads).
- Company name recognition on all Pre and Post Event Press Releases.
- "Visionary" award from the American Cancer Society presented at Sponsor Recognition Event (Post-Gala)
- Special Invitation for eight (8) to Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Name plaque permanently displayed on donor wall of the American Cancer Society, Long Beach Harbor Southeast/ Downey-Rio Hondo-Whittier Unit
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

VISIONARY SPONSOR

\$15,000

Only 6 sponsorships available at this level

- VIP seating – one table of twelve (12) at the gala with verbal recognition by the Master of Ceremonies. Company or family name on table.
- Recognition as a Visionary Sponsor with company name featured on 3,000 invitations*.
- Name prominently displayed at event. Recognition as Visionary Sponsor.
- Full-page Color ad in our Event Program
- Inclusion of logo on event website www.longbeachgala.org.
- Company name included on Pre and Post Event Newspaper Ads (2 ads) and all Pre and Post Event Press Releases.
- "Visionary" award from the American Cancer Society presented at Sponsor Recognition Event (Post-Gala)
- Special Invitation for six (6) to Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Name plaque permanently displayed on donor wall of the American Cancer Society, Long Beach Harbor Southeast/ Downey-Rio Hondo-Whittier Unit
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

**Logo/Name inclusion in Invitation is based on receipt of the Contribution Form and payment by March 23, 2012. Ad, name and/or logo inclusion in Tribute Book (Event Program) is based on same requirements on or before May 18, 2012.*



LBCL 37th Annual Gala

PLATINUM SPONSOR

\$10,000

Only 10 sponsorships available at this level

- VIP seating – table of ten (10) at gala with verbal recognition by the Master of Ceremonies.
- Name on 3000 invitations.*
- Name prominently displayed at event. Recognition as Platinum Sponsor.
- Platinum Full-page ad in our Event Program
- Inclusion of name on event website www.longbeachgala.org. Company name included on Pre and Post Event Newspaper Ads (2 ads). Inclusion in Pre and Post Event Press Releases is based on space availability.
- Special Invitation for four (4) Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

GOLD SPONSOR

\$6,000

- Reserved seating- Table of 8 (eight) at the gala.
- Website visibility at www.longbeachgala.org
- Name prominently displayed at event. Recognition as Gold Sponsor.
- Gold Full-page ad in our Event Program
- Company name included on Post Event Newspaper Ad as a Gold Sponsor (1 ad).
- Special Invitation for two (2) to Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

SILVER SPONSOR

\$2,500

- Reserved seating for four (4) at the gala.
- Website visibility at www.longbeachgala.org
- Name prominently displayed at event. Recognition as Silver Sponsor.
- Silver Half-page ad in our Event Program
- Company name included on Post Event Newspaper Ad as a Silver Sponsor (1 ad).
- Special Invitation for two (2) to Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

**Logo/Name inclusion in Invitation is based on receipt of the Contribution Form and payment by March 23, 2012. Ad, name and/or logo inclusion in Tribute Book (Event Program) is based on same requirements on or before May 18, 2012.*



BRONZE SPONSOR

\$1,500

- Reserved seating for two (2) at the gala.
- Name prominently displayed at event. Recognition as Bronze Sponsor.
- Bronze half-size ad in our Event Program. Website visibility at www.longbeachgala.org
- Sponsor's name on post event newspaper ad (1 ad)
- Special Invitation for two (2) to Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

TABLE SPONSOR - Table of 10

\$2,000

- Entertain friends, family, or business colleagues and support the Long Beach Cancer League's mission to save lives from cancer
- Reserved seating for ten (10) at the gala. Company or family name on table.
- Special Invitation for two (2) to Sponsors Recognition event (post-Gala)
- Website visibility at www.longbeachgala.org

**"A Toast to Life" FUNDRAISING GALA
IN-KIND SPONSORSHIP OPPORTUNITIES**

\$10,000 + PLATINUM IN-KIND SPONSORSHIP LEVEL

All In-Kind Sponsorships at the \$10,000+ level are entitled to the following:

- Premiere seating- Table of eight (8) at gala with recognition by Master of Ceremonies.
- Recognition as Platinum In-kind sponsor with company name featured on Gala invitation.*
- Recognition as Platinum In-Kind Sponsor at Gala evening. Valet parking for guests.
- Full-page B&W ad in our Event Program. Name on Sponsors page in Event program.
- Inclusion of logo on event website www.longbeachgala.org.
- Company name will be recognized as a Platinum in-kind sponsor on all Pre and Post Event Newspaper. Inclusion in Pre and Post Event Press Releases (based on space availability).
- Special Invitation for four (4) to Sponsors Recognition event (post-Gala)
- Knowledge your in-kind sponsorship is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

EVENT LIGHTING

The Long Beach Gala is recognized for many things, one of them being its creative, unique, and distinctive theme decorations.

CATERING

By deducting \$10,000 or more from the total catering charges, you will receive significant exposure and recognition by one of the most prestigious and reputable non-profit organizations in the country.

** Tribute Book (Event Program) deadline is May 18, 2012.*



\$5,000 + LEVEL GOLD IN-KIND SPONSORSHIP OPPORTUNITIES

All In-Kind Sponsorships at the \$5,000+ level are entitled to the following:

- Reserved seating for four (4) at the gala.
- Website visibility at www.longbeachgala.org
- Name displayed at event. Recognition as Gold In-kind Sponsor.
- Half-page Black & White ad in our Event Program
- Company name included on Post Event Newspaper Ad as a Gold In-kind Sponsor.
- Special Invitation for two (2) to Sponsors Recognition event (post-Gala)
- Valet parking for company guests.
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

GALA PROGRAM

A program will be distributed to each guest attending the gala and will serve as a marketing and promotional tool throughout the year to future sponsorship prospects. 70+ pages.

INVITATION

Creative and eye-catching, the Gala Invitation will be mailed to over 3,000 influential households and businesses. It also will serve as a marketing and promotional tool throughout the year to illustrate the quality of our event to future sponsors.

MAIN BAR

As the centerpiece of our pre-dinner reception and auction area, this is one of the prime locations for sponsorship. Your name/company logo will be prominently displayed to all attendees.

SPONSOR RECOGNITION RECEPTION

(Historically held and generously sponsored by Keesal, Young, and Logan)

The American Cancer Society and the Long Beach Cancer League value our sponsors who enable the gala to raise needed funding in support of the Society's programs for research, education for prevention and early detection, advocacy, and service to patients and their families. Your company's underwriting of this reception will enable the American Cancer Society and the Long Beach Cancer League to celebrate and recognize those valued relationships.

** Tribute Book (Event Program) deadline is May 18, 2012.*



\$2,500+ LEVEL SILVER IN-KIND SPONSORSHIP OPPORTUNITIES

All In-kind Sponsorship Opportunities at the \$2,500+ level are entitled to:

- Reserved seating for two (2) at the gala. Valet parking for company guests.
- Name displayed at event. Recognition as Silver In-kind Sponsor.
- Website visibility at www.longbeachgala.org. Half-page B&W ad in Event Program
- Company name included on Post Event Newspaper Ad as a Silver In-kind Sponsor.
- Special Invitation for two (2) to Sponsors Recognition event (post-Gala)
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

EVENT GIVE-AWAY

The Event Give-Away is a beautiful and elegant memento through which all guests remember our 37th Annual Gala and, most importantly, our collective fight against cancer.

SECURITY

Your underwriting gift will provide the 24-hour security required to protect the safety of the event venue and the hundreds of items displayed in the silent and live auctions the day of the event.

TRIBUTE BOOK ADS

Purchase a color ad in our Tribute Book (Event Program) honoring or remembering a very special person, recognizing one or all our Gala Honorees, and/or the outstanding work of the volunteers of the Long Beach Cancer League for the past 36 years:

Full page ad: \$1,000

Quarter page ad: \$325

Half page ad: \$600

** Tribute Book (Event Program) deadline is May 18, 2012.*

"A Toast to Life" FUNDRAISING GALA PROMOTIONAL OPPORTUNITIES

All Promotional Opportunities at the \$2,500 level are entitled to:

- Reserved seating for two (2) at the gala.
- Invitation and recognition at Sponsors Recognition Event (Post-Gala)
- Knowledge your investment is making a significant contribution to providing Hope, Progress, and Answers to those diagnosed with this dreaded disease

• **BID PADDLES – 1 Sponsorship Available-** **\$2,500**

You will have your name and company logo printed on the back of the bid paddles used by each of the 450+ guests during the evening, including the live auction where they are most visible to all guests.

• **MISSION MOMENT LIGHTS– 1 Sponsorship Available-** **\$2,500**

A powerful moment in our evening, we spend a portion of our evening remembering the reason for attendance and support – the mutual fight against cancer.

• **NAPKINS – 1 Sponsorship Available-** **\$2,500**

A napkin will be in the hand of every guest at the event. Your company logo (one color), name or message can be imprinted as a show of support. (Cost of napkin imprint is included)

• **TABLE CENTERPIECES – 1 Sponsorship Available-** **\$2,500**

Our event theme décor will be evident everywhere. Your underwriting of the centerpieces will carry the theme to our guests while dining or participating in the spirited bidding for live auction items. Your name and company logo will appear with each centerpiece and will be visible to all guests in every table. Approx. 45 tables.

*** The table centerpieces could also be an in-kind donation. Please talk to your Gala contact for more information.*

• **TOTE BAG – 1 Sponsorship Available-** **\$2,500**

A gift filled with goodies that every single guest will take home, and use, (and re-use!) for their grocery shopping. Your logo will be prominently displayed alongside the League's and ACS' logos, as part of a tasteful design.

• **VALET PARKING- – 1 Sponsorship Available-** **\$2,500**

Your company name and logo* will be prominently displayed at the valet parking entrance with an opportunity for company product or marketing piece to be placed in each car. You will also receive recognition in the evening program.

** Tribute Book (Event Program) deadline is May 18, 2012.*

Thank You for your Support to Our Fight Against Cancer!

**Use of this Sponsorship Packet is the exclusive property of the American Cancer Society, its volunteers, and its fundraising auxiliary, the Long Beach Cancer League.*

