

# AMERICAN CANCER SOCIETY'S



## 2016 RIVALRY GALA

Friday, November 11, 2016

Louisville, KY

7:00 p.m.-11:30 p.m.

The Muhammad Ali Center

VIP Reception

6:00 p.m.-7:00 p.m.

Main Lobby – The Muhammad Ali Center

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**American Cancer Society ❖ Mid-South Division**

1640 Lyndon Farm Court, 104 ❖ Louisville, KY 40223

Phone 859-324-1853 ❖ Fax 502-584-6767

[www.cancer.org](http://www.cancer.org)





## The Facts

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The American Cancer Society's Second Annual Rivalry Gala will be held Friday, November 11 in Louisville, Kentucky at the Muhammad Ali Center. We will honor 20 Cure Champion Honorees in our local area who are making a difference in the community. Festivities will begin with a pre-event reception that includes cocktails and silent auction followed by an elegant dinner, program and dancing. Dress will be black tie optional and in keeping with the rivalry theme, we encourage everyone to wear their red or blue.

More than 300 guests are expected to attend this exclusive event, including sponsors, business and philanthropic leaders as well as supporters. The Rivalry Gala will support our mission to save lives and create more birthdays by helping people stay well and get well, by finding cures, and by fighting back.

According to the American Cancer Society, approximately 1.5 million new cancer cases are expected to be diagnosed in the United States in 2013. More than 560,000 Americans will lose their battle. That's nearly 1,500 people a day. In the United States, one of every four deaths is from cancer. The American Cancer Society is committed to changing these devastating odds.

## Donor Opportunities

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The American Cancer Society offers a variety of donor opportunities for local businesses, corporations, organizations, and individuals to participate in the event. Sponsorship of the Rivalry Gala is a unique opportunity to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Each of these packages can be in memory or in honor of a special person who has or has had cancer.

Once you have chosen your sponsorship package, please return to the American Cancer Society office via regular mail, e-mail or fax. To meet publication deadlines, a commitment is encouraged no later than **August 1, 2016**.

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## Presenting Sponsor ❖ \$20,000

(Limit One)

- ❖ Prominent listing of your company logo as the Presenting Donor on invitations (mailed to approximately 7,500 Louisville business leaders & residents), provided we receive your commitment by printing deadline
- ❖ Donor name and logo listed in the Event Program as the Presenting Donor
- ❖ Company logo placed on step and repeat photo backdrop
- ❖ Donor name and logo will appear on the front page and the donor page of the Rivalry Gala website
- ❖ Three (3) Gala Rivalry tables of ten seats (30 total seats) with premier seating
- ❖ One full page, color acknowledgement on the inside front cover of the Event Catalog
- ❖ Donor name listed on special Table Signage at event
- ❖ Donor recognition on Power Point Presentation during dinner and program
- ❖ Special Emcee announcement and acknowledgement during program
- ❖ Proof of Performance Package
- ❖ Special press release sent to all Louisville media outlets with donor recognition
- ❖ Upload a 30 second video to the event website and social media

## Gold Sponsor ❖ \$10,000

- ❖ Prominent listing of your company name as the Gold Sponsor on invitations (mailed to approximately 7,500 Louisville business leaders & residents), provided we receive your commitment by printing deadline
- ❖ Company logo placed on step and repeat photo backdrop
- ❖ Company name and logo listed in the Event Program as the Gold Sponsor
- ❖ Donor name and logo will appear on the sponsors page of the Rivalry Gala website
- ❖ Two (2) Rivalry Gala tables of ten (20 total seats) with premier seating
- ❖ Full page acknowledgement on the inside back cover of the Event Catalog
- ❖ Donor recognition on Power Point Presentation during dinner and program
- ❖ Donor recognition at podium during night of event
- ❖ Proof of Performance Package

## Silver Sponsor ❖ \$5,000

- ❖ Prominent listing of your company name as the Silver Sponsor on invitations (mailed to approximately 7,500 Louisville business leaders & residents), provided we receive your commitment by deadline
- ❖ Company logo placed on step and repeat photo backdrop
- ❖ Donor name listed in the Event Program as a Silver Sponsor
- ❖ Donor name and logo will appear on the sponsors page of the Rivalry Gala website
- ❖ One (1) Rivalry Gala table with seating for ten (10)
- ❖ Donor recognition on Event Sign at Rivalry Gala
- ❖ Donor recognition on Power Point Presentation during dinner and live auction
- ❖ Verbal recognition at podium during the night of the event

## Bronze Sponsor ❖ \$2,500

- ❖ Donor name listed in the Event Program as Bronze Donor
- ❖ Donor name and logo will appear on the sponsors page of the Rivalry Gala website
- ❖ One (1) Rivalry Gala table with seating for ten (10)
- ❖ Donor recognition on Event Sign at Rivalry Gala
- ❖ Donor listed in Event Program

## Table Sponsor – Friend of the Rivalry Gala ❖ \$1,500

- ❖ One (1) Rivalry Gala table with seating for ten (10)
- ❖ Donor listed in Event Program as “Friend of the Rivalry Gala”

# Fund the Mission...

**\$20,000**

## **UNDERWRITING OPPORTUNITIES (first come, first serve basis):**

\* **Entertainment:** Company banner listed on the main stage the night of the event as the Entertainment Underwriter for all 300 guests to see

\* **Beverage Stations:** Company logo listed on all beverage napkins and cups the night of the event for the 300 attendees to see

## **\$10,000- GOLD SPONSOR OPTIONS: (first come, first serve basis)**

\* **Wristbands/ blinky rings:** All 300 guests will receive a wristband when they arrive to the event. Your company logo will be listed on each wristband.

\* **Postage:** 2,500 invitations will be mailed out for the Rivalry Gala. Your logo will be listed as the postage donor on each envelope.

\* **Table Event Rentals:** 300 guests will be seated at 30 tables during the event. Your company logo will be listed as "Linens provided By" on each 72" round table

Additional opportunities are available to support our Hope Lodge in Lexington, Kentucky.

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**American Cancer Society Rivalry Gala  
2016 Contribution Form**

Please fill out the information below and note any changes for publication purposes.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

We are happy to sponsor Rivalry Gala at the following level:

\$20,000 – Presenting Donor

\$250 – Individual Ticket (seated)

\$10,000 – Gold Donor

\$5,000 – Silver Donor

\$150 – \*General Admission

\$2,500 – Bronze Donor

\$1,500 – Friends of the Rivalry Gala

\$\_\_\_\_\_ – General Donation

\*Standing Room Only

**All contributions are due by August 1, 2016**

Check enclosed made payable to the American Cancer Society.

Please charge my credit card.

Name (as it appears on card) \_\_\_\_\_

Account number \_\_\_\_\_ Expiration date \_\_\_\_\_

This sponsorship is in memory/honor of \_\_\_\_\_

Please bill our company during the month of \_\_\_\_\_.

Billing address \_\_\_\_\_

Special Instructions \_\_\_\_\_

Signature of Donor \_\_\_\_\_

To meet printing deadlines, please sign and return form to:  
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