

CELEBRATION
gala

SPONSORSHIP
INVESTMENT
INFORMATION

MAY 5, 2018

MARRIOTT FORT LAUDERDALE HARBOR BEACH





Dear Business Leaders and Friends,
Plans for the 2018 Celebration Gala of Broward County, benefitting the American Cancer Society are well on their way. I want to thank you for your consideration of investing in this exclusive event.

The 2018 Celebration Gala offers several opportunities to highlight your business and network with community leaders, all while supporting the American Cancer Society in our local area. Enclosed you will find Sponsorship Investment Information outlining the many different levels of participation,

opportunities for exposure, and value-added amenities offered through becoming a Sponsor, that fit your budget and goals.

Once you have selected your desired Sponsor level, please return a completed commitment form as soon as possible. The top-level Sponsors for this event are in high demand so please act quickly to ensure your first preference is met. Should you have any questions regarding becoming a Sponsor, feel free to contact us, by calling 954.200.7520.

Thank you in advance for your time and consideration, as we move forward to Save Lives, Celebrate Lives and Lead the Fight for a World Without Cancer. We look forward to partnering with you for the 2018 Celebration Gala.

Sincerely,
Lori Castle
2018 Celebration Gala Chair

Heather Frantz
2018 Celebration Gala Co-Chair



Randy and Kim Sweers are better known as the marine industry's power couple. Together they own and operate one of South Florida's largest boat dealerships. A business once started by Randy in 1994 has grown into a family owned and operated empire that has evolved from a small brokerage firm into a full service marine operation with three locations in Pompano Beach, Miami, and Fort Lauderdale. The company is expecting to open their fourth location in 2017.

At its inception, Sweers' company strictly sold offshore performance boats and as their client's boating needs changed over the years so has their company's business model. Today, they offer a much larger portfolio of products including yachts, cruisers, and fishing boats and offer a full array of marine parts and repair services, and wet and dry storage. To reflect their company's diversity, the Sweers changed the name of their company in 2016 to **FB Marine Group from FastBoats Marine Group**.

Randy was born in Barrie, Ontario and was raised in Pompano Beach, Florida. After receiving his MBA from the University of Toronto, he returned to South Florida to a banking position but he was, as the cliché goes, "a fish out of water." Boating and racing were always his passion which led him to his first job in the boat business at Champion Marine in Miami. A few years later, he resigned to seek self-employment and started his own boat dealership which he still owns today.

Kim was born and raised in Miami Beach, Florida. She attended Archbishop Curley High School in Miami and received her undergraduate degree from Florida International University majoring in Business Administration. Her roles at FB Marine Group include all day to day operations and acts as the company's CFO/COO. Prior to joining the family business in 2001, Kim was Vice President of Sales and Marketing

for an international data service provider with 30 offices throughout South America and Miami.

Randy and Kim pride themselves on their involvement in the community. In 2013, they joined forces with AutoNation to bring national attention to the importance of early detection and helped raise much needed funds to find a cure. Both Kim's father and Randy's mother both died of advanced staged cancer and in their memory, the Sweers

family used their company's world class offshore race boat as a platform for Indy Car Driver, Ryan Hunter-Reay's charity, "Racing For Cancer". It traveled around the world, as far away as Dubai, racing on the Super Boat International circuit while promoting the war against cancer. In a strange twist of fate, cancer struck their family again when Kim herself was diagnosed with breast cancer and Randy's father Keith, was diagnosed with advanced colon cancer in the same year. Due to early detection and the advancements in cancer research both are in remission today!

Community involvement is a family affair in the Sweers' household. Kim and Randy have carried their philanthropic beliefs to the next generation. Their eleven year old son Chase and his best friends, twins Cole and Chase Hanaka,

who have known each other since infancy, decided to dream big by founding an organization that would help others. The decision to create C3 For Change in 2014 came after all three boys' lives had been affected by cancer. With loved one after loved one being diagnosed with the deadly disease, the boys decided it was time to change how our local community talks about cancer. C3 For Change aims to assist hospitals nationwide and the communities they serve by stressing the importance of education and early detection as a cure for cancer. 100% of the funds raised by C3 For Change are donated back to the community to promote education, cancer screenings, research, treatment and support services.





CELEBRATION *gala*

PARTNERING WITH THE AMERICAN CANCER SOCIETY

Together with our supporters, the American Cancer Society saves lives, celebrate lives and lead the fight for a world without cancer. Together, we're creating a world with less cancer.

When people think about the fight against cancer, they think about the American Cancer Society. That's a reputation built on more than 100 years of leadership and service.

MAKING A DIFFERENCE

The American Cancer Society knows that the fight against cancer cannot be tackled alone. We work with cancer organizations, health care facilities, nonprofit organizations, government institutions and corporate sponsors to help achieve our common goal: to eliminate cancer as a major health problem. By partnering with us, you are investing in the well-being of our community, which in turn will benefit your organization.

WHEN YOU PARTNER WITH THE AMERICAN CANCER SOCIETY, YOU ARE:

- Aligning your organization with one of the most well-respected and best known health charities in the world, with a **virtually unprecedented 96 percent brand recognition.**
- **Making your name synonymous with the Fight Against Cancer.** You're demonstrating to your constituents that you are committed to the fight.
- **Saving lives.** An investment in the American Cancer Society has a greater impact than an investment in any other organization. With your support, we'll help people get well and stay well, find cures and fight back.





One Night Can Make a Difference...

WHEN

Saturday, May 5, 2018 • 6:30 p.m. until 11:30 p.m.

WHERE

Marriott Fort Lauderdale Harbor Beach

WHAT

The Celebration Gala is one of the most well-attended and exciting fund raising events in Broward County. The evening is packed with dancing, entertainment, dining, auctions, and much more. The event will offer elegant surroundings, excellent food, fragrant wines, and a night of fun.

Black-Tie Optional

WHO

Attendees include local and regional executives, physicians, business professionals, and other influential members of the community. The Celebration Gala presents an excellent platform for networking with potential clients, enhancing marketing opportunities for their business, and gaining positive exposure as a partner with the American Cancer Society.

WHY

According to the American Cancer Society, approximately 1.6 million new cases are expected to be diagnosed this year. Over 500,000 Americans will lose their battle with the disease. Proceeds from the Celebration Gala will support the mission of the American Cancer Society to save lives, celebrate lives and lead the fight for a world without cancer.

The Celebration Gala is organized by a volunteer committee. Space is limited and tickets sell fast, so make plans now to attend and be a part of the excitement.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$50,000 (Only One Investment Opportunity Available)

The Presenting Sponsor is dedicated to the health and well-being of our community by supporting the Celebration Gala and the lifesaving mission of the American Cancer Society. The Presenting sponsorship is a unique opportunity for saving lives, celebrating lives and leading the fight for a world without cancer. The Presenting sponsorship offers the maximum exposure for your brand.

- First right of refusal for the 2019 Gala
- 3 Tables of 10 – your choice (30 seats)
- (20) Tickets provided to exclusive pre-party event
- 4 Complimentary Rooms at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala
- Concierge table service and accommodations during the Celebration Gala
- Tableside wine service during the reception at the Celebration Gala
- Presenting Sponsor logo prominently displayed on the Celebration Gala invitation*
- Presenting Sponsor logo prominently displayed on the Celebration Gala Save the Date*
- Presenting Sponsor logo prominently displayed in the Celebration Gala program
- Opportunity to address the crowd at the Celebration Gala (Approximately 350 anticipated attendees)
- Sponsor Logo prominently displayed on website
- Inclusion in select local publications covering the event (pre and post event coverage)
- Presenting Sponsor logo prominently displayed on all Sponsor communication pieces, including social media posts
- Opportunity for full page ad (preferred page positioning) and logo on the front cover of the Celebration Gala program
- Sponsor logo prominently displayed throughout event on Media Screens
- Sponsor logo prominently displayed on Step and Repeat at the Celebration Gala
- Verbal recognition during the Celebration Gala
- Opportunity to recognize up to 5 people touched by cancer. These individuals will be listed in the program, as well as recognized (photo or name) during the Celebration Gala on Media Screens
- Ability to sit on the Celebration Gala Executive Committee and assist in pertinent decision making relating to this event

*If committed by print deadlines



DIAMOND SPONSOR - \$30,000

- 2 Premier Tables of 12 – your choice (24 seats)
- (15) Tickets provided to attend exclusive pre-party
- 3 Complimentary Rooms at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala
- Concierge table service and accommodations during the Celebration Gala
- Tableside wine service during the reception at the Celebration Gala
- Diamond Sponsor logo prominently displayed on the Celebration Gala invitation*
- Diamond Sponsor logo prominently displayed on the Celebration Gala Save the Date*
- Diamond Sponsor Logo displayed on website
- Inclusion in select local publications covering the event (pre and post event coverage)
- Diamond Sponsor logo or name prominently displayed in the

*If committed by print deadlines

PLATINUM SPONSOR - \$20,000

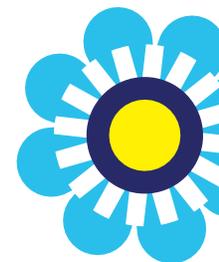
- 2 Premier Tables of 10 – your choice (20 seats)
- (10) Tickets provided to attend exclusive pre-party
- 2 Complimentary Rooms at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala
- Concierge table service and accommodations during the Celebration Gala
- Tableside wine service during the reception at the Celebration Gala
- Ruby Sponsor logo prominently displayed on the Celebration Gala invitation*
- Ruby Sponsor logo prominently displayed on the Celebration Gala Save the Date*
- Ruby Sponsor logo displayed in the Celebration Gala program
- Sponsor Logo displayed on website
- Inclusion in select local publications covering the event (pre and post event coverage)

*If committed by print deadlines

Celebration Gala program

- Opportunity for full page ad (preferred page positioning after Presenting Sponsor) in the Celebration Gala program
- Diamond Sponsor logo prominently displayed on all Sponsor communication pieces, to include social media posts
- Diamond Sponsor logo displayed randomly throughout event on Media Screens
- Sponsor logo prominently displayed on Step and Repeat at the Celebration Gala
- Verbal recognition during the Celebration Gala
- Opportunity to recognize up to 4 people touched by cancer. These individuals will be listed in the program, as well as recognized (photo or name) during the Celebration Gala on Media Screens
- Ability to sit on the Celebration Gala Executive Committee and assist in pertinent decision making relating to this event

- Ruby Sponsor logo prominently displayed on all Sponsor communication pieces, to include social media
- Opportunity for a full-page ad (preferred page positioning, after Presenting and Diamond Production Sponsorships) in the Celebration Gala program
- Sponsor logo prominently displayed throughout event on Media Screens
- Sponsor logo prominently displayed on Step and Repeat at the Celebration Gala
- Verbal recognition during the Celebration Gala
- Opportunity to recognize 3 people touched by cancer. These individuals will be listed in the program, as well as recognized (photo or name) during the Celebration Gala on Media Screens
- Ability to sit on the Celebration Gala Executive Committee and assist in pertinent decision making relating to this event





GOLD SPONSOR - \$15,000

- 18 Premier Seats (2 tables) at the Celebration Gala
- (6) Tickets provided to attend exclusive pre-party
- 1 Complimentary Rooms at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala
- Tableside wine service during the reception at the Celebration Gala
- •Emerald Sponsor logo prominently displayed on the Celebration Gala invitation*
- Emerald Sponsor logo prominently displayed on the Celebration Gala Save the Date*
- Emerald Sponsor logo displayed in the Celebration Gala program
- Sponsor Logo displayed on website
- Inclusion in select local publications covering the event (pre and

- post event coverage)
- Emerald Sponsor logo prominently displayed on all Sponsor communication pieces, to include social media
- Opportunity for a full-page ad in the Celebration Gala program
- Sponsor logo prominently displayed throughout event on Media Screens
- Sponsor logo prominently displayed on Step and Repeat at the Celebration Gala
- Verbal recognition during the Celebration Gala
- Opportunity to recognize 2 people touched by cancer. These individuals will be listed in the program, as well as recognized (photo or name) during the Celebration Gala on Media Screens

*If committed by print deadlines

SILVER SPONSOR - \$10,000

- 1 Premier Table at the Celebration Gala– (12 seats)
- (4) Tickets provided to attend exclusive pre-party
- •Sapphire Sponsor logo displayed on the Celebration Gala invitation*
- Sapphire Sponsor logo displayed on the Celebration Gala Save the Date*
- Sapphire Sponsor logo/name displayed in the Celebration Gala program
- Sponsor Logo displayed on website
- Inclusion in select local publications covering the event (pre and post event coverage)

- Sapphire Sponsor logo prominently displayed on all Sponsor communication pieces, to include social media
- Opportunity for a full-page ad in the Celebration Gala program
- Sponsor logo prominently displayed throughout event on Media Screens
- Sponsor logo displayed on Step and Repeat at the Celebration Gala
- Verbal recognition during the Celebration Gala
- Opportunity to recognize 1 person touched by cancer. This person will be listed in the program, as well as recognized (photo or name) during the Celebration Gala on Media Screens

*If committed by print deadlines





CHAMPION SPONSORSHIPS (Exclusive Sponsorships) - \$8,000

SURVIVOR SPONSOR & MISSION SPONSOR

Champions Sponsorships are dedicated to the health and well-being of our community by supporting the Celebration Gala and the lifesaving mission of the American Cancer Society. The Champion sponsorship is a unique opportunity for an organization to receive additional recognition in event collaterals, event programs and during special areas of the event program, the night of the Celebration Gala.

- 1 Premier Table at the Celebration Gala– (12 seats)
- (2) Tickets provided to attend exclusive pre-party
- Logo displayed on the Celebration Gala Invitation in conjunction with appropriate area*
- Sponsor logo displayed on Save the Date*
- Sponsor logo/name displayed in the Celebration Gala program
- Sponsor Logo displayed on website
- Inclusion in select local publications covering the event (pre and post event coverage)
- Sponsor logo prominently displayed on all Sponsor communication pieces, to include social media
- Opportunity for a full-page ad in the Celebration Gala program
- Sponsor logo prominently displayed throughout event on Media Screens
- Additional verbal recognition during the Celebration Gala. Your organization will receive a specially crafted introduction prior to the Mission or Survivor Speaker piece to our program. Creative will be mutually agreed upon.

*If committed by print deadlines



TABLE SPONSOR - \$5,000

- 1 Table at the Celebration Gala- (12 seats)
- Sponsor name listed on the Celebration Gala Invitation*
- Sponsor name listed on the Celebration Gala Save the Date*
- Sponsor name listed in the Celebration Gala program
- Sponsor name listed on website
- Sponsor name listed on all Sponsor communication pieces
- Opportunity for a half-page ad in the Celebration Gala program
- Sponsor name prominently displayed throughout event on Media Screens
- Verbal recognition during the Celebration Gala

*If committed by print deadlines



UNDERWRITING OPPORTUNITIES

Those who wish to support the Celebration Gala but do not require tickets may choose to help through one of the premium underwriting opportunities listed below. Each Underwriting Opportunity includes the following:

- Corporate/Company/Donor name printed in the event program book
- Night of Event Signage
- Corporate/Company/Donor listed on the Celebration Gala invite and program

DÉCOR, \$10,000 - Your company recognized in all event collateral and during the evening program as the Decor Underwriter. Your company's logo prominently displayed on the table numbers of every table, a high visibility brand presence for hundreds of seated guests. Signage will be placed around the reception space.

SILENT AUCTION, \$7,000 - Company/Donor included in all silent auction signage and will be recognized in all print collateral as the Silent Auction Underwriter. All bid paddles will be branded with your company/donor. Signage will also be placed at the silent auction.

MEDIA, \$5,000 - Company/Donor included in all event collaterals and on all event signage as the Media Underwriter. Media Screens will have your company/ donor name or logo displayed during the gala reception.

VALET, \$2,500 - Company/Donor included in all print collateral as the Valet Underwriter. All vehicles will leave with a hang tag branded with your company/donor. Signage will also be placed at the valet.

	PRESENTING SPONSOR \$50,000	DIAMOND SPONSOR \$30,000	PLATINUM SPONSOR \$20,000	SILVER SPONSOR \$15,000	GOLD SPONSOR \$10,000	CHAMPION SPONSORSHIPS (Exclusive Sponsorships) - \$8,000	TABLE SPONSOR \$5,000
TABLES	3 Tables of 10 – your choice (30 seats)	2 Premier Tables of 12 – your choice (24 seats)	18 Premier Seats (2 tables) at the Celebration Gala	1 Premier Table at the Celebration Gala– (12 seats)	1 Premier Table at the Celebration Gala– (12 seats)	1 Premier Table at the Celebration Gala– (10 seats)	1 Table at the Celebration Gala– (12 seats)
TICKETS	(20) Tickets provided to exclusive pre-party event	(15) Tickets provided to attend exclusive pre-party	(6) Tickets provided to attend exclusive pre-party	(4) Tickets provided to attend exclusive pre-party	(2) Tickets provided to attend exclusive pre-party	(2) Tickets provided to attend exclusive pre-party	
HOTEL ROOMS	4 Complimentary Rooms at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala	3 Complimentary Rooms at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala	1 Complimentary Room at the Marriott Fort Lauderdale Harbor Beach, the night of the Gala				
CONCIERGE SERVICE	Concierge table service and accommodations during the Celebration Gala	Concierge table service and accommodations during the Celebration Gala					
TABLESIDE WINE SERVICE	Tableside wine service during the reception at the Celebration Gala	Tableside wine service during the reception at the Celebration Gala	Tableside wine service during the reception at the Celebration Gala				
LOGO PRESENTATION	Presenting Sponsor logo prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, throughout event on Media Screens, and on Step and Repeat at the Celebration Gala	Diamond Sponsor logo prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, throughout event on Media Screens, and on Step and Repeat at the Celebration Gala	Emerald Sponsor logo prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, throughout event on Media Screens, and on Step and Repeat at the Celebration Gala	Sapphire Sponsor logo prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, throughout event on Media Screens, and on Step and Repeat at the Celebration Gala	Amethyst Sponsor logo prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, throughout event on Media Screens, and on Step and Repeat at the Celebration Gala	Sponsor logo prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, throughout event on Media Screens, and on Step and Repeat at the Celebration Gala	Sponsor name prominently displayed on the Celebration Gala invitation*, Celebration Gala Save the Date*, website, all Sponsor communication pieces, including social media posts, and throughout event on Media Screens.
PROGRAM	Presenting Sponsor logo prominently displayed in the Celebration Gala program	Diamond Sponsor logo or name prominently displayed in the Celebration Gala program	Emerald Sponsor logo displayed in the Celebration Gala program	Sapphire Sponsor logo displayed in the Celebration Gala program	Sapphire Sponsor logo displayed in the Celebration Gala program		
ADVERTISING IN PROGRAM		Opportunity for full page ad (preferred page positioning after Presenting Sponsor) in the Celebration Gala program	Opportunity for a full-page ad in the Celebration Gala program	Opportunity for a full-page ad in the Celebration Gala program	Opportunity for a full-page ad in the Celebration Gala program	Opportunity for a full-page ad in the Celebration Gala program	Opportunity for a half-page ad in the Celebration Gala program
GALA SPEAKER	Opportunity to address the crowd at the Celebration Gala (Approximately 350 anticipated attendees)						
VERBAL RECOGNITION	Verbal recognition during the Celebration Gala	Verbal recognition during the Celebration Gala	Verbal recognition during the Celebration Gala	Verbal recognition during the Celebration Gala	Verbal recognition during the Celebration Gala	Additional verbal recognition during the Celebration Gala. Your organization will receive a specially crafted introduction prior to the Mission or Survivor Speaker piece to our program. Creative will be mutually agreed upon.	Verbal recognition during the Celebration Gala

CELEBRATION
gala
SPONSORSHIP
AGREEMENT FORM

_____ \$50,000 PRESENTING SPONSOR

_____ \$30,000 DIAMOND SPONSOR

_____ \$20,00 PLATINUM SPONSOR

_____ \$15,000 GOLD SPONSOR

_____ \$10,000 SILVER SPONSOR

_____ \$8,000 CHAMPION SPONSOR
(MISSION OR SURVIVOR)

_____ \$5,000 TABLE SPONSOR

_____ \$ _____ UNDERWRITER

[AREA TO UNDERWRITE: _____]

_____ OTHER AMOUNT: \$ _____

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Email _____

Please e-mail a 300 DPI PNG company logo to Alicia.DeLuca@cancer.org

Name as you wish it to appear on the Invitation and Program: _____

* My check is enclosed, payable to the American Cancer Society (Tax ID # 13-1788491)

* I prefer to be invoiced

* I prefer to pay by credit card

Credit Card # _____

Expiration Date _____

Signature _____

Mail Payment to: Celebration Gala

American Cancer Society

3363 West Commercial Boulevard Suite 100

Fort Lauderdale, FL 33309

For more information, please contact Distinguished Events Manager; Alicia DeLuca at

954.200.7520 (office), 561.558.7258 (mobile) or Alicia.DeLuca@cancer.org