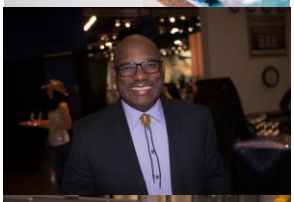

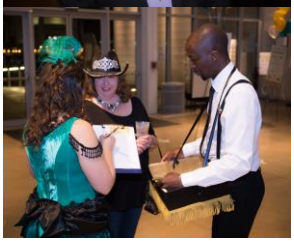

AMERICAN CANCER SOCIETY
NIGHT OF
HOPE
Gala

2017

Sponsorship Opportunities

Event Date:
November 11th, 2017

Event Location:
Xfinity Arena

American Cancer Society®

WE ARE A UNITED FORCE AGAINST ALL CANCERS.

Cancer is a worthy opponent. It has a formidable nature, a resourceful manner, and a destructive appetite. But cancer will never have what we have...humanity. Humanity made up of courage, determination, innovation, and generosity.

Together, we share a strong presence in Washington communities and are vital to those we serve. When we align community businesses' philanthropic interests with the mission of the Society, we help our families, friends, and neighbors from the pain and suffering of cancer.

When you become a part of our events, you commit to helping patients and caregivers with treatment programs, lifesaving research, medical studies, and vital one-on-one support and information.

It's pretty simple. When you take part, you save lives.

Your sponsorship helps save lives from cancer.

Through your sponsorship, you are helping to create a world free from the pain and suffering of cancer by investing in innovative cancer research, providing free information and support, and helping people reduce their cancer risk or find it early when it's most treatable. Here's how the Society puts your dollars to work:

"

Hope and Love is something that is very powerful…

To be with hundreds of people that have been touched by cancer let's you know that there are other people fighting for the same cause.

424,000+ NIGHTS OF FREE LODGING, saving $37 million for more than 27,000 patients and caregivers in 2015

50,000+ PATIENTS accessing information with help from our patient navigators to understand their diagnosis and find help for day-to-day concerns in 2015

316,200+ RIDES for 19,300+ patients, to treatment and medical appointments in 2015

Currently funding more than **$420 MILLION IN CANCER RESEARCH GRANTS**, as of March 2016.

With **1.8 MILLION+ OUTREACH INTERVENTIONS**, our CHANGE* grant program is helping to reduce the unequal burden of cancer.

Nearly **34,500 PEOPLE** learned to manage the appearance-related side effects of treatment in 2015

1,000 DOWNLOADS per day of our *Cancer Facts & Figures* publication

220 MILLION VISITS to cancer.org in 2015

23% DROP IN CANCER MORTALITY RATES, leading to 1.7 million deaths averted in past two decades

* *Community Health Advocates Implementing Nationwide Grants for Empowerment and Equity*

American Cancer Society®

Becoming A Night of Hope Gala Sponsor

As a Night of Hope Gala Sponsor, you will help the American Cancer Society save more lives from cancer. Since 1991, we've seen a 23% decline in cancer death rates. That's 1.7 million fewer cancer deaths.

One in three consumers say they are more likely to purchase a product if it's partnered with our brand.

We continue to be a **highly trusted source for cancer information,** with 96 percent aided brand awareness among consumers.*

Help save lives, and show your community how you provide employees and customers:

- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

BENEFITS CAN INCLUDE:

- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential

American Cancer Society®

NIGHT OF HOPE GALA PARTNERSHIP OPPORTUNITIES

PRESENTING SPONSOR 1 Available $25,000

- Two premium tables for ten with branded signage
- Twenty VIP party tickets
- Speaking opportunity night of event
- Company Logo printed on Save The Dates (if commitment is made before 4/1)
- Large Company Logo printed on event invitations
- Full-page ad in gala program
- Two social media and e-newsletter highlights
- Company logo on website, event slideshow, program book, and gala event video
- Logo on all Guests Auction Paddles

DIAMOND SPONSOR 2 Available $15,000

- One premium table for ten with branded signage
- Ten VIP Party Tickets
- Speaking opportunity night of event
- Medium company logo on event invitations
- Half-page ad in gala program
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, program book, and gala event video
- Logo on all Silent Auction Collateral ☐ or Live Auction Slideshow ☐

PLATINUM SPONSOR 3 Available $10,000

- One premium table for ten with branded signage
- Ten VIP Party Tickets
- Speaking opportunity night of event
- Medium company logo on all collateral
- Half-page ad in gala program
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, program book, and gala event video
- Logo on all VIP Party Signs ☐ or Dessert Dash ☐ or Nearly Live Auction ☐

Contact Hannah Halstrom Special Events at 425.404.2194
or Hannah.Halstrom@cancer.org

American Cancer Society®

NIGHT OF HOPE GALA PARTNERSHIP OPPORTUNITIES

GOLD SPONSOR $7,500

- One preferred table for ten with branded signage
- Small company logo on event invitation
- Quarter-page ad in gala program
- Social media and e-newsletter highlight
- Company logo on website, event slideshow, program book, and gala event video
- Logo on revenue enhancer night of Heads or Tails ☐ Golden Ticket ☐ Wine Pull ☐ Other TBD ☐

SILVER SPONSOR $5,000

- One preferred table for ten with branded signage
- Small company logo on event invitation
- Quarter-page ad in gala program
- Social media and e-newsletter highlight with other Silver Sponsors
- Company name on website, event slideshow, program book, and gala event video

CORPORATE SPONSOR $2,500

- One reserved table for ten
- Company name on event slideshow and program book

*Selection of collateral for company logo will come on a first come, first serve basis at that sponsorship level. For company logo to be included on event invitations, commitment must be made before September 1, 2017

Contact Hannah Halstrom Special Events at 425.404.2194
or Hannah.Halstrom@cancer.org

American Cancer Society®

MORE WAYS TO GET INVOLVED!

Relay For Life

Spring & Summer 2017

Each year, more than 4 million people in over 20 countries raise much-needed funds and awareness to save lives from cancer through the Relay For Life movement. Teams of people camp out at a local school, park, or fairground for up to 24 hours and take turns walking around a track to represent that cancer never sleeps. Find your local event at RelayForLife.org.

Making Strides Against Breast Cancer of Snohomish County

October 14, 2017

Every October community members come together for this 5k walk and run to raise funds for breast cancer research, programs and services. Making Strides is one of the leading breast cancer awareness walks in the nation, uniting over 1.2 million community members in nearly 300 events coast-to-coast. Sign up today at MakingStridesWalk.org/EverettWA.

Contact Hannah.Halstrom@cancer.org for information about sponsorship and involvement.

American Cancer Society®

OUR IMPACT: WASHINGTON

Cancer Research

Currently, we are investing more than **$8.8 million** in research grants in Washington. To date we have invested:

- $41.3 million at University of Washington
- $27 million at Fred Hutch
- $3.8 million at Washington State University
- $2.7 million at Seattle Children's
- $36,000 at Gonzaga University

Access To Care

In 2015, we provided more than **5,818** rides for cancer patients to and from treatment.

Lodging

In 2015, we provided **1,594** nights of free lodging to **185** patients and caregivers who travelled to treatment centers.

Trusted Information

In 2015, we helped **800,000** people who requested information via phone, email, and online chats.

Online Help

People from across the U.S. and around the globe made **61 million** visits to cancer.org in 2014.

THANK YOU TO OUR 2016 PARTNERS

--PRESENTING SPONSORS---

FAIRWAY INDEPENDENT MORTGAGE CORPORATION

Providence Regional Cancer Partnership

MAZDA OF EVERETT

mazda

--GOLD SPONSORS--

Applebee's

Panera BREAD®

--SILVER SPONSORS--

KeyBank

FLUKE®

John L. Scott REAL ESTATE

North Sound Emergency Medicine

RADIA®

--BRONZE SPONSORS-

Infinium SPIRITS

--DELUXE SPONSORS--

CELLNETIX® PATHOLOGY & LABORATORIES

EVERETT MALL

PREMERA BLUE CROSS

--UNDERWRITING--

PUGET SOUND kidney centers

Care. Compassion. Community.

--IN-KIND SPONSORS--

FOX SPORTS AM1380 EVERETT

CLASSIC COUNTRY 1520 KXA AM RADIO

KIRO 7 CARES

Chateau Ste Michelle

14 HANDS WINERY

Contact Hannah Halstrom Special Events at 425.404.2194
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