

The American Cancer Society
Presents

Milwaukee Champions of Hope Gala

Friday, November 13, 2020
Virtual Experience



The future can be free from cancer. Join the American Cancer Society to save lives.

Champions of Hope Gala

This year's event will be held virtually on Friday, November 13, 2020 to ensure the safety of all our constituents during the ongoing COVID-19 pandemic.

The impact of COVID-19 will reduce our ability to fund cancer research by 50% in 2020 -- our lowest investment this century if current trends continue.

Throughout the pandemic, the American Cancer Society has been there 24/7 for anxious cancer patients and caregivers, listening to concerns and providing accurate, scientific information about COVID-19 and cancer. As a result of decreased funding this, and other ongoing support for cancer patients and caregivers, is also at risk.

Millions in cancer research could go unfunded. 1.4M calls could go unanswered. Nearly 500K patients could go without a free ride or place to stay while receiving treatment. That is what could be at stake this year alone. There is no time to wait. We must be bolder, braver, and stronger than ever before.

We can't and won't allow progress to be put on hold because of COVID-19. At risk are more and better treatments and discoveries that will improve and save lives. Imagine a future with more complete knowledge about prevention. Easier early detection tests. Simpler, pain-free treatments. Metastasis halted in its tracks.

The future can be free from cancer. And that future is in your hands right now. Don't give cancer the advantage. Join us in sponsoring the 2020 Milwaukee Champions of Hope Gala and supporting the future of cancer research.

Sponsorship Levels

Presenting Sponsor

\$25,000

Pre-Virtual Event

- Logo/name in the electronic save-the-date, invitation, evening program, and website
- Prominent feature on the registration site
- Text messages from GiveSmart (mobile bidding platform)with a very special thank you to a sponsor
- Social Media Feature/Spotlight via video or photo post

During Virtual Event

- Co-branded ACS/sponsor logo on log-in screen and banner ad during program
- Premier logo placement on GiveSmart site linked back to your company website
- Opportunity to provide a "Why we support ACS" video to air during program
- Opportunity to introduce our 2020 Honoree, Dr. Sandra Million-Underwood during program
- Recognition during sponsor portion of program

Post-Virtual Event

- Logo on post-event thank you email and social media post
- Special thank you via GiveSmart text message
- Option for virtual Q&A session with ACS-funded Researcher at a date of your choosing

Hero Sponsor

\$10,000

Pre-Virtual Event

- Logo/name in the electronic save-the-date, invitation, evening program, and website
- Prominent feature on the registration site
- Social Media Feature/Spotlight

During Virtual Event

- Logo placement on GiveSmart site linked back to your company website
- Opportunity to provide a "Why we support ACS" mini video to air during program
- Recognition during sponsor portion of program

Post-Virtual Event

- Logo on post-event thank you email and social media post

Sponsorship Levels

Champion Sponsor

\$7,500

Pre-Virtual Event

- Logo/name in the electronic save-the-date, invitation, evening program, and website
- Feature on the registration site
- Social Media Feature/Spotlight

During Virtual Event

- Logo placement on GiveSmart site linked back to your company website
- Recognition during sponsor portion of program

Post-Virtual Event

- Logo on post-event thank you email and social media post

Fighter Sponsor

\$5,000

Pre-Virtual Event

- Logo/name in the electronic invitation, evening program, and website
- Feature on the registration site
- Social Media Feature/Spotlight

During Virtual Event

- Logo placement on GiveSmart site
- Recognition during sponsor portion of program

Post-Virtual Event

- Logo on post-event thank you email and social media post

Sponsorship Levels

Supporter Sponsor

\$2,500

Pre-Virtual Event

- Logo/name in the electronic invitation, evening program, and website

During Virtual Event

- Logo placement on GiveSmart site
- Recognition during sponsor portion of program

Post-Virtual Event

- Logo on post-event thank you email and social media post

Patron Sponsor

\$1,000

Pre-Virtual Event

- Logo/name in evening program, and website

During Virtual Event

- Logo placement on GiveSmart site
- Recognition during sponsor portion of program

Post-Virtual Event

- Logo on post-event thank you email and social media post

Sponsorship Commitment Form

Contact Information

Business Name: _____
Street Address: _____
City: _____ State: _____ Zip Code: _____
Contact Name: _____ Telephone Number: _____
Email Address: _____ Web Address: _____

Commitment Level

- | | |
|-----------------------------------|--------------------|
| <input type="checkbox"/> \$25,000 | Presenting Sponsor |
| <input type="checkbox"/> \$10,000 | Hero Sponsor |
| <input type="checkbox"/> \$7,500 | Champion Sponsor |
| <input type="checkbox"/> \$5,000 | Fighter Sponsor |
| <input type="checkbox"/> \$2,500 | Supporter Sponsor |
| <input type="checkbox"/> \$1,000 | Patron Sponsor |

Method of Payment

- ☐ Enclosed is my sponsorship check in the amount of \$ _____
- ☐ Charge my credit card (please print clearly) in the amount of \$ _____

Card Type: ☐ VISA ☐ Mastercard ☐ Discover ☐ AMEX

Cardholder's Name: _____

Billing Address: _____

Card Number: _____ EXP. Date: _____ CVV: _____

- ☐ We are unable to be a designated MKE COH Sponsor this year, but enclosed is our donation of \$ _____

Sponsor Signature: _____ Date: _____

*Please email a high-quality logo to sarah.zander@cancer.org by 10/1/2020

Please return form to the address below:

American Cancer Society
Attn: Milwaukee COH Gala
P.O. Box 902
Pewaukee, WI 53702

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)