

American Cancer Society presents the 14th Annual Hope Gala On The Town



September 10, 2022
The Kimpton Sawyer Hotel
6-11pm



Hope Gala, On The Town

Dear business leaders and friends,

The American Cancer Society's Sacramento Annual Hope Gala is a celebratory evening with a performance by the Sacramento Ballet, comedian Turner Sparks, evening program, live & silent auctions, and dinner and dancing that raises funds for the Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer. While progress has been made in cancer research, we still have a lot of work to do.

We invite you to support our efforts to finish the fight against cancer by joining us on Saturday September 10, 2022 for an evening you will not want to miss. By bringing together business and community leaders to this event, we are able to support the American Cancer Society's mission.

In the past 13 years, the Sacramento Hope Gala, has raised over \$3.7M to help the American Cancer Society continue to fund life-saving research as well as free programs and services for cancer patients and their families in the Sacramento Region and across the nation. We know with your participation, we can help to make this cancer's last century.

We hope to see you there!



Nikki B
Event Co-Chair
Golf Channel



Lynsay Allen
Event Co-Chair
Tri Counties Bank



Hope Gala, On The Town

About the Annual American Cancer Society's Hope Gala 2022

The 14th Annual American Cancer Society will be held Saturday September 10, 2022 at The Kimpton Sawyer Hotel. Festivities begin at 6pm with a cocktail reception that includes a silent auction followed by an elegant dinner, performance by the Sacramento Ballet, comedian Turner Sparks, a live auction and concluding with a spectacular after party.

Who is Attending

More than 200 guests are expected to attend including corporate sponsors, business owners, and philanthropic leaders.

Please note: The safety of participants, volunteers, cancer survivors, and staff is always your top priority. We regularly assess potential for in-person events and **strictly** adhere to all federal and local health department guidance including in this endeavor.

Event History

Since 2009, the Annual Hope Gala has raised over \$3.6M to support the American Cancer Society's mission by helping people to stay well, and get well. Hope Gala is one of Sacramento's premier cancer fundraising events. The evening boasts of an exquisite cocktail reception and an unique silent auction. The evening program is lively and promises to provide the much needed hope to our community when facing a cancer diagnosis. One thing is for sure, it will be evening you will not want to miss.





ABOUT THE

AMERICAN CANCER SOCIETY

The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

*Our mission delivery efforts are focused on the critical areas of **research, education, advocacy, and service.** These four areas serve as our messaging pillars, the foundation of how we speak to what we do, so we can make our biggest impact on cancer yet.*



RESEARCH

We launch innovative, high-impact research to find more – and better – treatments, uncover factors that may cause cancer, and improve the quality of life for people facing cancer.



EDUCATION

We provide the latest, evidence-based cancer information, share how making healthy lifestyle choices like eating right, staying active, and avoiding alcohol and tobacco can help reduce cancer risk, and develop screening guidelines that can help detect certain cancers early. We work with health care providers, health systems, and public health organizations in the US and globally to reduce barriers across the cancer care continuum, resulting in increased screening and vaccination rates, more effective patient support services, and greater access to treatments and pain relief.



ADVOCACY

We fight cancer in city hall, the statehouse, and in Congress to demand change from our elected officials to build healthier communities, create safer workplaces, and provide greater, more equitable access to quality medical care.



SERVICE

We help people find answers and resources, whether they want to understand their diagnosis and treatment options, learn how to cope with side effects, or find transportation or a place to stay when treatment is far from home.



2022 Combined Sponsor Opportunities



\$50,000 Exclusive Title Sponsor

- 5 golf foursomes to the 2022 ACS Golf Classic September 12, 2022 (20 players total)
- 3 VIP Tables for 30 guests at the 2022 American Cancer Society Hope Gala September 10, 2022
- Opportunity to speak and welcome guests at both events
- Exclusive Hope Gala entertainment sponsor
- Company name/logo on marketing collateral for both events: Save the Date, Website Homepage, Press Releases, Step & Repeat Banner, and Welcome Banner
- Full Page ad in event program with preferred placement
- Media Package including company name/logo in eight social media posts
- Crystal engraved commemorative award

\$35,000 Emerald Sponsor

- 4 golf foursomes to the 2022 ACS Golf Classic September 12, 2022 (16 players total)
- 2 VIP Tables for 20 guests at the 2022 American Cancer Society Hope Gala September 10, 2022
- Podium time at the 2022 ACS Hope Gala and 2022 Golf Classic Awards Reception
- Company name/logo on marketing collateral for both events: Save the Date, Website Homepage, Press Releases, Step & Repeat Banner, and Welcome Banner
- Customized Gift for Hope Gala Guests and Golf Classic Players
- Media Package including company name/logo in eight social media posts

\$25,000 Diamond Sponsor

- 3 foursomes to 2022 ACS Golf Classic September 12, 2022 (12 players)
- 1 VIP table at the 2022 American Cancer Society Hope Gala September 10, 2022
- Company name/logo on marketing collateral for both events: Save the Date, Website Homepage, Press Releases, Step & Repeat Banner, and Welcome Banner
- Media Package

\$10,000 Jade Sponsor

- 1 foursome to 2022 ACS Golf Classic September 12, 2022 (4 players)
- 1 table of 10 guests at the 2022 American Cancer Society Hope Gala September 10, 2022
- Company name/logo on marketing collateral for both events: Save the Date, Website Homepage, Press Releases, Step & Repeat Banner and Welcome Banner
- Media Package



HOPE GALA SPONSORSHIP

CORPORATE SPONSORSHIP

ASSOCIATE SPONSOR \$15,000

- Speaking opportunity during evening program.
 - Name/logo on event invite, in all communications and marketing, materials, event banner, event social media channels, and Step & Repeat Banner
- Name/logo for the event's ballroom
- 2 table of 20 guests at the 2022 Hope Gala
- Full page ad in event program
- Media Package

PLATINUM SPONSOR \$10,000

- Podium Recognition at event
- Name/logo on event invite, in all communications and marketing, materials, event banner, event social media channels, and Step & Repeat Banner
- 1 VIP table of 10 guests at the 2022 Hope Gala
- Full page ad in event program
- Media Package

SILVER SPONSOR \$7,500

- 1 table of 10 guests at the event
- Name/logo on one of the event spaces
- Name/logo on event website
- Verbal recognition from the podium
- Media Package

GOLD SPONSOR \$5,000

- 1 table of 10 guests at the event
- Name/logo on event website
- Media Package





HOPE GALA SPONSORSHIP

UNDERWRITING OPPORTUNITITES

\$10,000 UNDERWRITING OPPORTUNITITES

CHOOSE FROM THE BELOW LIST OF AN ITEM TO HAVE YOUR COMPANY NAME/LOGO ON. INLCUDES TWO TICKETS TO THE EVENT.

- After Party
- Photo booth
- Lounge Area
- Dinner sponsor

\$5,000 UNDERWRITING OPPORTUNITITES

CHOOSE FROM THE BELOW LIST OF AN ITEM TO HAVE YOUR COMPANY NAME/LOGO ON. INLCUDES TWO TICKETS TO THE EVENT.

- Wine & Champagne
- Liquor & Beer
- Graphic Design
- Mission Experience
- Departure Gift
- Entertainment
- Ice Sculpture
- Volunteer Shirts
- Comstock's Capital Care Ad

\$3,000 UNDERWRITING OPPORTUNITITES

CHOOSE FROM THE BELOW LIST OF AN ITEM TO HAVE YOUR COMPANY NAME/LOGO ON. INLCUDES TWO TICKETS TO THE EVENT.

- Decor sponsor
- Auction Paddle **SOLD** The Ring Foundation
- Valet
- Full page ad in event program
- Resource Guide
- Auctioneer
- Registration
- Soft Drinks & Mixers
- Event Security
- Photographer
- Event Supplies
- Volunteer Gifts



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Thank you!

The American Cancer Society is on a mission to free the world from cancer.

For more than 100 years, we have helped lead an evolution in the way the world prevents, detects, treats, and thinks about cancer. As the nation's preeminent cancer fighting organization, we fund and conduct research, share expert information, support people with cancer, spread the word about prevention, and through our advocacy affiliate, the American Cancer Society Action Network (ACS CAN), advocate for public policy change.

We are committed to ensuring that ALL people have a fair and just opportunity to prevent, find, treat, and survive cancer- regardless of income, race, gender identity, disability status, or where they live. Thanks in large part to our decades of work, a cancer diagnosis does not come without hope, and the cancer journey is not one that is traveled alone.



cancer.org 1.800.227.2345