



Dear Friends,

The American Cancer Society is proud to announce the 2018 Anniversary Gala, Hope Turns 10, on September 8th 2018, featuring our guest of honor, Lester Holt - Anchor *NBC Nightly News*!

This special evening will begin at 6pm, at the beautiful home of Todd Scrima. It includes an elegant dinner catered by Elaine Bell of Napa, features a silent auction, as well as a live auction and dancing under the stars.

It promises to be entertaining, uplifting as we celebrate lives, save lives, and lead the fight for a world without cancer. Nearly 1.7 million Americans this year will be touched by a friend, family member, colleague or have a personal struggle of a cancer diagnosis. Through your support of sponsorship you are joining in the challenge of life saving work for cancer patients and their families right here in Sacramento and around the country.

Thanks to the great progress since 1991, mortality rates have fallen 26 percent, 2.1 million lives have been saved through the efforts of many. It takes all of us, working together to insure more people have a chance to live healthy lives, receive quality treatment and support.

Your investment is paramount to continue the programs that supply support, education, and research. We encourage you to support this wonderful work. You make an incredible difference, and help give hope.

Please join us in celebrating 10 years of HOPE!

Honorary Chair

Teresa Niello

Event Chair

Maria Kaufman

Special Honoree

Kimberly Nall

Board of Ambassadors

- Sonbol Aliabadi
- Kathy Anapolsky
- Lisa Breslau
- Nancy Brodovsky
- Julie Brown
- Sue Callantine
- Simi Chehrazi
- Dr. Scott Christensen
- Kelly Dankbar
- Jane Einhorn
- Nancy Giachino
- Angela Gianulias
- Mark Ginsberg
- Sharon Goby
- Marcia Goldmark
- Nubia Goldstein
- Maral Hagopian
- Edie Lambert
- Jennifer Lee
- Carole Pryor
- Lucie Anne Radimsky
- Rob Sakowitz
- Christine Skeoch
- Sue Sperber
- Shelley Troshinsky
- Sharon Winkel

Teresa Niello
Honorary Chair

Maria Kaufman
Event Chair

Kimberly Nall
Special Honoree

Pam Gunning
Sr. Development Manager

JOIN US AND CELEBRATE 10 YEARS OF HOPE

Today we ask you to join us as a united force against all cancers through your participation in the *American Cancer Society 10th Anniversary Hope Gala*.

The *American Cancer Society* was created more than 100 years ago for one purpose - to lead the fight for a world without cancer. Thanks in part to our efforts, we've seen a 26 percent decline in the cancer death rate since 1991. That's 2.3 million deaths prevented.

In 2012, there were 14.1 million new cancer cases and 8.2 million cancer deaths worldwide. By 2030, the global burden is expected to grow to 21.7 million new cancer cases and 13 million cancer deaths simply due to the growth and aging of the population.



HOPE TURNS 10 2018 ANNIVERSARY GALA

THE *AMERICAN CANCER SOCIETY*

10TH ANNIVERSARY GALA HOPE TURNS 10

WILL BE HELD

SATURDAY, SEPTEMBER 8, 2018

AT THE HOME OF TODD SCRIMA

FESTIVITIES BEGIN AT 6:00 P.M.

ELEGANT RECEPTION FOLLOWED BY A STROLLING DINNER

CATERED BY ELAINE BELL, NAPA

SILENT AUCTION - LIVE AUCTION

SPECIAL PRESENTATION AND DESSERT

DANCING UNDER THE STARS

GUEST OF HONOR

LESTER HOLT

ANCHOR - NBC NIGHTLY NEWS

Honorary Chair

Teresa Niello

Event Chair

Maria Kaufman

Special Honoree

Kimberly Nall

WHO ATTENDS

400+ guests
Corporate sponsors
Business owners
Philanthropic leaders
Sacramento Area Surgical
Medical & Radiation Oncologists

TABLE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor	\$25,000
Associate Sponsor	\$15,000
Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000

EVENT HISTORY

Since 2007, the annual *Hope Gala* has raised over \$2.5 million to support the *American Cancer Society* mission to save lives, celebrate lives, and lead the fight for a world without cancer. *Hope Gala* is one of Sacramento's premier cancer fundraising events.

BECOMING A HOPE 10 CORPORATE SPONSOR

Find the sponsorship level that works for you.

WHY BECOME A CORPORATE PARTNER?

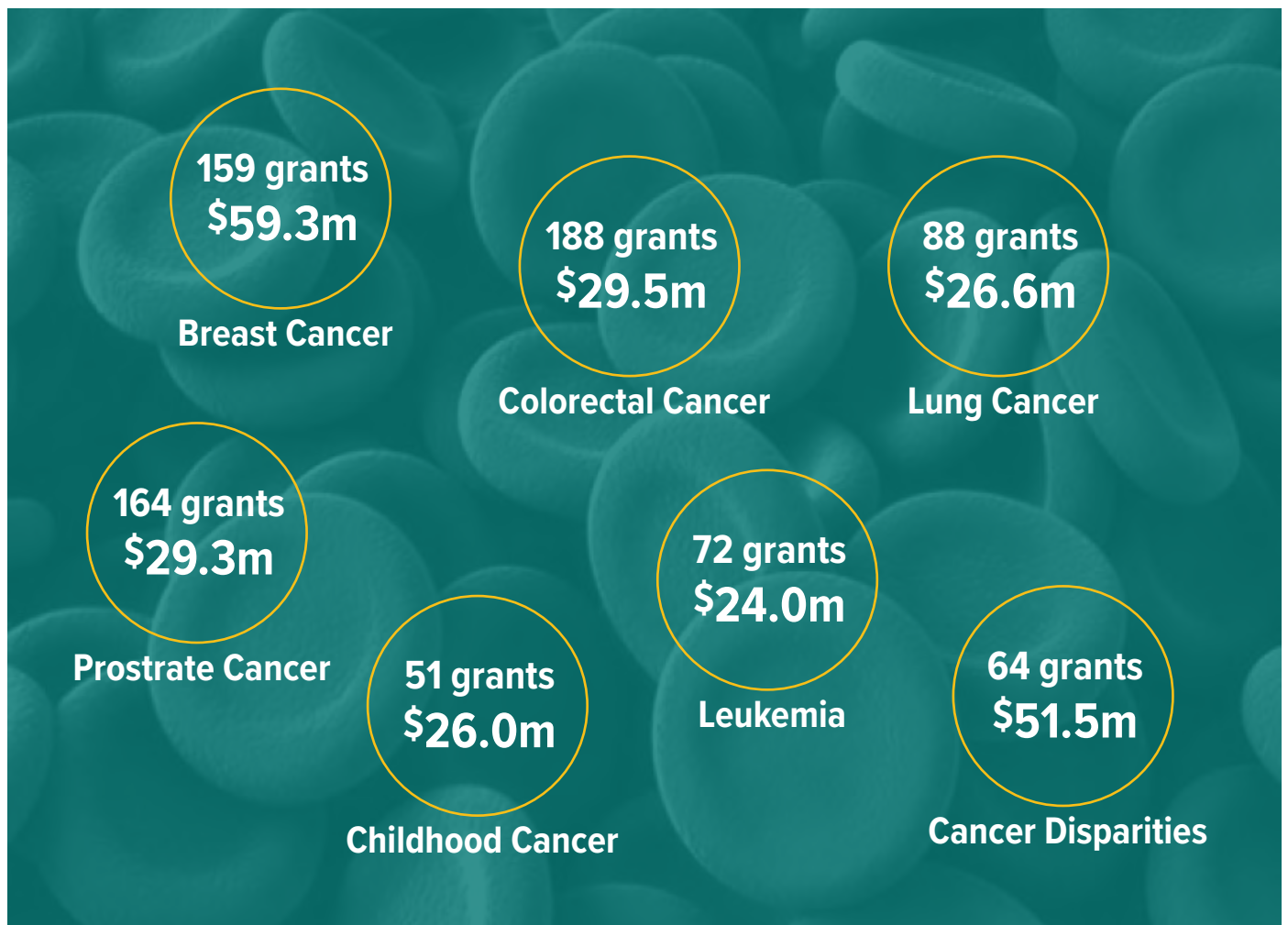
Positioning yourself as a partner of the *American Cancer Society* - the largest and most respected voluntary health organization in the United States - will bolster your company's reputation and demonstrate your commitment to serving your community.

Approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 600,000 will die of the disease. That's about 1,650 people a day. You can help us move one step closer to a world without cancer by celebrating with us at the *Hope Gala*.

- 74 percent of consumers are likely to support a sponsor associated with a charity like the *American Cancer Society*.
- Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.
- The *American Cancer Society* has a 96 percent recognition rate among Americans.
- Americans believe cancer is the single most important health problem they face.

RESEARCH FUNDING

Innovative, groundbreaking research is going on at medical schools, universities, research institutes, and hospitals throughout the US. We select the most promising projects, vet them thoroughly via independent peer review, and then support the ones that pass scientific scrutiny. We're funding research that might get overlooked otherwise, but always with an eye on investing donor dollars wisely.



HOPE 10 GALA SPONSOR BENEFITS

PRESENTING SPONSOR - \$25,000

- 20 event tickets with VIP table placement and a table concierge
- Sponsor logo or name listed on the event invitation (commitment must be received prior to the print date)
- Speaking opportunity at the event
- Customizable underwriting item
- Full-page recognition space in the event program
- Sponsor logo or name displayed on the event website
- Sponsor logo or name listed in the presentation shown at the event
- Sponsor logo or name will appear on the “Step & Repeat” event banner
- Recognition in all press releases, public service announcements, and social media package
- Cocktail Reception
- Media Package (see below)

ASSOCIATE SPONSOR - \$15,000

- 10 event tickets with premier table placement
- Sponsor logo or name listed on the event invitation (commitment must be received prior to the print date)
- Full-page recognition space in the event program
- Sponsor logo or name displayed on the event website
- Customizable underwriting item
- Sponsor logo or name listed in the presentation shown at the event
- Sponsor logo or name will appear on the “Step & Repeat” event banner
- Recognition in all press releases, public service announcements, and social media package
- Cocktail Reception
- Media Package (see below)

PLATINUM SPONSOR - \$10,000

- 10 event tickets with preferred seating
- Sponsor logo or name listed on the event invitation (commitment must be received prior to the print date)
- Half-page recognition space in the event program
- Sponsor logo or name displayed on the event website
- Sponsor logo or name listed in the presentation shown at the event
- Sponsor logo or name will appear on the “Step & Repeat” event banner
- Recognition in all press releases, public service announcements, and social media package
- Cocktail Reception
- Media Package (see below)

CAPITAL CARES COMSTOCK MAGAZINE *SPECIAL VALUE* - \$7,800

- 8 event tickets with preferred seating
- Company name or logo will be displayed as the Capital Cares sponsor for the 2018 Comstock publishing.
- 85,000+ readers will view your logo as a sponsor.
- Company or logo will be printed in the night-of-event program book.
- Sponsor name listed on the event website

HOPE 10 GALA SPONSOR BENEFITS (cont.)

GOLD SPONSOR - \$5,000

- 10 event tickets
- Reserved table placement
- Quarter-page recognition space in the event program
- Sponsor name listed on the event website
- Acknowledgment in the presentation shown at the event

TABLE SPONSOR - \$3,500

- 10 event tickets
- Reserved table placement

TABLE SPONSOR - \$2,800

- 8 event tickets
- Reserved table placement

MEDIA PACKAGE

- Sponsor name or logo on 1000+ marketing flyers during the event season
- Sponsor logo or name listed on the event's save-the-date and invitation (if received by print deadline)
- Sponsor logo or name displayed on the event website
- Sponsor logo or name listed on the slide presentation at the event
- Sponsor logo or name will appear on event banner AND "Step & Repeat" banner
- Recognition in all press released, public service announcements, and social media package

We are happy to discuss customizable underwriting opportunities.

To ensure your name is listed in the event program, the sponsorship commitment form must be received by August 17, 2018.

For more information, please contact 916-446-7933.

UNDERWRITING OPPORTUNITIES

Reception - \$5,000

- Company name or logo will be prominently displayed during the exclusive VIP Reception and throughout the evening
- Company name will be printed in the night-of-event program book and appear on signage at registration; Company name will receive verbal recognition during VIP Reception
- Two Hope Gala tickets with reserved seating

Description: Underwriting will cover expenses related to the VIP reception, which is held for prior to general reception for approximately 100 VIP Guests.

Entertainment - \$5,000

- Company/Donor name printed on signage to be placed in the After Party area of the venue
- Company/Donor name printed in the night-of-event program book as one of the event underwriters (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *The After Party follows the dinner and program, 10 - midnight. Underwriting will cover expenses for After Party entertainment and other activities.*

Live Auction Paddle - \$3,000

- Company name printed in the night-of-event program book as one of the event underwriters (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *Underwriting will cover the costs of the live auction paddles, and the name/company logo will appear on the live auction paddles.*

Bar - \$5,000

- Company /Donor name printed in the night-of event program book as one of the event underwriters (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *Underwriting will cover the costs of beverages for the bar service, bar attendants, and sponsor recognition for the Hope 10 Gala.*

Valet/Guest Shuttle Parking - \$5,000

- Company/Donor name printed on signage to be placed in the valet area of the venue
- Company/Donor name printed in the night-of event program book as one of the event underwriters (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *Underwriting will cover valet services for night-of-event guests.*

Guest Departure Gift - \$5,000

- Company/Donor name printed on the gift tag/card which will be included with each gift
- Company/Donor name printed in the night-of-event program book as one of the event underwriters (if received before print deadline)
- Quarter-page acknowledgment in the night-of event program book (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *Guests in attendance at the event will receive a special departure gift. Underwriting will cover the costs of the gift and any costs associated with the packaging of this item, along with the printed enclosure card.*

Volunteer T-shirts - \$5,000

- Company /Donor name printed on the invitation as one of the event underwriters (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *Underwriting will cover the expenses for the day-of-event volunteers for the Hope Gala.*

(More underwriting opportunities on next page)

UNDERWRITING OPPORTUNITIES

Mobile Bidding - \$5,000

- Company/Donor name or logo will appear on the mobile bidding system
- Company/Donor name printed in the night-of-event program book as one of the event underwriters (if received before print deadline)
- Two Hope Gala tickets with reserved seating

Description: *Mobile bidding will be used to enhance the silent auction bidding process and to solicit donations throughout the evening. Underwriting will cover expenses related to mobile bidding technology, which is widely used at auctions benefiting the American Cancer Society.*

Event Program - \$5,000

- Company/Donor name printed in the night-of event program book as one of the event underwriters (if received before print deadline)
- Two Hope Gala Tickets with reserved seating

Description: *Underwriting will cover the expenses for printing the program book, which features both live and super silent auction items, raffle item(s), sponsor acknowledgments, letters from the chairs, and other relevant event information.*



2018 HOPE 10 GALA

SPONSORSHIP COMMITMENT FORM

Yes! We will support the *American Cancer Society* by sponsoring the **2018 Hope 10 Gala**, at the following level(s):

SPONSORSHIP LEVELS

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$25,000 | <input type="checkbox"/> Gold Sponsor - \$5,000 | <input type="checkbox"/> Mobile Bidding - \$5,000 | <input type="checkbox"/> Table Sponsor (8) - \$2,800 |
| <input type="checkbox"/> Associate Sponsor - \$15,000 | <input type="checkbox"/> Reception - \$5,000 | <input type="checkbox"/> Program - \$5,000 | <input type="checkbox"/> Bar - \$5,000 |
| <input type="checkbox"/> Platinum Sponsor - \$10,000 | <input type="checkbox"/> Entertainment - \$5,000 | <input type="checkbox"/> Valet - \$5,000 | <input type="checkbox"/> Volunteer T-shirts - \$5,000 |
| <input type="checkbox"/> Capital Cares - \$7,800 | <input type="checkbox"/> Departure Gifts - \$5,000 | <input type="checkbox"/> Table Sponsor (10) - \$3,500 | <input type="checkbox"/> Live Auction Paddle - \$3,000 |

SPONSOR INFORMATION

Select a category: Corporate Individual Foundation

Please print your company name legibly and exactly how you want it to appear in all event materials.

Name: _____ Title: _____

Company name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Fax: _____

ARTWORK: Please provide your company logo electronically in .JPG or .EPS (Adobe Illustrator CS or higher, PC compatible, with outlined fonts) file formats as both grayscale and color versions.

PAYMENT INFORMATION

My check is enclosed, made payable to the *American Cancer Society*.

Please charge my credit card American Express MasterCard VISA Discover

Pay online at <http://sacramentohopegala.org>

Card number: _____ Exp. date: _____

Name (as it appears on the card): _____

Billing address (if different from above): _____

Signature: _____

SUBMIT COMPLETED FORM TO JENNA MARTIN BY AUGUST 17, 2018.

Jenna Martin
1545 River Park Drive, Suite 100
Sacramento, CA 95815
jenna.martin@cancer.org | Phone: 916.561.2933
Fax: 916.564.4977

*Our vision is a world free from the pain
and suffering of cancer.*

TAX ID#: 13-1788491

Fair market value of ticket: \$125



The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345