

PATRON OF HOPE SPONSORSHIP OF \$5,000

RECOGNITION BENEFITS

- Corporate/Company CEO/Donor name printed on the event invitation as one of the Patron of Hope sponsor(s) – if commitment is made prior to 8/1/2016
- Corporate/Company CEO/Donor name printed in the event program as one of the Patron of Hope sponsor(s) – if commitment is made prior to 9/1/2016
- Quarter page advertisement in event program – ad due by 9/15/2016
- Inclusion in all event related promotion and mention in all press releases
- Corporate/Company CEO/Donor name will appear on the sponsor page of the website as one of the Patron of Hope sponsor(s)
- Placement on event signage at the event
- Verbal recognition from podium during the event program
- Premier seating for eight (8)
- Complimentary group photo
- Knowledge that you have made a difference in the lives of millions with cancer.

HOPE SPONSOR SPONSORSHIP OF \$2,500

RECOGNITION BENEFITS

- Corporate/Company CEO/Donor name printed in the event program as one of the Hope sponsor(s) – if commitment is made prior to 9/1/2016
- Inclusion in all event related promotion and mention in all press releases
- Corporate/Company CEO/Donor name will appear on the sponsor page of the website as one of the Hope sponsor(s)
- Placement on event signage at the event
- Premier seating for eight (8)
- Knowledge that you have made a difference in the lives of millions with cancer.

EVENT FACTS

The American Cancer Society's Hope Gala will be held early November 2016 at one of Knoxville's newest event venues, Superior Hall. Festivities include a cocktail reception, followed by an elegant dinner, competitive live auction, and an incredible after party!

This year's multiple event Honorees are community leaders within the Knoxville area. We look forward to celebrating the hope and perseverance they showed in the face of cancer.

SPONSORSHIP AND UNDERWRITING OPPORTUNITIES

The American Cancer Society is offering a variety of sponsorship and underwriting opportunities for local businesses, corporations, organizations, and individuals to support this special event. Sponsorship of the Hope Gala is a unique opportunity to help the Society finish the fight against cancer, while supporting a fun community event.

American Cancer Society
871 N. Weisgarber Road
Knoxville, TN 37909

cancer.org | 1.800.227.2345

2016 SPONSORSHIP PACKAGES

The
HOPE GALA
AN AMERICAN CANCER SOCIETY EVENT



We save lives by helping you stay well,
helping you get well, by finding cures,
and by fighting back.

As the official sponsor of birthdays, the American Cancer Society knows how important each and every birthday can be. We're leading the way to transform cancer from deadly to treatable and from treatable to preventable. The progress we've helped make in the past 100 years is remarkable. We believe we've done more than any other cancer-fighting organization on the planet.

The American Cancer Society's vision is to see an end to this disease by helping people stay well and get well, by finding cures and by fighting back. We are determined to make this cancer's last century.

We need your help to finish the fight. The enclosed sponsorship and underwriting opportunities for the 2016 Hope Gala offer companies and individuals a way to take up the fight against cancer and ensure that more birthdays will be celebrated.

PRESENTING HOPE SPONSORSHIP OF \$25,000

RECOGNITION BENEFITS

- Corporate/Company CEO/Donor qualifies as a member of the Board of Ambassadors. Key representative invited to become part of The Hope Gala Planning Committee
- Corporate/Company CEO/Donor name and logo printed on the "Save-the-Date" mailing as one of the Presenting Hope sponsor(s) – if commitment is made prior to 5/1/2016
- Corporate/Company CEO/Donor name printed on the event invitation as one of the Presenting Hope sponsor(s) – if commitment is made prior to 8/1/2016
- Corporate/Company CEO/Donor name and logo printed in the event program as one of the Presenting Hope sponsor(s) – if commitment is made prior to 9/1/2016
- Full page color advertisement in event program – Front inside cover or Back inside cover – ad due by 9/15/2016
- Inclusion in all event related promotion and mention in all press releases
- Corporate/Company CEO/Donor name and logo will appear on the sponsor page of the website as one of the Presenting Hope sponsor(s)
- Placement on event signage at the event
- Special recognition from podium during the event program
- Corporate/Company CEO/Donor invited to welcome guests the night of the event from the podium and opportunity for a 2-3 minute presentation about partnership with American Cancer Society

- Three (3) VIP tables with premier seating in the balconies of Superior Hall
- Complimentary group photo
- Volunteer ambassador to meet all table needs
- Knowledge that you have made a difference in the lives of millions with cancer.

DISCOVERING HOPE SPONSORSHIP OF \$15,000

RECOGNITION BENEFITS

- Corporate/Company CEO/Donor qualifies as a member of the Board of Ambassadors. Key representative invited to become part of The Hope Gala Planning Committee
- Corporate/Company CEO/Donor name printed on the "Save-the-Date" mailing as one of the Discovering Hope sponsor(s) – if commitment is made prior to 5/1/2016
- Corporate/Company CEO/Donor name printed on the event invitation as one of the Discovering Hope sponsor(s) – if commitment is made prior to 8/1/2016
- Corporate/Company CEO/Donor name and logo printed in the event program as one of the Discovering Hope sponsor(s) – if commitment is made prior to 9/1/2016
- Full page advertisement in event program – ad due by 9/15/2016
- Inclusion in all event related promotion and mention in all press releases
- Corporate/Company CEO/Donor name and logo will appear on the sponsor page of the website as one of the Discovering Hope sponsor(s)
- Placement on event signage at the event
- Verbal recognition from podium during the event program
- Two (2) VIP tables with premier seating in the balconies of Superior Hall
- Complimentary group photo
- Volunteer ambassador to meet all table needs
- Knowledge that you have made a difference in the lives of millions with cancer.

HONORING HOPE SPONSORSHIP OF \$10,000

RECOGNITION BENEFITS

- Corporate/Company CEO/Donor qualifies as a member of the Board of Ambassadors. Key representative invited to become part of The Hope Gala Planning Committee

- Corporate/Company CEO/Donor name printed on the event invitation as one of the Honoring Hope sponsor(s) – if commitment is made prior to 8/1/2016
- Corporate/Company CEO/Donor name and logo printed in the event program as one of the Honoring Hope sponsor(s) – if commitment is made prior to 9/1/2016
- Half page advertisement in event program – ad due by 9/15/2016
- Inclusion in all event related promotion and mention in all press releases
- Corporate/Company CEO/Donor name and logo will appear on the sponsor page of the website as one of the Honoring Hope sponsor(s)
- Placement on event signage at the event
- Verbal recognition from podium during the event program
- Premier seating for ten (10)
- Complimentary group photo
- Volunteer ambassador to meet all table needs
- Knowledge that you have made a difference in the lives of millions with cancer.

GIVING HOPE SPONSORSHIP OF \$7,500

RECOGNITION BENEFITS

- Corporate/Company CEO/Donor name printed on the event invitation as one of the Giving Hope sponsor(s) – if commitment is made prior to 8/1/2016
- Corporate/Company CEO/Donor name printed in the event program as one of the Giving Hope sponsor(s) – if commitment is made prior to 9/1/2016
- Half page advertisement in event program – ad due by 9/15/2016
- Inclusion in all event related promotion and mention in all press releases
- Corporate/Company CEO/Donor name and logo will appear on the sponsor page of the website as one of the Giving Hope sponsor(s)
- Placement on event signage at the event
- Verbal recognition from podium during the event program
- Premier seating for ten (8)
- Complimentary group photo
- Knowledge that you have made a difference in the lives of millions with cancer.