

Jewel Ball

... A Sparkling Gala in Support of a Cancer-free World

AN AMERICAN CANCER SOCIETY GALA



2016



PRESENTING SPONSOR

The *Presenting Sponsor* provides the highest visibility for your company, positioning you as a leader in the East Bay community and in the fight against cancer.

Marketing/Promotional Benefits	Day-of-Event Benefits
<p>Event Invitation*</p> <ul style="list-style-type: none"> Recognition as the <i>Presenting Sponsor</i> with your company's color logo prominently featured on the front of the <i>Jewel Ball Invitation</i>. <p>Event Visibility*</p> <ul style="list-style-type: none"> Main Stage - Your company's name featured either side of main stage Recognition as a <i>Presenting Sponsor</i> with your company's logo prominently featured on all sponsor recognition material. Your company's name prominently featured on event décor and on all sponsor recognition material. <p>Promotions*</p> <ul style="list-style-type: none"> Your company's logo prominently placed on all <i>Jewel Ball</i> promotional materials, including print and gala web site, with preferred placement on all ads, brochures, and radio/ TV promotions. Mention as <i>Presenting Sponsor</i> in all press releases regarding the <i>Jewel Ball</i>. <p><i>* If commitment is made prior to printing deadline</i></p>	<p>Premier Reserved Seating</p> <ul style="list-style-type: none"> Two Reserved tables for twenty (20) at the <i>Jewel Ball</i> with verbal recognition by the Master of Ceremonies. <p>VIP Party</p> <ul style="list-style-type: none"> Entrance provided for twenty (20) to the exclusive VIP Party; Recognition as the <i>Presenting Sponsor</i> at the VIP Party; Opportunity for a representative of your company to address the VIP guests. <p>Recognition from Stage</p> <ul style="list-style-type: none"> Emcee announcements recognizing your company's participation; Opportunity for a representative of your company to speak from the event stage to highlight your company's commitment to the event, the cause, and the American Cancer Society. <p>Program*</p> <ul style="list-style-type: none"> Recognition as the <i>Presenting Sponsor</i>, with your company's logo prominently featured on the front of the <i>Jewel Ball</i> evening program; Opportunity to place a personalized letter to attendees in the program. <p>Other</p> <ul style="list-style-type: none"> One Limousine for transportation to event One Guest Group photograph; Table Concierge; Five Tribute/Memorial opportunities.
<p>Contribution: \$25,000</p>	

Your Contributions at Work

As the largest voluntary health organization in the United States, the American Cancer Society is passionately committed to saving lives from cancer. We're working to create a world with less cancer and more birthdays – a world where cancer never steals another year from anyone's life.



RUBY SPONSOR

The *Ruby Sponsorship* offers your company the opportunity to demonstrate its partnership with the American Cancer Society in the fight against cancer. As a *Ruby Sponsor*, you'll enjoy high visibility as a leader in the community.

Marketing/Promotional Benefits	Day-of-Event Benefits
<p>Event Invitation*</p> <ul style="list-style-type: none"> Recognition as a <i>Ruby Sponsor</i> with your company's color logo featured on the <i>Jewel Ball</i> invitation. <p>Event Visibility*</p> <ul style="list-style-type: none"> Recognition as a <i>Ruby Sponsor</i> with your company's logo prominently featured on all sponsor recognition materials. <p>Promotions*</p> <ul style="list-style-type: none"> Your company's logo prominently placed on all <i>Jewel Ball</i> promotional materials, including print and gala web site, with preferred placement on all ads, brochures, and radio/ TV spots. Mention as <i>Ruby Sponsor</i> in all press releases regarding the <i>Jewel Ball</i>. <p><i>*If commitment is made prior to printing deadline</i></p>	<p>Premier Reserved Seating Reserved table for ten (10) at <i>the Jewel Ball</i> with verbal recognition by the Master of Ceremonies.</p> <p>VIP Party</p> <ul style="list-style-type: none"> Entrance provided for ten (10) to the exclusive VIP Party; Recognition at the VIP Party as a <i>Ruby Sponsor</i>. <p>Recognition from Stage</p> <ul style="list-style-type: none"> Emcee announcement recognizing your company's participation. <p>Program*</p> <ul style="list-style-type: none"> Recognition as a <i>Ruby Sponsor</i>, with your company's logo featured on the Sponsor Page of <i>the Jewel Ball</i> evening program; Opportunity to place a full-page recognition ad in the program. <p>Other</p> <ul style="list-style-type: none"> One Guest Group photograph; Table Concierge Four Tribute/Memorial opportunities.
<p>Contribution: \$20,000</p>	

Your Contributions at Work

We save lives by helping people stay well, helping people get well, by finding cures, and fighting back. Thanks in part to this work, nearly 14 million cancer survivors and countless others who have avoided the disease will celebrate another birthday this year.

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DIAMOND SPONSOR

Marketing/Promotional Benefits	Day-of-Event Benefits
<p>Event Invitation*</p> <ul style="list-style-type: none"> Recognition as a <i>Diamond Sponsor</i> with your company's color logo featured on the <i>Jewel Ball</i> invitation. <p>Event Visibility*;</p> <ul style="list-style-type: none"> Recognition as a <i>Diamond Sponsor</i> with your company's logo prominently featured on all sponsor recognition materials. <p>Promotions*</p> <ul style="list-style-type: none"> Your company's logo prominently placed on all <i>Jewel Ball</i> promotional materials, including print and gala web site, with preferred placement on all ads, brochures, and radio/ TV spots. Mention as a <i>Diamond Sponsor</i> in all press releases regarding the <i>Jewel Ball</i>. <p><i>*If commitment is made prior to printing deadline</i></p>	<p>Premier Reserved Seating</p> <ul style="list-style-type: none"> Reserved table for ten (10) at the <i>Jewel Ball</i> with verbal recognition by the Master of Ceremonies. <p>VIP Party</p> <ul style="list-style-type: none"> Entrance provided for eight (8) to the exclusive VIP Party held prior to the <i>Jewel Ball</i>. <p>Recognition from Stage</p> <ul style="list-style-type: none"> Emcee announcement recognizing your company's participation. <p>Program*</p> <ul style="list-style-type: none"> Recognition as a <i>Diamond Sponsor</i>, with your company's logo featured on the Sponsor Page of the <i>Jewel Ball</i> evening program; Opportunity to place a half-page recognition ad in the program. <p>Other</p> <ul style="list-style-type: none"> One Guest Group photograph; Three Tribute/Memorial opportunities.
<p>Contribution: \$10,000</p>	

Your Contributions at Work

The American Cancer Society is the largest non-governmental funder of cancer research in the United States, having spent more than \$3.4 billion on cancer research since 1946. We fund beginning researchers with cutting-edge ideas early in their careers – 47 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.



SAPPHIRE SPONSOR

Marketing/Promotional Benefits	Day-of-Event Benefits
<p>Event Invitation*</p> <ul style="list-style-type: none"> Recognition as a <i>Sapphire Sponsor</i> you're your company's name listed on the <i>Jewel Ball</i> invitation. <p>Event Visibility*</p> <ul style="list-style-type: none"> Recognition as a <i>Sapphire Sponsor</i> with your company's black & white logo placed on all sponsor recognition material. <p>Promotions*</p> <ul style="list-style-type: none"> Your company's black & white logo placed on all <i>Jewel Ball</i> promotional materials, including print and gala website. <p>*If commitment is made prior to printing deadline</p>	<p>Reserved Seating</p> <ul style="list-style-type: none"> Reserved table for ten (10) at the <i>Jewel Ball</i>. <p>VIP Party</p> <ul style="list-style-type: none"> Entrance provided for six (6) to the exclusive VIP Party held prior to the <i>Jewel Ball</i>. <p>Program*</p> <ul style="list-style-type: none"> Recognition as a <i>Sapphire Sponsor</i>, with your company's black & white logo on the Sponsor Page of the <i>Jewel Ball</i> evening program. <p>Other</p> <ul style="list-style-type: none"> Two Tribute/ Memorial opportunity.
<p>Contribution : \$5,000</p>	

AMETHYST SPONSOR

Marketing/Promotional Benefits	Day-of-Event Benefits
<p>Event Visibility*</p> <ul style="list-style-type: none"> Recognition as an <i>Amethyst Sponsor</i> with your company's name on all sponsor recognition material and signage. <p>Promotions*</p> <ul style="list-style-type: none"> Your company's name placed on all <i>Jewel Ball</i> promotional materials, including print and gala web site. <p>*If commitment is made prior to printing deadline</p>	<p>Reserved Seating</p> <ul style="list-style-type: none"> Reserved seats for ten (10) at the <i>Jewel Ball</i>. <p>Program*</p> <ul style="list-style-type: none"> Recognition as the <i>Amethyst Sponsor</i> on the Sponsor Page in the Event Program. <p>Other</p> <ul style="list-style-type: none"> One Tribute/Memorial opportunity.
<p>Contribution: \$3,500</p>	

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UNDERWRITING/PROMOTIONAL OPPORTUNITIES

Opportunity	Benefits
Contribution: \$10,000	
<i>VIP Party</i>	<i>Your company's name will be prominently displayed and your company will receive verbal recognition during the exclusive VIP party.</i>
Contribution: \$7,500	
<i>Invitation/Postage</i>	<i>Your company's name will appear on each envelope of invitation sent to over 2,000 focused homes and businesses; prominent listing in the evening program as an underwriter.</i>
<i>Guest Gift</i>	<i>Your company's name or logo will be displayed on a parting gift for gala guests; prominent listing in the evening program as an underwriter.</i>
Contribution: \$5,000	
<i>Banks and Auction Check-Out</i> <i>Beverage Station & Napkins</i> <i>Silent and Live Auction Area/ Bidder Paddles</i>	<p><i>Your company's name and logo will be displayed on signage located at bank & checkout stations at the event; prominent listing in the evening program as an underwriter.</i></p> <p><i>Your company's name and logo will be displayed prominently on signage and printed on napkins located at beverage stations; prominent listing in the evening program as an underwriter.</i></p> <p><i>Your company's name or logo will be displayed prominently in the Silent and Live Auction area. This is where our guests mingle, linger, congregate and participate in the evening's fun. AND your company name will be placed on the back of the bidder paddles.</i></p>
Contribution: \$2,500	
<i>Valet Parking</i>	<i>Your company's name or logo will be prominently displayed at the parking entrance for every guest to see upon arrival; prominent listing in the evening program as an underwriter.</i>



Sponsor Commitment Form

Yes! We will support the American Cancer Society at the following level(s):

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor - \$25,000 | <input type="checkbox"/> Diamond Sponsor - \$10,000 |
| <input type="checkbox"/> Ruby Sponsor - \$20,000 | <input type="checkbox"/> Sapphire Sponsor - \$5,000 |
| <input type="checkbox"/> Amethyst Sponsor - \$3,500 | <input type="checkbox"/> Individual Ticket - \$300 |

Exclusive Underwriting/Promotional Levels**

- | | | |
|---|--|---|
| <input type="checkbox"/> VIP Party - \$10,000 | <input type="checkbox"/> Guest Gift - \$7,500 | <input type="checkbox"/> Beverage Station - \$5,000 |
| <input type="checkbox"/> Invitation/Postage - \$7,500 | <input type="checkbox"/> Banks/Check Out - \$5,000 | <input type="checkbox"/> Auction/Bidder Paddles - \$5,000 |

**Commitment must be made prior to printing/production deadline of 9/4/2016

Sponsor Contact:

- Corporate Individual Foundation

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

- I would I would not like my name/company to appear in event materials.

Please indicate how your name/company should be listed on the **Jewel Ball** material:

Signature: _____ Date: _____

Payment Information (All payments must be received 30 days after commitment)

- Visa MasterCard American Express Check \$ _____ (amount)

Account #: _____ Expiration Date: _____

Name on Card: _____

Send completed form to:

Emily McNaughton, Development Manager, Distinguished Events.

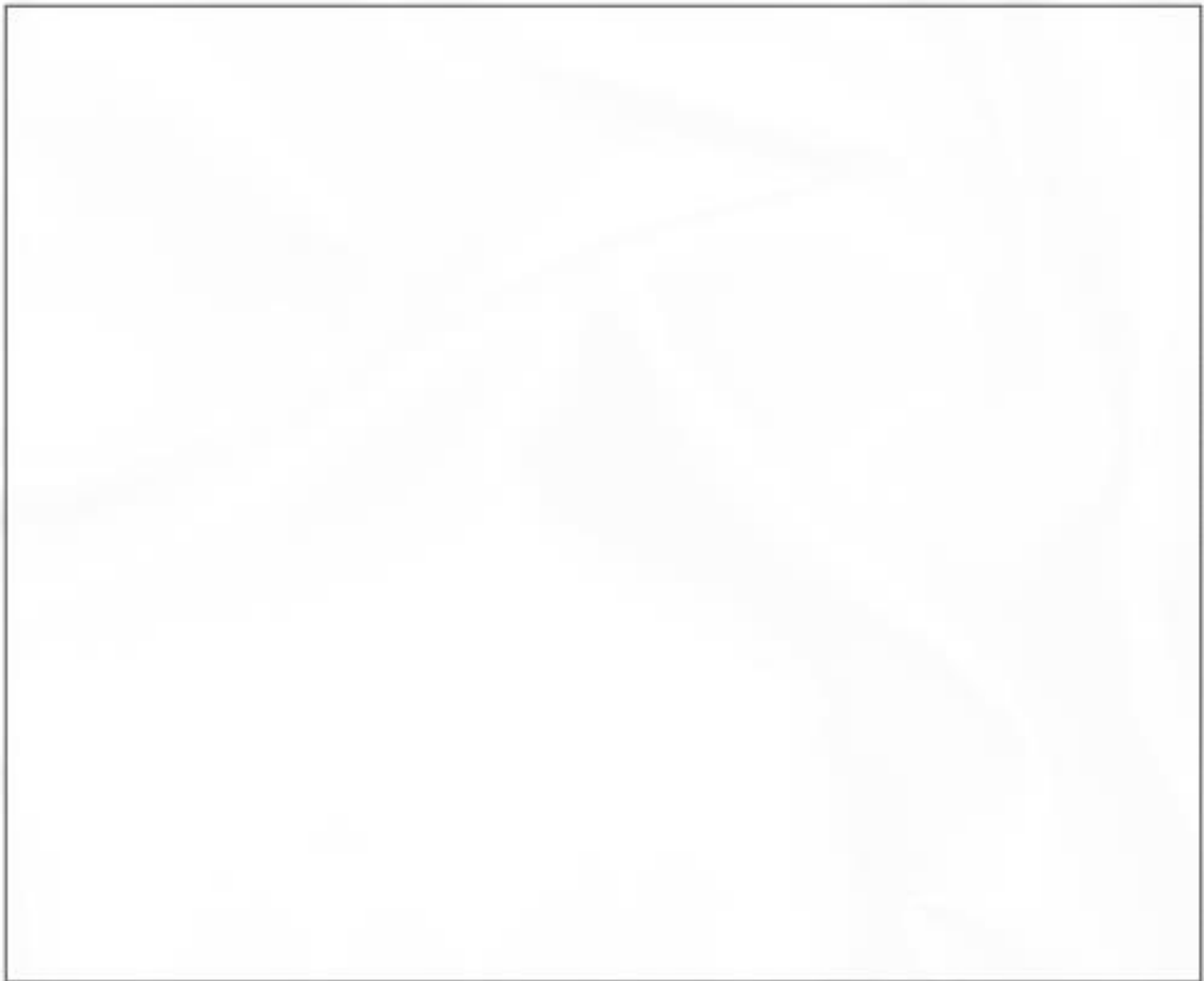
By mail: American Cancer Society, 747 Camden Ave. Suite #B, Campbell CA 95008

Office Phone: 408-688-0108 By email: emily.mcnaughton@cancer.org Tax ID: 13-1788491

Estimated Fair Market value of each ticket is \$100. Per IRS regulation, the tax deduction is limited to the excess of the payment over the fair market value.

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

cancer.org | 1.800.227.2345

