

SPONSORSHIP OPPORTUNITIES

EAST BAY

Jewel Ball



Saturday October 20, 2018
Blackhawk Museum, Danville, Ca



Be a part of our 9th Annual Jewel Ball!

Join us on October 20, 2018 at Blackhawk Museum for an inspiring event, celebrating the 9th annual Jewel Ball bringing the community together to:

- Support creating a cancer-free world.
- Celebrate the essential role that the American Cancer Society plays in improving quality of life for cancer patients and their caregivers.
- Learn about the leading cancer programs targeted at reducing risk, improving treatment & support, and creating innovation in research.
- Be inspired by our honorees and the impact that they are making in their community.
- Recognize our community investors.

The Jewel Ball is the American Cancer Society's signature East Bay fundraiser providing cancer research, advocacy, and support programs to the community.

Thanks to our community investors, last year the Jewel Ball raised more than \$130,000. These funds allow the American Cancer Society to remain innovative and a leader in the cancer conversation throughout the Bay Area.

We invite you to become an investor and empower others across the Bay Area to join the cancer conversation. For more information contact:

East Bay Jewel Ball
American Cancer Society, Inc.
1001 Marina Village Parkway, Suite 300
Alameda, CA 94501

P: 510.464.8201 | E: JewelBall@cancer.org
www.ACSJewelBall.org

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SUPPORT A GALA AND

Save Lives

HELP US SAVE LIVES BY SUPPORTING ONE OF OUR **DISTINGUISHED GALA EVENTS.**

Galas are unique, amenity-rich events held at prestigious community venues. Led by influential volunteer leaders, these premier events offer guests an opportunity to connect with industry and philanthropic leaders while enjoying exclusive dining and entertainment experiences.

By supporting an American Cancer Society gala, you are making an investment in us and will enjoy a positive return in marketing value and impact on your organization, all while helping us achieve our mission to save lives, celebrate lives, and lead the fight for a world without cancer.



2017:
166
EVENTS

● Alaska
● Hawaii
● Puerto Rico

NET REVENUE
FOR 2017:

\$49,226,456



We are currently funding more than \$390 million in **CANCER RESEARCH GRANTS*** and have invested more than \$4.6 billion in cancer research since 1946.

*As of August 2017



We responded to 1.34 million requests from people looking for **INFORMATION, HELP, AND SUPPORT** via phone and online chats in 2017.



We provided more than **340,000 RIDES TO TREATMENT** via our Road To Recovery® and other transportation programs in 2017.



We provided more than 481,000 **NIGHTS OF FREE LODGING** via our Hope Lodge® program in 2017, and more than 500,000 total nights via our Hope Lodge communities, hotel partners, and other programs.



We bring together **2 MILLION VOLUNTEERS** to help save lives from cancer.



We have **96% BRAND RECOGNITION***, making us a preferred charity partner.

*2016 ACS Brand Tracker Study

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SPONSORSHIP OVERVIEW

	Visionary \$50,000	Presenting \$25,000	Diamond \$15,000	Emerald \$10,000	Sapphire \$5,000	
Event Presence	One limousine for transit to the ball	★				
	Opportunity to place personalized letter to attendees	★				
	Custom co-branded banner	★				
	Exclusive VIP Tickets to pre-gala reception	20	10	10	5	
	Admittance to the Jewel Ball	20	20	10	10	10
	Opportunity to speak during live program	★	★			
	Verbal recognition during program	★	★			
Brand Alignment	Ad in print program	Full Page	Full Page	Half Page	Quarter Page	
	Recognition in print program	Large	Large	Medium	Small	Small
	Full color logo on save the date & invitation	Large	Large	Medium	Small	Small
	Logo on event slideshow & sponsor signage	★	★	★	★	★
	Logo on event website	Large	Large	Medium	Small	Small
	Tribute/Memorial Opportunities	5	4	3	2	2
Custom marketing posts on social media	★	★	★	★		

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VISIONARY SPONSOR

\$50,000

Event Presence

- ◇ 20 Exclusive VIP Tickets to pre-gala reception
20 Admittance to the Jewel Ball
- ◇ One limousine for transit to the ball
- ◇ Opportunity to place personalized letter to attendees
- ◇ Custom co-branded banner
- ◇ Opportunity to speak during live program
- ◇ Verbal recognition during program

Brand Alignment

- ◇ Ad in print program
- ◇ Recognition in print program
- ◇ Full color logo on save the date & invitation
- ◇ Logo on event slideshow & sponsor signage
- ◇ Logo on event website
- ◇ 5 Tribute/Memorial Opportunities
- ◇ Custom marketing posts on social media



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PRESENTING SPONSOR

\$25,000

Event Presence

- ◇ 10 Exclusive VIP Tickets to pre-gala reception (20 tickets)
- ◇ 20 Admittance to the Jewel Ball
- ◇ Opportunity to speak during live program
- ◇ Verbal recognition during program

Brand Alignment

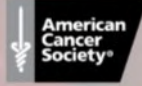
- ◇ Ad in print program (full page)
- ◇ Recognition in print program (large)
- ◇ Full color logo on save the date & invitation (large)
- ◇ Logo on event slideshow & sponsor signage
- ◇ Logo on event website (large)
- ◇ 4 Tribute/Memorial Opportunities
- ◇ Custom marketing posts on social media



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DIAMOND SPONSOR

\$15,000

Event Presence

- ◇ 10 Exclusive VIP Tickets to pre-gala reception
- ◇ 10 Admittance to the Jewel Ball

Brand Alignment

- ◇ Ad in print program (half page)
- ◇ Recognition in print program (medium)
- ◇ Full color logo on save the date & invitation (medium)
- ◇ Logo on event slideshow & sponsor signage
- ◇ Logo on event website (medium)
- ◇ 3 Tribute/Memorial Opportunities
- ◇ Custom marketing posts on social media

EMERALD SPONSOR

\$10,000

Event Presence

- ◇ 5 Exclusive VIP Tickets to pre-gala reception (20 tickets)
- ◇ 10 Admittance to the Jewel Ball

Brand Alignment

- ◇ Ad in print program (quarter page)
- ◇ Recognition in print program (small)
- ◇ Full color logo on save the date & invitation (small)
- ◇ Logo on event slideshow & sponsor signage
- ◇ Logo on event website (small)
- ◇ 2 Tribute/Memorial opportunities
- ◇ Custom marketing posts on social media

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SPONSORSHIP COMMITMENT FORM

Yes! I/We would like to sponsor the Jewel Ball:

- \$50,000 Visionary Sponsor
- \$25,000 Presenting Sponsor
- \$15,000 Diamond Sponsor
- \$10,000 Emerald Sponsor
- \$5,000 Sapphire Sponsor
- I/We wish to donate our gala tickets back to the American Cancer Society (\$100 of each ticket used is non-tax deductible)

I/We can't attend but would like to donate:

- \$_____ Thank you! Every gift makes a difference.

Please mail completed forms to:
 American Cancer Society
 ATTN: East Bay Jewel Ball
 1001 Marina Village Pkwy #300
 Alameda, CA 94501

Name _____

Mailing Address _____ City, State _____ ZIP _____

Phone _____

Email _____

How would you like to be recognized?

- Recognition Listing: _____
- I would like this to be an anonymous gift

Please choose your payment method:

- Check: \$_____ payable to the American Cancer Society enclosed.
- Invoice me - please send me an invoice for the balance
- Credit Card - please charge my credit card listed below

Credit Card Number: _____ Exp. ____/____/____ CW _____

Signature: _____ Date ____/____/____

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 caner.org and click on the "privacy" link at the bottom of the page.