



# *Jewel Ball*



*... A Sparkling Gala in Support of a Cancer-free World*  
*An American Cancer Society Gala*



**Blackhawk Museum – Danville, CA**  
**Saturday, November 18, 2017**



# Jewel Ball



*... A Sparkling Gala in Support of a Cancer-free World  
An American Cancer Society Gala*

## THE OPPORTUNITY

### Be a part of our 8<sup>th</sup> Annual Jewel Ball!

Join us on November 18, 2017 at Blackhawk Museum for an inspiring event, celebrating the 8<sup>th</sup> 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 \$165,000. 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:**

**Emily McNaughton**, Director, Major Gifts  
West Region | American Cancer Society, Inc.  
1001 Marina Village Parkway, Suite 300  
Alameda, CA 94501  
P: 408.688.0108  
E: [JewelBall@cancer.org](mailto:JewelBall@cancer.org)  
[www.acsjewelball.org](http://www.acsjewelball.org)



# Jewel Ball



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

At the American Cancer Society, creating a cancer-free world is our cause. Through advocacy, education on prevention, research, and support programs – we are leading the cancer conversation.

## FIT FOR THE CAUSE

The American Cancer Society is proud to provide funding for cancer prevention, advocacy, research, and support programs throughout the Bay Area made possible through donor contributions.

### HOW WE DO IT

**Encouraging Prevention** - We help you take steps to prevent cancer or find it at its earliest, most treatable stage. We partner with large hospital systems and doctors to increase cancer screenings targeted towards the most vulnerable audiences. We also provide access to information on how to live the healthiest and avoid known cancer causing behaviors.

**Fostering Innovation** - We fund and conduct lifesaving research that helps us better understand, prevent, and find cures for cancer. We partner with local researchers and labs to stay ahead and take steps towards finding a cure.

**Access to Care** - We're working every day to free the world from the pain and suffering from cancer, but we can't continue our progress while millions of underinsured and uninsured Americans don't have access to lifesaving cancer care.

**Providing Support** - We're here for you every second of every day, to help you through every step of your cancer experience. We offer transportation services to and from doctor appointments, free of charge, for cancer patients and their caregivers. We also host HOPE lodges around the world that provide lodging for free, for any cancer patients and caregivers who are going through treatment in a different city from where they live.

**Fighting for What's Right** - We work with lawmakers to pass laws to defeat cancer and rally communities worldwide to join our mission.

**Supporting Multicultural Communities** - The American Cancer Society supports multicultural communities in a variety of ways to help reduce the risk of cancer. We work closely with multicultural communities who are most at risk for certain types of cancer to ensure their highest quality of life through education and screening services.





# Jewel Ball



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

## Investment Levels

Your investment in the American Cancer Society empowers current cancer patients and survivors, funds innovative research, and allows us to continue shaping the future of the cancer conversation.

Sapphire Sponsor \$5,000	Emerald Sponsor \$10,000	Diamond Sponsor \$15,000
<p><b>Jewel Ball sponsor recognition</b> included in all pre, post, and on-site event print and electronic media:</p> <ul style="list-style-type: none"> <li>• Table for ten (10) guests at gala</li> <li>• Logo on event website</li> <li>• Recognition listing on print and electronic invitation</li> <li>• Listing on sponsor signage</li> <li>• Logo on PowerPoint during evening live program</li> <li>• Recognition in print program</li> <li>• Two tribute/memorial opportunities</li> </ul>	<p><b>Jewel Ball sponsor recognition</b> included in all pre, post, and on-site event print and electronic media:</p> <ul style="list-style-type: none"> <li>• VIP party tickets for five (5) guests held right before gala</li> <li>• Table for ten (10) guests at gala</li> <li>• Logo on event website</li> <li>• Recognition listing on print and electronic invitation</li> <li>• Logo placed on all sponsor signage</li> <li>• Logo on PowerPoint during evening live program</li> <li>• Recognition listing in print program</li> <li>• Quarter page ad in print program</li> <li>• Two tribute/memorial opportunities</li> <li>• Custom marketing posts on social media</li> </ul>	<p><b>Jewel Ball sponsor recognition</b> included in all pre, post, and on-site event print and electronic media:</p> <ul style="list-style-type: none"> <li>• VIP party tickets for ten (10) guests held right before gala</li> <li>• Table for ten (10) guests at gala</li> <li>• Logo on event website</li> <li>• Logo on print and electronic invitation</li> <li>• Logo placed on all sponsor signage</li> <li>• Logo on PowerPoint during evening live program</li> <li>• Logo in print program</li> <li>• Half page ad in print program</li> <li>• Three tribute/memorial opportunities</li> <li>• Custom marketing posts on social media</li> </ul>

# Investment Levels

Your investment in the American Cancer Society empowers current cancer patients and survivors, funds innovative research, and allows us to continue shaping the future of the cancer conversation.

Presenting Sponsor \$25,000	Visionary Sponsor \$50,000	Underwriting Opportunities
<p><b>Jewel Ball sponsor recognition</b> included in all pre, post, and on-site event print and electronic media:</p> <ul style="list-style-type: none"> <li>• VIP party tickets for ten (10) guests held right before gala</li> <li>• Tickets for twenty (20) guests at gala</li> <li>• Sponsor publicly thanked during live program</li> <li>• Logo on event website</li> <li>• Full color logo on print and electronic invitation</li> <li>• Recognition with full color logo placed on all sponsor signage</li> <li>• Logo on PowerPoint during live program</li> <li>• Logo in print program</li> <li>• Full page ad in print program</li> <li>• Four tribute/memorial opportunities</li> <li>• Custom marketing posts on social media</li> <li>• Opportunity to speak during gala live program</li> </ul>	<p><b>Jewel Ball sponsor recognition</b> included in all pre, post, and on-site event print and electronic media:</p> <ul style="list-style-type: none"> <li>• One limousine for transit to gala</li> <li>• VIP party tickets for twenty (20) guests held right before gala</li> <li>• Tickets for twenty (20) guests at gala</li> <li>• Sponsor publicly thanked during live program</li> <li>• Custom banner with logo showcasing partnership</li> <li>• Logo on event website</li> <li>• Logo on print and electronic invitation</li> <li>• Logo placed on all sponsor signage</li> <li>• Logo on PowerPoint during live program</li> <li>• Logo in print program</li> <li>• Full page ad in print program</li> <li>• Five tribute/memorial opportunities</li> <li>• Custom marketing posts on social media</li> <li>• Opportunity to speak during gala live program</li> <li>• Opportunity to place a personalized letter to attendees in the print program</li> </ul>	<p><b>VIP Party Sponsor – \$10,000</b></p> <ul style="list-style-type: none"> <li>• Logo displayed prominently and verbal recognition during the VIP party</li> <li>• Prominent listing in the print program as an underwriter</li> </ul> <p><b>Beverage Sponsor – \$5,000</b></p> <ul style="list-style-type: none"> <li>• Logo displayed prominently on signage and printed on napkins located at beverage stations</li> <li>• Prominent listing in the print program as an underwriter</li> </ul> <p><b>Silent /Live Auction &amp; Bidder Paddle Sponsor – \$5,000</b></p> <ul style="list-style-type: none"> <li>• Logo displayed prominently in the Silent and Live Auction area.</li> <li>• Recognition listing placed on the back of the bidder paddles</li> </ul> <p><b>Banks and Auction Checkout Sponsor - \$5,000</b></p> <ul style="list-style-type: none"> <li>• Logo displayed on signage located at bank &amp; checkout stations at the event</li> <li>• Prominent listing in the evening program as an underwriter</li> </ul> <p><b>Valet Parking Sponsor - \$2,500</b></p> <ul style="list-style-type: none"> <li>• Logo prominently displayed at the parking entrance for all guests to see upon arrival</li> <li>• Prominent listing in the evening program as an underwriter</li> </ul>



# Jewel Ball



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

## SPONSORSHIP COMMITMENT FORM

### Yes! I/We would like to sponsor at this level:

- \$50,000** – Visionary Sponsor
- \$25,000** – Presenting Sponsor
- \$15,000** – Diamond Sponsor
- \$10,000** – Emerald Sponsor
- \$5,000** – Sapphire Sponsor
- \$300** – Individual Ticket
- I/We wish to donate our gala tickets back to the American Cancer Society.  
(\$60 of each ticket used is non-tax deductible)

### Please mail completed forms to:

American Cancer Society  
Attn: Jewel Ball  
1001 Marina Village Parkway, #300  
Alameda, CA 94501

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

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

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. \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

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 [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345. Tax ID #: 13-1788491. Estimated fair market value of each ticket is \$60. Per IRS regulations, the tax deduction is limited to the excess of the payment over the fair market value.

**Questions?** Contact Jewel Ball Hotline at 510.464.8234 or [jewelball@cancer.org](mailto:jewelball@cancer.org).