

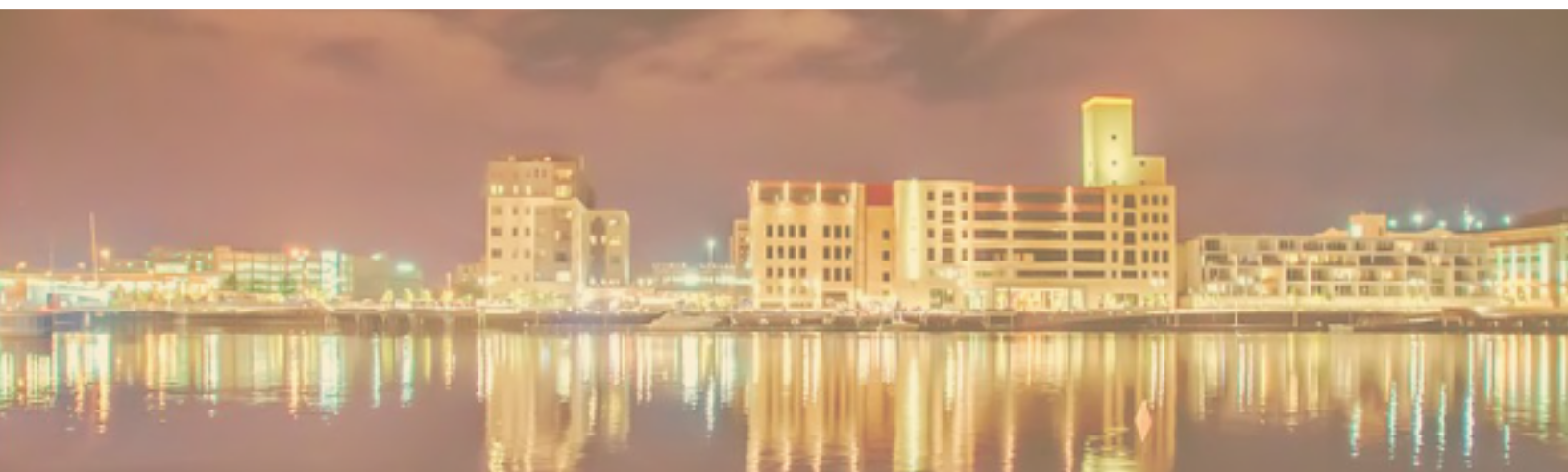


COACHES VS. CANCER

*Greater Green
Bay Gala*

**Inaugural Coaches vs. Cancer
Greater Green Bay Gala**

June 23, 2022 - Lambeau Field



Coaches vs. Cancer



The American Cancer Society invites you to join us for our first Coaches vs. Cancer Greater Green Bay Gala.

The success of this event is not possible without the generous contributions of corporate supporters, and that is why we ask you to consider joining us in becoming a sponsor. Your pledge to the Coaches vs. Cancer Gala will make a positive statement and significantly highlight your commitment to the life-saving work conducted by the American Cancer Society.

For over 100 years, the American Cancer Society has been leading the fight for a world without cancer. Our mission remains strong as 1 in 3 people will face a cancer diagnosis in their lifetime. Cancer mortality has declined in recent decades in part due to progress in cancer screening technologies, awareness, research and the general populations improved uptake in screening services. We need your support to continue this progress and keep the momentum going.

Please find enclosed, detailed information on the various sponsorship opportunities. The opportunities for support showcase the benefits you will receive on June 23rd if our event can be hosted safely as an in-person gathering. If the safety recommendation limits gatherings, we will host a virtual experience and the details and benefits of this experience are included in each sponsorship level for transparency during this uncertain time.

On behalf of our 2022 Board of Ambassadors and Executive Planning Committee, we thank you for your consideration in supporting this important and life-saving event. Together with our community partners, we save lives. Don't give cancer the advantage, join us!

A handwritten signature in black ink that reads "Tommie Preslaski".

Tommie Preslaski
Associated Bank
Director of Retail Sales Management
2022 Board of Ambassadors Chair

A handwritten signature in black ink that reads "Laurie Bertrand".

Laurie Bertrand
American Cancer Society
Executive Director, Milwaukee

Our Mission



Our mission is simple.

Save lives, celebrate lives, and lead the fight for a world without cancer. 1 in 3 people will be diagnosed with cancer in their lifetime. Every action we take moves us one step closer to a world free from the pain and suffering of cancer. We do this through funding groundbreaking research, providing education on prevention and early detection, addressing cancer health disparities, influencing policies for cancer patients through advocacy efforts and working with partners in our communities to have the greatest impact.

Research

The American Cancer Society is the largest private, nonprofit funder of cancer research in the United States. Our researchers and scientists have been part of almost every major cancer discovery.

Addressing Health Disparities

The American Cancer Society believes that everyone deserves a fair and just opportunity to benefit from progress made in the fight against cancer. We are deepening our understanding of the social determinants of cancer in our community and collaborating with community organizations to impact health disparities.

Influencing Policy through Advocacy

We are activists, urging lawmakers to make cancer a top priority through our advocacy affiliate ACS CAN.

#1 Trusted Source of Cancer Information

Empowering and guiding people with a 24/7 helpline, live chat at cancer.org, and Patient Navigator Program, providing answers and support to patients, caregivers, and health professionals throughout the cancer journey. This includes multilingual information and culturally sensitive information.

Prevention & Early Detection

Cancer screening remains a public health priority. We work with community partners to educate on prevention and early detection measures. Together we work towards reducing cancer mortality by finding cancer early when it is most treatable.

Partnering with our Community

We mobilize communities through building partnerships with volunteers and the business community to have the greatest reach and impact the most people possible.

At A Glance



	Hall of Fame	Halftime	The GOAT	Champion	Playoff	Equipment	Tournament	Game Day
Participant Benefits								
Gala Tickets	20	20	20	10	10	10	10	10
Gala Representative Speaker	X							
Board of Ambassador Position	X	X	X					
Marketing Benefits								
Exclusive Event Naming Rights	X							
Event Media Recognition	X							
Social Media Feature/Spotlight	X	X	X	X	X	X		
Verbal Recognition at Event	X	X	X	X	X	X	X	
Event Website & Mobile Bidding Site Recognition	X	X	X	X	X	X	X	
Event Signage	X	X	X	X	X	X	X	
Slideshow Recognition	X	X	X	X	X	X	X	X
Program Book Advertisement	Full-page, inside front cover	Full-page, inside back cover	Full-page	1/2 page	1/2 page	1/2 page	1/4 page	

*Sponsorship opportunities have been created to offer maximum exposure and benefits for your organization, but we will happily customize a package to meet your goals.

Sponsorship Opportunities



Hall of Fame Sponsor

\$25,000

Benefits

- Exclusive naming rights to the event; event will be referred to as
- Coaches vs. Cancer Greater Green Bay Gala, Presented by [Sponsor Name]"
- Logo recognition:
 - Event media
 - All promotional materials including; digital save-the-date, invitation (including print), event website and mobile bidding (GiveSmart) site, and email campaign
 - Event signage & slideshow
- Verbal recognition throughout the event
- Social Media Feature/Spotlight via video or photo post (provided by Sponsor) prior to event in addition to thank you posts throughout the year via Facebook and LinkedIn
- Twenty (20) reserved seats at the Gala
- Opportunity for company representative to speak and share their commitment to the fight against cancer during evening program
- Opportunity for a representative from your company to serve and be publicly recognized on the CvC Board of Ambassadors
- Full page inside front cover ad in the event program

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Sponsorship Opportunities



Halftime Sponsor (Band)

\$15,000

Benefits

- Sponsor of the event entertainment
- Logo recognition:
 - Promotional materials including; digital save-the-date, invitation (including print), event website and mobile bidding (GiveSmart) site
- Event signage & slideshow
- Verbal recognition during the event
- Social Media Feature/Spotlight via video or photo post (provided by Sponsor) prior to event in addition to thank you posts throughout the year via Facebook and LinkedIn
- Twenty (20) reserved seats at the Gala
- Opportunity for a representative from your company to serve and be publicly recognized on the CvC Board of Ambassadors
- Full page inside back cover ad in the event program

The GOAT Sponsor

\$10,000

Benefits

- Logo recognition:
 - Promotional materials including; digital save-the-date, invitation (including print), event website and mobile bidding (GiveSmart) site
 - Event signage & slideshow
- Verbal recognition during the event
- Social Media Feature/Spotlight via video or photo post (provided by Sponsor) prior to event in addition to thank you posts throughout the year via Facebook and LinkedIn
- Twenty (20) reserved seats at the Gala
- Opportunity for a representative from your company to serve and be publicly recognized on the CvC of Ambassadors
- Full page ad in the event program

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Sponsorship Opportunities



Champion Sponsor

\$7,500

Benefits

- Logo recognition:
 - Promotional materials including; event invitation, event website and mobile bidding (GiveSmart) site
 - Event signage & slideshow
- Verbal recognition during the event
- Social Media Feature/Spotlight via photo post (provided by Sponsor) prior to event in addition to thank you posts throughout the year via Facebook and LinkedIn
- Ten (10) reserved seats at the Gala
- Opportunity for a representative from your company to serve and be publicly recognized on the CvC Board of Ambassadors
- Half page ad in the event program

Playoff Sponsor

\$5,000

Benefits

- Logo recognition:
 - Promotional materials including; event invitation, event website and mobile bidding (GiveSmart) site
 - Event signage & slideshow
- Verbal recognition during the event
- Social Media Feature/Spotlight prior to event in addition to thank you posts throughout the year via Facebook and LinkedIn
- Ten (10) reserved seats at the Gala
- Half page ad in the event program

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Sponsorship Opportunities



Equipment Sponsor

\$5,000

Benefits

- Opportunity to spotlight your company by providing a unique gift to all attendees
- Logo recognition:
 - Promotional materials including; event invitation, event website and mobile bidding (GiveSmart) site
 - Event signage & slideshow
- Verbal recognition during the event
- Social Media Feature/Spotlight prior to event in addition to thank you posts throughout the year via Facebook and LinkedIn
- Ten (10) reserved seats at the Gala
- Half page ad in the event program

Supporter Sponsor

\$2,500

Benefits

- Recognition as Sponsor (by name) in:
 - Promotional materials including; event website and mobile bidding (GiveSmart) site
 - Event signage & slideshow
- Verbal recognition during the event
- Ten (10) reserved seats at the Gala
- Quarter page ad in the event program

Table Sponsor

\$1,500

Benefits

- Recognition as Sponsor (by name) on:
 - Reserved table at event
 - Slideshow
- Ten (10) reserved seats at the Gala

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Experience Opportunities



These specific opportunities do NOT include seats at the event and are 100% tax deductible.

Decor Sponsor

\$2,500

With this highly-visible option, you will have your name featured at the entrance of the event. Name on event website and program.

Food Stations Sponsor

\$2,500

With this highly visible option, you will have your name featured at each gourmet food station at the event. Name on event website and program.

Dessert Sponsor

\$1,500

With this highly-visible option, you will have your name featured on the dessert table at the event and you will help us select the perfect sweet treat. Name on event website and program.

Photo Booth Sponsor

\$1,500

Your name will be included where all the fun happens- the photo booth station! Name on event website and program.

Commitment Form



Contact Information

Business Name: _____
Street Address: _____
City: _____ State: _____ Zip Code: _____
Contact Name: _____ Telephone Number: _____
Email Address: _____ Web Address: _____

Commitment Level

- | | | | | | |
|--------------------------|----------|----------------------|--------------------------|---------|------------------------|
| <input type="checkbox"/> | \$25,000 | Hall of Fame Sponsor | <input type="checkbox"/> | \$2,500 | Tournament Sponsor |
| <input type="checkbox"/> | \$15,000 | Halftime Sponsor | <input type="checkbox"/> | \$1,500 | Game Day Sponsor |
| <input type="checkbox"/> | \$10,000 | The GOAT Sponsor | <input type="checkbox"/> | \$2,500 | Decor or Food Station |
| <input type="checkbox"/> | \$7,500 | Champion Sponsor | <input type="checkbox"/> | \$1,500 | Dessert or Photo Booth |
| <input type="checkbox"/> | \$5,000 | Playoff Sponsor | | | |
| <input type="checkbox"/> | \$5,000 | Equipment Sponsor | | | |

Method of Payment

- Enclosed is my sponsorship check in the amount of \$_____
- Charge my credit card (please print clearly) in the amount of \$_____
- Card Type: VISA Mastercard Discover AMEX
- Cardholder's Name: _____
- Billing Address: _____
- Card Number: _____ EXP. Date: _____ CVV: _____
- We are unable to be a designated CvC Gala Sponsor this year, but enclosed is our donation of \$_____

Sponsor Signature: _____ **Date:** _____

*Event sponsorship and underwriting contributions are subject to the Terms and Conditions available at: www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html

Please scan, email, or mail this form to:

American Cancer Society
Attn: Greater GB Gala, Coaches vs Cancer
P.O. Box 902 / Pewaukee, WI 53702
laurie.bertrand@cancer.org

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)

Thank You for Your Support



2022 Board of Ambassadors & Executive Planning Committee

Will & Emily Ryan / Green Bay Athletics

Tommie Preslaski / Associated Bank

Dr. Erin Stevens / Prevea

Dr. Natalie Luehmann / Aurora BayCare

Sam Thomas / Robinson Inc

Mike Brod / Aon

Jennifer Macdonald / Bellin Health

Chris Kinderman / Winnebago County

Kyla King / Green Bay Oncology