

Second Annual Coaches vs Cancer

Green Bay Gala

Lambeau Field Atrium

June 15, 2023



Every cancer. Every life.

Coaches vs Cancer

The American Cancer Society invites you to join us for our second annual Coaches vs. Cancer 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 15th.

On behalf of our 2023 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!



Tommie Preslaski
Associated Bank
Director of Retail Sales Management
2023 Board of Ambassadors Chair



Andrea Urban
American Cancer Society
Senior Development Manager

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.

#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.

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.

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.


Influencing Policy through Advocacy

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

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

SPONSORSHIP OPPORTUNITIES							
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
	Presenting Sponsor	Distinguished Partner Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Table Sponsor
PARTICIPANT BENEFITS							
Gala Tickets	20	20	20	10	10	10	10
Exclusive VIP Reception for Your Guests	✓	✓	✓				
Gala Representative Speaker	✓	✓					
Board of Ambassador Position	✓	✓	✓	✓			
MARKETING BENEFITS							
Exclusive Event Naming Rights	✓						
Décor Sponsor		✓					
Food Sponsor			✓				
Event Media Recognition	✓						
Social Media Feature/Spotlight	✓	✓	✓	✓	✓		
Verbal Recognition at Event	✓	✓	✓	✓	✓	✓	
Event Website Recognition	✓	✓	✓	✓	✓	✓	
Event Signage	✓	✓	✓	✓	✓	✓	
Slideshow Recognition	✓	✓	✓	✓	✓	✓	✓
Name Recognition on Reserved Table at Event							✓
Event Program Advertisement	Full Page	Full Page	Full Page	Half Page	Half Page	Quarter Page	

*All in-person events will be strictly determined and wholly dependent on CDC, local state & county health department recommendations on size of social gatherings and public health statistics. All guidelines and recommendations made by the American Cancer Society and the local venue will also be adhered to.

*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

Presenting Sponsor \$25,000

Benefits

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

Distinguished Partner Sponsor \$15,000

Benefits

- **Twenty (20) reserved seats at the Gala**
- **Exclusive VIP Reception for your twenty (20) gala guests one hour prior to general event**
- **Opportunity for a representative from your company to serve and be publicly recognized on the Coaches vs. Cancer Board of Ambassadors**
- **Décor Sponsor**
- **Social Media Feature / Spotlight Via Video or Photo (provided by Sponsor), prior to event, and Facebook and LinkedIn Thank You post event**
- **Verbal recognition during the event**
- **Logo Recognition: Promotional materials including digital save-the-date, invitation (including print), event website and mobile bidding (GiveSmart) site**
- **Event signage & slideshow**
- **Full page inside back cover ad in the event program**

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Sponsorship Opportunities

Platinum Sponsor \$10,000

Benefits

- Twenty (20) reserved seats at the gala
- Exclusive VIP Reception for your twenty (20) gala guests one hour prior to general event
- Opportunity for a representative from your company to serve and be publicly recognized on the Coaches vs. Cancer Board of Ambassadors
- Food Sponsor
- Social Media Feature / Spotlight Via Video or Photo (provided by Sponsor), prior to event, and Facebook and LinkedIn Thank You post event
- Verbal recognition during the event
- Logo recognition: Promotional materials including digital save-the-date, invitation (including print), event website and mobile bidding (GiveSmart) site
- Event signage & slideshow
- Full page ad in the event program

Gold Sponsor \$7,500

Benefits

- Ten (10) reserved seats at the Gala
- Opportunity for a representative from your company to serve and be publicly recognized on the Coaches vs. Cancer Board of Ambassadors
- Social Media Feature / Spotlight Via Video or Photo (provided by Sponsor), prior to event, and Facebook and LinkedIn Thank You post event
- Logo recognition: Promotional materials including event invitation, event website and mobile bidding (GiveSmart) site
- Verbal recognition during the event
- Event signage & slideshow
- Half page ad in the event program

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Sponsorship Opportunities

Silver Sponsor \$5,000

Benefits

- Ten (10) reserved seats at the Gala
- Social Media Feature / Spotlight Via Video or Photo (provided by Sponsor), prior to event, and Facebook and LinkedIn Thank You post event
- Logo recognition: Promotional materials including event invitation, event website and mobile bidding (GiveSmart) site
- Verbal recognition during the event
- Event signage & slideshow
- Half page ad in the event program

Bronze Sponsor \$2,500

Benefits

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

Table Sponsor \$1,500

Benefits

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

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Sponsorship Opportunities

Dessert Sponsor \$1,500

Benefits

- **With this highly visible option, you will have your name featured on the dessert table at the event**
- **You will help us select the perfect sweet treat**
- **Name on event website and program**
- **No Gala Seats**
- **100% Tax Deductible**

Photo Booth Sponsor \$1,500

Benefits

- **Your name will be included where all the fun happens - the photo booth station!**
- **Name on event website and program**
- **No Gala Seats**
- **100% tax deductible**

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Thank You for Your Support!

2023

Board of Ambassadors

Tommie Preslaski / Associated Bank - Event Chair

Mike Brod / Aon

Matt Kanitz / M3 Insurance

Michael Schmidt / BayCare Clinic

Dr. Erin Stevens / Prevea

Sam Thomas / Robinson Inc

Executive Planning Committee

Jennifer Macdonald / Bellin Health

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Erica DeQuaine / Associated Bank

Kelly Gusloff / Associated Bank

Chris Kinderman / Winnebago County

Kyla King / Green Bay Oncology

Barbie Patterson / PMI Entertainment Group

Commitment Form



Every cancer. Every life.

Contact Information

Business Name _____
Street Address _____
City _____ State _____ Zip Code _____
Contact Name _____ Phone _____
Email Address _____
Web Address _____

Logo/Artwork Contact _____
Phone _____ Email _____

Commitment Form

\$25,000 Presenting Sponsor

\$15,000 Distinguished Partner Sponsor

\$10,000 Platinum Sponsor

\$7,500 Gold Sponsor

\$5,000 Silver Sponsor

\$2,500 Bronze Sponsor

\$1,500 Table Sponsor

\$1,500 Dessert Sponsor

\$1,500 Photo Booth Sponsor

We are unable to be a designated Coaches vs. Cancer Green Bay Gala Sponsor this year, but we would like to make a donation in the amount of \$_____

We give permission to the American Cancer Society to use our name as a sponsor in the event program, media relations and promotions.

Sponsor Signature _____ Date _____

Please email signed form to Andrea Urban, andrea.urban@cancer.org, and we will send you an invoice with the option to pay by credit card or check.

*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