



• AN AMERICAN CANCER SOCIETY EVENT •

CELEBRATION OF HOPE



SEPTEMBER 2016





JOIN US FOR A CELEBRATION OF HOPE

WHEN AND WHERE

The American Cancer Society's CELEBRATION OF HOPE promises to be a night full of fun and philanthropy. Our Celebration of Hope will be held at Rock Rose Hall on September 8, 2016. The evening's activities will begin at 7:00pm and will include an amazing silent auction, live entertainment, delicious cocktails and hors-d'oeuvres.

WHO

The American Cancer Society and the 2017 Austin Cattle Baron's Ball Chairs, Megan Mills and Kimberly Nordhoff, will welcome more than 200 guests to our Celebration of Hope including corporate sponsors, businesses, philanthropic and community leaders, underwriters and distinguished guests.

WHY

The American Cancer Society estimates that approximately 1.5 million new cancer cases are expected to be diagnosed in the United States this year. More than 560,000 Americans will lose their battle. That's nearly 1,500 people a day. In the United States, one of every four deaths is from cancer. The American Cancer Society is committed to changing these devastating odds. Proceeds from Celebration of Hope will help toward services provided to patients and their families in Central Texas, life-saving research, cancer prevention and early detection public education and work with lawmakers to pass laws to defeat cancer and rally communities worldwide to join the fight against this disease.



Sponsorship Levels & Benefits

You are partnering with the American Cancer Society, the largest non-governmental funder of cancer research in the nation. All net proceeds raised from this event help to further the American Cancer Society's mission of eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

\$5000

- ◆ Premium position company logo on event signage
- ◆ Company logo featured in event program
- ◆ Custom social media posts
- ◆ Inclusion in event press (including digital, print, radio, television and social media)
- ◆ Reserved VIP sponsor area at event
- ◆ Silent auction champagne preview
- ◆ 10 VIP tickets to event, 5 valet passes
- ◆ Customized benefits available

\$2500

- ◆ Company logo on event signage
- ◆ Company logo featured in event program
- ◆ Inclusion in event press (including digital, print, radio, television and social media)
- ◆ Silent auction champagne preview
- ◆ Reserved VIP sponsor area at event
- ◆ 8 VIP tickets to event, 3 valet passes

\$1000

- ◆ Company name on signage at event
- ◆ Company name featured in event program
- ◆ Inclusion in event press (including digital, print, radio, television and social media)
- ◆ Silent auction champagne preview
- ◆ 6 tickets to event, 2 valet passes

\$500

- ◆ Company name on signage at event
- ◆ Company name featured in event program
- ◆ Inclusion in event press (including digital, print, radio, television and social media)
- ◆ Silent auction champagne preview
- ◆ 4 tickets to event



WHAT DOES THE

AMERICAN CANCER SOCIETY DO?



CANCER IN CENTRAL TEXAS

5781 People diagnosed annually
1906 deaths from cancer

RESEARCH

We fund research that helps us better understand, prevent and cure cancer



\$420 million in research funding in the United States today

\$31 million in research funding in Texas today

\$2.3 million in research funding in Austin today

Since the American Cancer Society research program was established in 1946, it has funded more than \$4 billion in cancer research. We are the largest private, not-for-profit source of cancer research funds in the United States.

ADVOCACY

We work with lawmakers to pass laws to defeat cancer

Advocated for **\$300 million** for research and prevention programs in Texas

Secured **\$23.7 million** level funding for Texas Breast and Cervical Cancer Early Detection Program ensuring continued access to breast and cervical cancer screenings for thousands of low-income Texas women.

Passed legislation that assures insurance coverage for oral chemotherapy and routine patient costs associated with clinical trial care



PATIENT SERVICES AVAILABLE IN CENTRAL TEXAS

