



AMERICAN CANCER SOCIETY

PARTNERSHIP OPPORTUNITIES

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American Cancer Society

The American Cancer Society is on a mission to free the world from cancer. For more than 100 years, we have helped lead an evolution in the way the world prevents, detects, treats, and thinks about cancer. We have contributed to great progress in the fight against cancer. Our work has helped lead to a 32% decline in the US cancer death rate from 1991 to 2019, resulting in 3.5 million fewer deaths during that time. As the nation's preeminent cancer-fighting organization, we fund and conduct research, share expert information, support people with cancer, spread the word about prevention, and through our advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN), advocate for public policy change. We are committed to ensuring that ALL people have a fair and just opportunity to prevent, find, treat, and survive cancer. Thanks in large part to our decades of work, a cancer diagnosis does not come without hope, and the cancer journey is not one that is traveled alone.

American Cancer Society improves lives in our community.

Despite the unprecedented challenges we faced in 2020, the American Cancer Society continued to advance our mission to save lives, celebrate lives, and lead the fight for a world without cancer, for all people, and for our community.

Research that Reaches People

Innovative research takes place in a lab, but its impact is felt by our friends, family, and neighbors who benefit from improved cancer treatments and cures. By helping produce better and more accessible treatments, finding factors that may cause cancer, and improving quality of life for anyone facing cancer, the American Cancer Society fights cancer before it appears and create better outcomes when it does.

Education for the Power to Choose

People with cancer and their caregivers need access to the latest information so they can make informed decisions. The American Cancer Society provides evidence-based facts and share ways to reduce cancer risk, so people of all walks of life in our community can live longer, healthier lives. We also educate health care providers and public health organizations so that we can increase screening near you, provide more effective patient support services, and offer greater access to treatments and pain relief.

Advocacy so Change Becomes Reality

Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), we're fighting cancer right in our city halls, our statehouses, and Congress to make our community healthier, create safer workplaces, and provide affordable access to quality medical care for everyone.

Services that Support

Imagine being a cancer patient or caregiver and not having anyone to turn to. The American Cancer Society makes sure no one feels alone on their cancer journey by providing things like our 24/7 helpline, free rides to medical appointments, and free places to stay for people traveling to treatment. When it comes to cancer, we provide support that always hits close to home.

Your gift means we can bring hope to cancer patients. Together we are fighting cancer smarter, better and harder than we ever have before.

Thank you for your support.



The American Cancer Society made a profound impact in 2021

Because of our generous supporters, the American Cancer Society was able to continue our mission in 2021, working around the clock to lead the fight for a world without cancer. We made advances in discovering new ways to prevent, find, and treat cancer and to improve the quality of life for people living with cancer; advocated for improved access to care; and provided critical patient support services across the country.

Discovery

Research is at the core of our organization, but its effects are felt far beyond the lab. Here is some of what we were able to do this year



TOTAL NUMBER OF ACTIVE RESEARCH GRANTS

689

Launched the Diversity in Cancer Research program to improve diversity and inclusion in cancer research and ensure better outcomes for people with cancer.

INVESTMENT IN RESEARCH

\$395 million

Including grants that study how metastatic cancer cells respond to certain targeted drugs, develop tools to predict cancer recurrence, and more.

Advocacy

Through the American Cancer Society Cancer Action NetworkSM (ACS CAN), we continued our fight at all levels of government.



MAJOR BILL PASSED IN LINE WITH ACS CAN'S ACCESS TO CARE PRIORITIES

American Rescue Plan

To date, protected critical Breast and Cervical Cancer Early Detection Program funding in 33 states and helped increased funding in 6 states, which provided access to breast and cervical cancer screenings to people who cannot afford them.

Led years-long advocacy resulting in US Supreme Court upholding the Affordable Care Act and preserving patient protections.

Patient Support

2021 saw the reemergence of several support programs, and a continued investment in our 24/7 resources.



FUNDING FOR CANCER-RELATED TRANSPORTATION COSTS

\$2 million

CONTINUATION OF CRITICAL PATIENT SUPPORT SERVICES

Reemergence of our Road To Recovery[®] program, which offers free rides to cancer treatment and appointments.

Reopening of many of our Hope Lodge[®] locations, under new COVID-19 protocols, providing free lodging for patients and caregivers traveling for treatment.

WIND DOWN!

October 27th, 2022
The 1616 House

Sponsorship Opportunities

Presenting Sponsor \$25,000

- 8 Tickets to Event
- Listed as Presenting Sponsor in all promotional items associated with the event
- Premier Parking for event
- Inclusion on all press releases
- Named as Presenting Sponsor on save-the-dates and invitations
- Recognition on website, social media and the evening's projection screen
- Recognition in program
- Verbal recognition during event
- Speaking opportunity during the event
- Opportunity to serve on the planning committee
- Opportunity to create a mission impact story to be used on event and sponsor social channel
- Opportunity to engage in ACS mission initiatives

Platinum \$15,000

- 5 Tickets to Event
- Inclusion on all press releases
- Recognition on event invitations
- Recognition on website, social media and event's projection screen
- Recognition in program
- Verbal recognition during event
- Opportunity to serve on the planning committee
- Opportunity to engage in ACS mission initiatives

Gold \$10,000

- 2 Tickets to Event
- Inclusion on all press releases
- Recognition on event invitations
- Recognition on website, social media and event's projection screen
- Recognition in program
- Verbal recognition during event
- Opportunity to engage in ACS mission initiatives

Silver \$5,000

- 2 Tickets to Event
- Recognition on event invitations
- Recognition on website, social media and event's projection screen
- Recognition in program
- Verbal recognition during event
- Opportunity to engage in ACS mission initiatives

Bronze \$3,000

- 2 Tickets to Event
- Recognition on website, social media and event's projection screen
- Recognition in program
- Opportunity to engage in ACS mission initiatives



WIND DOWN!

October 27th, 2022
The 1616 House

Fund the Mission

Community Transportation \$5,000

- Provide cancer patients with rides to treatment through a transportation grant.
- Co-branded transportation cards provided to 1 hospital in Alabama stating that their ride was made possible by your donation

Hope Lodge Room \$5,000

- Sponsor one room at the Joe Lee Griffin Hope Lodge in Birmingham for one year
- Company logo and/or name on plaque outside your sponsored room and in the lobby

Underwriting Opportunities

Wine Sponsor \$10,000

- Company logo on commemorative wine glasses
- Recognition in Program
- Two tickets to event

Entertainment Sponsor \$10,000

- Signage on main stage
- Recognition in program
- Two tickets to event

Decor Sponsor \$10,000

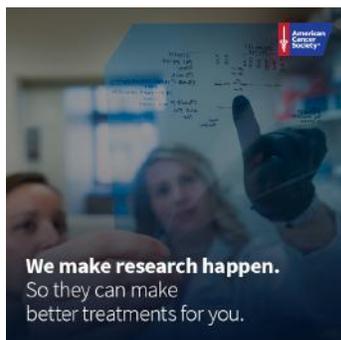
- Signage with company logo (2 signs)
- Recognition in program
- Two tickets to event

Live Auction Sponsor \$5,000

- Company logo on live auction presentation slides
- Recognition in program
- Two tickets to event

Registration Sponsor \$5,000

- Signage at the registration table - one of the first logos seen by attendees
- Recognition in program
- Two tickets to event



Real Men Wear Pink

September - October



REAL MEN. REAL CHANGE. REAL SUPPORT.

As our Real Men Wear Pink Sponsor, you hold the power to lead the most influential men in your community in the charge to save lives from breast cancer by partnering with the American Cancer Society!

By sponsoring the Real Men Wear Pink campaign, your organization will be prominently featured at the Real Men Wear Pink Revel Party and throughout the fundraising season!

Sponsorship Opportunities

Presenting Sponsor \$15,000

- Listed as Presenting Sponsor in all promotional items associated with the campaign
- Inclusion on all press releases
- Recognition on website and social media
- Verbal recognition during Reveal Party and Wrap Up Party
- Speaking opportunity during Reveal Party
- Opportunity to serve on the planning committee
- Opportunity to create a mission impact story to be used on event and sponsor social channel
- Opportunity to nominate Real Men ambassadors
- Opportunity to include company item in ambassadors welcome packet

Associate Sponsor \$10,000

- Inclusion on all press releases
- Recognition on website and social media
- Verbal recognition during Reveal Party and Wrap Up Party
- Opportunity to serve on the planning committee
- Opportunity to nominate Real Men ambassadors
- Opportunity to include company item in ambassadors welcome packet

Corporate Sponsor \$5,000

- Recognition on website and social media
- Verbal recognition during Reveal Party and Wrap Up Party
- Opportunity to serve on the planning committee
- Opportunity to nominate Real Men ambassadors
- Opportunity to include company item in ambassadors welcome packet



Sponsorship Commitment Form

Thank you for supporting the American Cancer Society.

Donor Name _____

Contact Person _____

Address _____ City _____ State _____ zip _____

Phone _____ Email _____

Sponsorship Opportunities

Cure!

- Presenting Sponsor \$25,000
- Platinum Sponsor \$15,000
- Gold Sponsor \$10,000
- Silver Sponsor \$ 5,000
- Bronze Sponsor \$ 3,000

Real Men Wear Pink

- Presenting Sponsor \$15,000
- Associate Sponsor \$10,000
- Corporate Sponsor \$ 5,000

Underwriting Opportunities

Cure!

- Wine Sponsor - \$10,000
- Entertainment Sponsor - \$10,000
- Decor Sponsor - \$10,000
- Live Auction Sponsor - \$5,000
- Registration Sponsor - \$5,000

fund the mission

- Community Transportation - \$5,000
- Hope Lodge Room - \$5,000

We are unable to be a sponsor, but would like to give a general donation of \$_____

- My check made payable to the American Cancer Society is enclosed.
- Invoice me at the above address.
- Contact me at the phone number above for credit card payment.

Signature _____ Date _____

Please return completed form by email or mail to:
Lexie.Larson@cancer.org

Or

American Cancer Society | Attention Lexie Larson, 1100 Ireland Way,
Suite 300, Birmingham, Alabama 35205

