

CURE!
Vision 2020
Chairs

Meg Gagne
Ashley Kenney
Paige Mock

Committee

Kristy Andreadakis
Melanie Beasley
Chad Bianchi
Cindy Cornette
Jane Davis
Bo Evans
Bryant "Bo" Evans
Michael Galvin
Caryl Lawson
Varina Mead
Emily Myers
David Niesen
Don Price
Ken Reynolds
Debra Robinson
Sabita Saldanha
Hope Scarbrough
Marcia Weber
Jennifer Webster
Michelle Wilson
Jim Ziegler
Nikki Ziegler

Guest Speaker

Jere Beasley
Founder, Beasley-Allen Law Firm

Honoree

Mia Mothershed
Jackson Hospital



On behalf of the American Cancer Society, we would like to invite you to join us as a sponsoring partner of our 2nd **CURE!** annual fundraiser. The event will take place on October 8, 2020. **CURE!** is one of our community's and organization's signature fundraisers, and long been the number one philanthropic event in the River Region, raising over \$11million for the fight against cancer in the last 26 years.

CURE! VISION 2020 is grateful and excited to have guest speaker Jere Beasley, founder of the Beasley-Allen Law Firm and honoree Mia Mothershed of Jackson Hospital joining us this year to go live on our digital platforms and include a fun evening from wherever you are. The silent auction showcases art, wines, trips and other items graciously donated by local artists and merchants. There will be videos from our speakers, chairs, and supporters. Our venue may have changed but our fight and our mission remain the same. Our love ones are still being told, "You have cancer," every day, whether our event is in person or socially distanced. That is why your support is vital. We are still committed to our mission and therefore we hope you will still commit your support to the American Cancer Society.

COVID-19 has impacted all of our lives, our families, our friends, our schools, our businesses, and in fact every facet of our communities. Whether infected or not, we are all victims of this unusual and heartbreaking health crisis. The causes and non-profit organizations we support are also victims. Fund raising efforts and events over the past months have suffered tremendously. The American Cancer Society is no exception. But during this challenge, cancer continues to cause pain and suffering and to make life even more difficult for patients and their families.

Enclosed you will find the details of each sponsorship level. With your generous participation, the American Cancer Society can continue attacking cancer from every angle. Cancer hasn't stopped, so neither have we. Thank you in advance for your consideration to invest in the American Cancer Society's Mission.

All the Best,

CURE! VISION 2020 Co-Chairs and Committee

Thank you to all our 2019 Event Sponsors

Special thanks to our sponsors! Your support ensures the success of our event and helps the American Cancer Society to finish the fight against cancer.

DIAMOND

Jim Wilson & Associates, LLC

PLATIUM

The John And Joyce Caddell Foundation

EMERALD

Hyundai Motor Manufacturing Alabama, LLC

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Harmon Dennis Bradshaw, Inc In Memory Of Charles Bradshaw

Jackson Hospital

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PATRON

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Montgomery Area Association Of Realtors

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Palomar Insurance

Pamela L. Strickland, MD

Standard Roofing Co.

Synovus Bank

Cont. Thank you to all our 2019 Event Supporters

IN KIND

AL Metro 360 Magazine
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BOOM! Magazine
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Montgomery Advertiser
N2 Publishing
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Sign Ops.
Wells Printing
WSFA 12 News, Media Sponsor

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Central Alabama Brewing Society
Gibson Distilling, Inc.
Goat Haus Biergarten
International Wines And Craft Beers
Interstellar Ginger Beer And Exploration Co.
John Emerald Distilling Company
Luke Lea Beverage
Ozan Winery + YH Distillery
Republic National Distributing Co.
Straight To Ale
Shelta Caverns Spirits
Tito's Handmade Vodka

Thank you to all our 2019 Fund the Mission Donors

Anonymous	James D. & Gina Izer	Bob & Susan Runkle
Anonymous	Christie King	Buster & Laurie Russell
Robert & Carole Avery	Cary & Lynne Kuhlmann	David & Leslie Sanders
Jason & Cheryl Baird	Arthur Leslie	Denise Simmons
Dottie Blair	Jim Locke	Linda Sztuka
Brian Bonikowski	Heather McConnell	Missy Thomas
Ben & Jean Burford	Slade & Kim McElroy	Tom & Patsy Walters
Mac & Christi Caddell	Duncan & Jeanie McRae	Laura Waring
Bill & Dee Coleman	Keith & Paige Mock	Sherry White
Cindy Speigner Cornette	Laury Morgan	Dan Williams
Jane Davis	Joseph Russell Moore	Norma Williamson
Mike & Carolyn Dean	Susan Moore	Jim Zeigler
Ruth Richardson Fields	Mike & Joy Murphy	
Geneie Gadd	Talty & Carrie O'Connor	
Seth & Nancy Hammett	Bill & Vicki O'Connor	
Grant & Caroline Hammond	Mickey Phillips	
David & Kiki Hughes	Mike & Betty Ranieri	

2020 Sponsorship Proposal



The Facts

WHAT

The 2nd annual CURE! event will be a digital gathering that includes guest speaker, Jere Beasley, co-chairs, our supporters, and more. The exciting LIVE auction will have items you won't want to miss along with the SILENT auction also showcases art, wines, trips and other items graciously donated items by local artists and merchants. The event has raised over \$11 million for the American Cancer Society's research, programs and services over the last 25 years.

WHERE

All our Digital Platforms including Facebook and our event website: ACSALCURE.ORG

WHEN

Thursday, October 8, 2020 | 6:00pm to 7:00pm, with silent auction staying open later for bidding. There is not fee to participate and we encourage donations of any amount. Please register and donate now at: ACSALCURE.ORG

WHO

The American Cancer Society is one of the most recognized names in the country, boasting 96 percent name recognition. Please join us for our High-end Digital event. According to the survey conducted by Harris Interactive, no other health organization, cancer or non-cancer related, is more well-known than the American Cancer Society. Joining forces with a trusted brand is a competitive advantage for your company, generating a more positive corporate image, improved customer loyalty and increased sales potential.

WHY

According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed this year. Over 500,000 Americans will lose their battle with the disease. The American Cancer Society is committed to changing these devastating odds.

MISSION

The American Cancer Society is committed to save lives, celebrate lives, and lead the fight for a world without cancer. Cancer has not stopped, so neither can we.



Title Sponsor

\$50,000

- Sponsor CEO/Donor qualifies as member of the ACS Board of Directors
- Sponsor name or logo displayed in key areas of digital event
- Sponsor name listed in the CURE! Digital event multiple times during event as the Title Sponsor
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name or logo listed on special signage in promotion of CURE!
- Mention on all press releases as CURE! Title Sponsor
- Sponsor recognition on power point presentation during live auction
- Verbal recognition on Live portion during evening program
- Social Media recognition and cross promotion, Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various materials in digital promotion for CURE! event
- Donor name listed on event donor board
- Donor will be allowed a short video that will be aired during our digital event
- Donor will be able to host a watch party with wine basket provided
- Prominent feature on the registration site
- Text messages from Greater Giving with a very special thank you to a sponsor
- Engaging local TV networks to promote the event
- Knowledge that you have made a difference in the lives of millions with cancer

Diamond Sponsor

\$30,000

- Prominent listing of your company name as the CURE! Diamond Sponsor
- Sponsor name listed in the CURE! Program as a Diamond Sponsor
- Sponsor name will appear on the sponsor page of CURE! website acsalcure.org
- Acknowledgment in prime location of the CURE! digital event
- Sponsor Mention on all press releases as event Diamond Sponsor
- Sponsor recognition on Live portion of presentation during live auction
- Verbal recognition at Live portion of digital event
- Donor will be able to host a watch party with wine basket provided
- Social Media recognition and cross promotion, Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Text messages from Greater Giving with a very special thank you to a sponsor
- Engaging local TV networks to promote the event
- Special recognition in pre-event and post-event publicity
- Knowledge that you have made a difference in the lives of millions with cancer



Platinum Sponsor

\$25,000

- Prominent listing of your company name as the CURE! Platinum Sponsor at digital event
- Sponsor name listed in the CURE! materials as Platinum Sponsor
- Sponsor name will appear on the sponsor page of the CURE! website acsalcure.org
- Acknowledgment in prime location of the CURE! digital event
- Sponsor name listed on special signage at CURE! digital promotional materials as Platinum Sponsor
- Mention on all press releases as the CURE! Platinum Sponsor
- Sponsor recognition on power point presentation during live auction
- Verbal recognition during Live portions during evening event
- Social Media recognition and cross promotion, Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Donor name on event website, Facebook page and magazine ads as Platinum Sponsor
- Donor name listed on event donor digital board
- Donor will be able to host a watch party with wine basket provided
- Donor will be allowed a short video that will be aired during our digital event
- Donor will be able to host a watch party with wine provided
- Prominent feature on the registration site
- Knowledge that you have made a difference in the lives of millions with cancer

Gold Sponsor

\$15,000

- Prominent listing of your company name as a CURE! Gold Sponsor at digital event
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name listed on special signage at CURE! digital event
- Verbal mention on all press releases as event Gold Sponsor
- Sponsor recognition on Live portion during live auction
- Verbal recognition during Live portion of digital event
- Social Media recognition and cross promotion Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Donor name on event website and Facebook page
- Donor name listed on event donor board
- Donor will be able to host a watch party with wine basket provided
- Knowledge that you have made a difference in the lives of millions with cancer



Silver Sponsor

\$10,000

- Prominent listing of your company name as a CURE! Silver Sponsor at digital event
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name listed on special signage at CURE! digital event
- Verbal mention on all press releases as event Silver Sponsor
- Sponsor recognition on Live portion during live auction
- Verbal recognition during Live portion of digital event
- Social Media recognition and cross promotion Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Donor name on event website and Facebook page
- Donor name listed on event donor board
- Donor will be able to host a watch party with wine basket provided
- Knowledge that you have made a difference in the lives of millions with cancer

Emerald Sponsor

\$7,500

- Prominent listing of your company name as a CURE! Emerald Sponsor at digital event
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name listed on special signage at CURE! digital event as Emerald Sponsor
- Verbal mention on all press releases as event Emerald Sponsor
- Sponsor recognition on Live portion during live auction
- Verbal recognition during Live portion of digital event
- Social Media recognition and cross promotion Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Donor name on event website and Facebook page
- Donor name listed on event donor board
- Donor will be able to host a watch party with wine basket provided
- Knowledge that you have made a difference in the lives of millions with cancer

Corporate Sponsor

\$5,000

- Prominent listing of your company name as a CURE! Corporate Sponsor at digital event
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name listed on special signage at CURE! digital event as Emerald Sponsor
- Verbal mention on all press releases as event Corporate Sponsor
- Verbal recognition during Live portion of digital event
- Social Media recognition and cross promotion Special recognition in pre-event and post-event publicity
- Donor name on event website and Facebook page
- Donor name listed on event donor board
- Donor will be able to host a watch party with wine basket provided
- Knowledge that you have made a difference in the lives of millions with cancer



Partner Sponsor

\$3,000

- Prominent listing of your company name as a CURE! Partner Sponsor at digital event
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name listed on special signage at CURE! digital event as Emerald Sponsor
- Verbal recognition during Live portion of digital event
- Social Media recognition and cross promotion Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Donor name on event website and Facebook page
- Donor name listed on event donor board
- Donor will be able to host a watch party with wine basket provided
- Knowledge that you have made a difference in the lives of millions with cancer

Patron Sponsor

\$1,500

- Prominent listing of your company name as a CURE! Patron Sponsor at digital event
- Sponsor name or logo will appear on the sponsor page of the CURE! website acsalcure.org
- Sponsor name listed on special signage at CURE! digital event as Patron Sponsor
- Verbal recognition during Live portion of digital event
- Social Media recognition and Special recognition in pre-event and post-event publicity
- Sponsorship name will appear on various print materials in promotion for CURE! event
- Donor name on event website and Facebook page
- Donor will be able to host a watch party with wine basket provided
- Knowledge that you have made a difference in the lives of millions with cancer

All donations made make a difference in the lives of millions with cancer.



2020 SPONSORSHIP CONTRIBUTION FORM

Please fill out the information below and note any changes for production purposes.

Sponsorship Name (as preferred in printed materials) _____

Address _____

City _____ State _____ Zip Code _____

Contact Name _____ Phone _____ Fax _____

Email _____

- \$60,000 – PRESENTING CURE! Sponsor
- \$50,000 – TITLE Sponsor
- \$30,000 – DIAMOND Sponsor
- \$25,000 – PLATINUM Sponsor
- \$15,000 – GOLD Sponsor

- \$10,000 – SILVER Sponsor
- \$7,500 – EMERALD Sponsor
- \$5,000 – CORPORATE Sponsor
- \$3,000 – PARTNER Sponsor
- \$1,500 – PATRON Sponsor
- Underwriting Sponsor

- Check enclosed made payable to 2020 CURE! American Cancer Society.
- Please charge my credit card. Name (as it appears on card) _____
Account number _____ Expiration date _____
- This sponsorship is in memory/honor of _____
- Please bill our Company or Donor during the month of _____
Billing address _____
- Special Instructions _____
- Signature of Donor _____

* * **Please notify mailed payments and note on all payments: CURE! VISION 2020 Montgomery BAGJ6C**

To meet production deadlines, please sign and return form by September 25, 2020 to:

American Cancer Society - CURE! VISION 2020 Montgomery BAGJ6C
 7245 Halcyon Summit Drive | Montgomery, Alabama 36117 | www.cancer.org
 Margen Gadd, Community Development Manager | 334.612.8180 | m: 214.701.8282
<mailto:margen.gadd@cancer.org>

The American Cancer Society cares about your privacy & 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 & click on the “privacy” link at the bottom of the page. Mission Gifts are 100% tax deductible & will go towards the American Cancer Society mission.

The American Cancer Society thanks you for your contribution and your commitment in the fight against cancer!



Fund The Mission

ROAD TO RECOVERY

At the American Cancer Society our mission is to save lives, celebrate lives, and lead the fight for a world without cancer. Cancer will affect 1 in 3 men, and 1 in 3 women in their life time. Each year the Society helps nearly 1 million people touched by cancer get the help they need, when and where they need it.

The American Cancer Society's Road To Recovery program helps provide patients with much-needed transportation, which means rides to and from cancer-related treatment appointments. But in some areas, like here in the River Region, it simply cannot meet the need. In 2017, the Society provided 3,543 rides to 174 cancer patients in Alabama. However, if more resources were available, an additional 850 requested patient rides could have been provided based on these unmet needs. Working within the community, the American Cancer Society offers a variety of transportation resources. An estimated 3.6 million Americans delay or have difficulty getting needed medical care each year, due to the lack of available and affordable transportation. Family and friends may help, treatment can be lengthy, and they may not always have the time or resources to provide every ride. That's why a successful transportation assistance program can be a tremendous asset, and that's why it's critical for you or your company to play a role in helping to save lives.

The Road to Recovery program is at the very heart of the Society's work of removing barriers to quality health care by providing patients transportation to treatment and other cancer-related appointments. The program works with trained volunteers, vendors contributing resources and referrals by networking with community organizations.

In River Region, in 2019 we doubled the number of patients we were able to help access rides to cancer treatment-related appointments compared to just two years earlier. This increase was a direct result of the American Cancer Society providing transportation funding to the local cancer treatment facilities like the Montgomery Cancer Center.

Today, 2 out of 3 people diagnosed with cancer survive for 5 years or more and the cancer mortality rates in the US have fallen 27% since 1991; that's over 400 lives saved from cancer, every day.

Your contribution this year during our LIVE digital event 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.



Attacking from every angle.™

Thank you Please Register at:

ACSALCURE.org