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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Thank you to all our 2019 Event Supporters

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Graeleigh Creative
LAMAR
Montgomery Advertiser
N2 Publishing
RSVP Magazine
Sign Ops.
Wells Printing
WSFA 12 News, Media Sponsor

DISTRIBUTORS
Alabama Crown Distributing Co.
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Luke Lea Beverage
Ozan Winery + YH Distillery
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Straight To Ale
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Thank you to all our 2019 Fund the Mission Donors

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Robert & Carole Avery
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Denise Simmons
Linda Sztuka
Missy Thomas
Tom & Patsy Walters
Laura Waring
Sherry White
Dan Williams
Norma Williamson
Jim Zeigler
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](http://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](http://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**

- 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](http://acsalcure.org)
- Acknowledgment in prime location of the CURE! digital event
- Sponsor name listed in the CURE! materials as Platinum Sponsor
- Sponsor name will appear on the sponsor page of the CURE! website
- A mention on all press releases as the CURE! 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**

- 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](http://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

- 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](http://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

- 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](http://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 ☐ $10,000 – SILVER Sponsor
☐ $50,000 – TITLE Sponsor ☐ $7,500 – EMERALD Sponsor
☐ $30,000 – DIAMOND Sponsor ☐ $5,000 – CORPORATE Sponsor
☐ $25,000 – PLATINUM Sponsor ☐ $3,000 – PARTNER Sponsor
☐ $15,000 – GOLD 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!
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.
Thank you Please Register at: 

ACSALCURE.org