



**Join the fight.**  
HUNTSVILLE/MADISON COUNTY  
ENGAGEMENT OPPORTUNITIES

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# US VS. CANCER

Beating cancer takes more than breakthrough research. It takes things like our 24/7 cancer helpline and free rides to chemo. By supporting the American Cancer Society, you are helping lead the fight for a world without cancer.

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.

Your participation will help sustain and further our life-saving mission while offering an incredible marketing opportunity for your business. 74% of consumers are more likely to support a sponsor associated with a charitable entity such as the American Cancer Society, and the American Cancer Society has a 98% recognition rate among Americans. No other health organization has a higher rating. We would be honored to have you join the fight against cancer. The funds raised in Madison County will help us to not only honor survivors and remember loved ones, but also provide free services that cancer patients and caregivers rely on every single day. **Please join the fight today.**



# STRIKE OUT CANCER THURSDAY, JUNE 3 TOYOTA FIELD



Join the Trash Pandas and the American Cancer Society in an ALL NEW event at Toyota Field! Strike Out Cancer will give baseball fans, survivors, caregivers, and supporters of the American Cancer Society a BIG way to celebrate. Stand out and stand up to cancer in front of thousands of pre-event crowds with pre-event advertising and up to 7,500 game-goers. This game will happen in early June around the time of National Cancer Survivor Day.

## Presenting Sponsor | \$10,000

### RIGHTS AND BENEFITS

- Presence on promotions page of American Cancer Society website
- Radio and social media marketing leading up to game date.
- Bill Penney Plaza Table opportunity to pass out approved novelties
- 3 in game full screen videoboard logos and PA reads. 1 pre-game :30 sec commercial.
- Pre-game check donation presentation to ACS from their sponsor.
- Logo on "I go to bat for" cards that can be filled out at game - honoring survivors and caregivers
- Logo on photo activation opportunity for all game-goers
- Logo on pre-game parade banner
- 25 tickets to the game

## Luminaria Sponsor | \$7,500

### RIGHTS AND BENEFITS

- Announced as Luminaria Sponsor in all pre-game promotional materials
- Listed as Luminaria Sponsor on social media
- Logo listed on website
- Logo on pre-game parade banner
- Logo on luminaria bags which will be lit up during game and displayed in premiere location
- Verbal recognition during game
- Logo on big screen at Toyota Field multiple times during game
- 10 tickets to game

## Homerun Sponsor | \$5,000

### RIGHTS AND BENEFITS

- Announced as Homerun Sponsor in all pre-game promotional materials
- Listed as Luminaria Sponsor on social media
- Logo listed on website
- Logo on pre-event advertisements
- Logo on pre-game parade banner
- Verbal recognition during game
- 8 tickets to game

## Strike Out Supporter | \$2,500

### RIGHTS AND BENEFITS

- Announced as Supporter in all pre-game promotional materials
- Listed as Supporter on social media
- Logo listed on website
- Logo on pre-game parade banner
- Verbal recognition during game
- 6 tickets to game



# SUMMER SOIRÉE

## 08.26.21 // 5:30P

### BURRITT ON THE MOUNTAIN

The 16<sup>th</sup> Annual Summer Soirée will look a little different this year, but it will still remain a night of friends coming together to further the American Cancer Society mission. Due to circumstances, we will be hosting Summer Soirée outdoors, at Burritt on the Mountain. The evening will feature delicious picnic-style food, live entertainment by JUICE, an auction and so much more.

Join an exclusive group of American Cancer Society supporters, including local and regional executives, physicians, business professionals and other influential members of the community. Anyone interested in networking with potential clients, enhancing marketing opportunities for their business, or gaining positive exposure as a partner with the American Cancer Society should sponsor this event.

Proceeds from the Summer Soirée will support the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer. The Summer Soirée is organized by a volunteer committee. Space is limited and tickets sell fast, so make plans now to attend and be a part of the excitement.



#### Please welcome Event Chairs, Dr. Hayley DeGraaff and Mr. Chris Hutton.

Dr. Hayley Garner DeGraaff and Mr. Chris Hutton are one of Huntsville's power couples, and we are so thrilled to have them serve as the 2021 Chairs of the Summer Soirée.

Dr. DeGraaff opened Advanced Life Clinic in 2004, starting with simple anti-aging procedures but quickly adopting an overall, integrative practice that includes lifestyle coaching, weight loss, and wellness. Chris joined Advanced Life Clinic in its early years, and over the years they have also integrated additional services such as Direct Primary Care – one of the region's only to offer the innovative model for care.

Together, Chris and Hayley have grown the practice into one of the region's foremost destinations for patients interested in a whole-body approach to looking and feeling younger – and they are set to open their new, state-of-the-art facility very soon!

In their spare time, Dr. DeGraaff and Mr. Hutton enjoy traveling, riding their motorcycles, spending time at the lake, and supporting their wonderful kids. They are passionate about the fight against cancer because of their friends & family who have battled the disease.



# SUMMER SOIRÉE

## 08.26.21 // 5:30P

### BURRITT ON THE MOUNTAIN



## Presenting Sponsor | \$25,000

### RIGHTS AND BENEFITS

- Listed as Presenting Sponsor in all promotional items associated with the event
- Two Summer Soirée tables of 8 seats (16 seats total) in premiere location
- Donor logo on photo booth
- Donor logo on all event advertisements
- Recipient of prestigious American Cancer Society Award
- Donor name listed in press releases
- VIP Parking for 8 vehicles
- Donor logo listed on 3,000+ event invitations (*if committed by 6/1*)
- Donor logo listed on website
- Donor logo listed on paper fan (outdoor event)
- Donor logo listed on event signage
- Verbal recognition during event
- Opportunity to emcee portions of the program (*if committed by 6/1*)
- Right to promote in company materials

## Platinum \$15,000

### RIGHTS AND BENEFITS

- One Summer Soirée table of 8 seats in premiere location
- Donor logo on all event advertisements
- VIP Parking for 4 vehicles
- Donor logo listed on 3,000+ event invitations (*if committed by 6/1*)
- Donor logo listed on website
- Donor logo listed on paper fan (outdoor event)
- Donor logo listed on event signage
- Verbal recognition during event
- Right to promote in company materials

## Gold \$10,000

### RIGHTS AND BENEFITS

- One Summer Soirée table of 8 seats in premiere location
- Donor logo listed on 3,000+ event invitations (*if committed by 6/1*)
- Donor logo listed on website
- Donor logo listed on paper fan (outdoor event)
- Donor logo listed on event signage
- Verbal recognition during event
- Right to promote in company materials

## Silver \$5,000

### RIGHTS AND BENEFITS

- One Summer Soirée table of 8 seats in premiere location
- Donor logo listed on 3,000+ event invitations (*if committed by 6/1*)
- Donor logo listed on website
- Donor logo listed on event signage
- Verbal recognition during event
- Right to promote in company materials

## Bronze \$2,500

### RIGHTS AND BENEFITS

- One Summer Soirée table of 8 seats
- Donor name listed on website
- Right to promote in company materials



# Summer Soirée Underwriting Opportunities

**ENTERTAINMENT:** Company banner located on the main stage the night of the event and listed on the event invitation. Two tickets included. | \$4,000

**POSTAGE:** 3,000+ invitations will be mailed out for the event. Your logo will be listed as the postage donor on each envelope and listed on the event invitation. Two tickets included. | \$4,000

**ONLINE BIDDING:** Back by popular demand, we will utilize mobile bidding software for our auction, donation activation, and enhancer purchases. Additionally, this year, our event committee has decided to open up online bidding a week prior to the event. Your company logo will be listed at the top of the mobile bidding display, on auction signage, and on the event invitation. Two tickets included. | \$3,500

**LIVE AUCTION ITEM:** Care to curate and underwrite a unique experience to be auctioned at the event? Perhaps you'd like to associate your company name with a trip to Napa? Or maybe you're not sure what people would like to bid on... the committee has some great suggestions! Your company logo will be listed on all signage associated with the Live Auction Item, in the mobile bidding catalog, and on the event invitation. Two tickets included. | \$4,000

**PARTY FAVORS:** By underwriting party favors, you could really enhance the event experience! By working together with the committee, we will identify the opportunity that best fits the event experience. Your company logo will be displayed on the party favor itself and listed on the event invitation. Two tickets included. | \$3,000







## REAL MEN WEAR PINK // OCTOBER

Real Men Wear Pink is an executive-level campaign in which men from the Tennessee Valley are hand-selected to wear pink while raising funds & awareness for breast cancer research. During the campaign, the participants as well as community partners receive a great deal of publicity in the community. Join the fight against breast cancer by participating!

### Presenting Sponsor | \$10,000

- Listed as Presenting Sponsor in all promotional items associated with the campaign
- Donor logo on Step & Repeat Banner for all official photos at the kick-off & wrap-up party
- Donor logo on commercials and event advertisements
- Recipient of prestigious American Cancer Society Award
- Donor name listed in press releases
- Donor logo listed prominently on the campaign website
- Opportunity to apply sponsorship dollars to Real Men campaign of your choice
- Opportunity to host campaign fundraisers
- Opportunity to nominate Real Men participants
- Opportunity to include company items in participant welcome packets

### Associate Sponsor | \$5,000

- Donor logo on commercials and event advertisements
- Donor name listed in press releases
- Donor logo listed prominently on the campaign website
- Opportunity to apply sponsorship dollars to Real Men campaign of your choice
- Opportunity to nominate Real Men participants
- Opportunity to include company items in participant welcome packets

### Friend Sponsor | \$2,500

- Donor logo listed prominently on the campaign website
- Opportunity to apply sponsorship dollars to Real Men campaign of your choice
- Opportunity to nominate Real Men participants
- Opportunity to include company items in participant welcome packets



# DONOR CONFIRMATION FORM

DATE COMPLETED: \_\_\_\_\_

The American Cancer Society offers a variety of sponsorship opportunities for local businesses, corporations, organizations, and individuals to participate in all of our fabulous fundraising events. Supporting the American Cancer Society is a unique opportunity to join the fight against cancer as we attack cancer from every angle.

Once you have chosen your sponsorship package, please return to your American Cancer Society representative. To meet publication deadlines, a commitment is encouraged as soon as possible.

Thank you for supporting our life-saving mission! Please indicate your sponsorship level below:

**STRIKE OUT CANCER** SPONSOR LEVEL/AMOUNT \_\_\_\_\_

**SUMMER SOIRÉE** SPONSOR LEVEL/AMOUNT \_\_\_\_\_

**REAL MEN WEAR PINK** SPONSOR LEVEL/AMOUNT \_\_\_\_\_

I'd like to pay by

CHECK: \$ \_\_\_\_\_ PAYABLE TO American Cancer Society Tax ID# 13-1788491  
MAIL TO American Cancer Society • 2502 Cranfield Road • Hampton Cove, AL • 35763

CREDIT CARD:  VISA  AMERICAN EXPRESS  MASTERCARD  DISCOVER

NAME AS IT APPEARS ON CARD: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

CARDHOLDER SIGNATURE: \_\_\_\_\_

MAILING ADDRESS FOR CARD: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DONOR NAME: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ WORK PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

