

MOONLIGHT GALA

AN AMERICAN CANCER SOCIETY EVENT



Dear Friend of the American Cancer Society,

Moonlight Gala 2020 promises to be a spectacular evening for all who attend the wonderful American Cancer Society event. This year we are pleased to announce that the event will be held at the beautiful **Waterfront Estate of Joe Faso in Stockton on Saturday, August 8, 2020.**

We hope you can join us as a sponsor in 2020.

Your sponsorship will be used to continue our many programs such as cancer research and local patient services. The 2019 Moonlight Gala raised over \$180,000 and had 400 guests in attendance. The following is a short list of services and accomplishments the American Cancer Society can celebrate because of the support.

- We have had a hand in nearly every major cancer breakthrough in this century and 49 of our funded researchers have gone on to win the Nobel Prize.
- We are committed to providing accurate and timely information to cancer patients, families, and caregivers 24/7 through our toll-free hotline (1-800-227-2345) and website (www.cancer.org).
- We provide brand new wigs to women who have lost their hair to cancer treatment.
- We offer rides to cancer appointments and lodging assistance during treatment.
- We provide one-on-one help to breast cancer patients to give comfort to those newly diagnosed.
- We educate the community about the importance of cancer screenings and making healthy lifestyle choices to lower the risk of developing cancer.

The Society is committed to providing the highest quality information to cancer patients and caregivers, improving the quality of life for local patients with cancer, increasing the prevention and early detection of cancer, and eliminating disparities in cancer care.

You'll be proud to know that your contributions enable the American Cancer Society to touch people wherever they live, whenever they need it. Every second of everyday, the American Cancer Society is helping someone who's facing cancer. What's more, for the past century, the organization has played an important role in nearly every major cancer breakthrough. Your generous financial commitments have made all this possible.

We hope you will consider supporting the American Cancer Society and the Moonlight Gala. In order to receive maximum marketing benefits, please reply by **May 15th 2020.**

For more information, contact Janelle Wilkinson, Sr. Community Development Manager, at 209.405.4798 or email Janelle.Wilkinson@cancer.org. Thank you in advance for your time and consideration.

Sincerely,

Tolen Teigen
Sponsorship Chair

Heather Brent
Co-Event Chair

Raquel Morris
Co-Event Chair

Sponsorship Opportunities

Presenting - \$20,000

- 24 tickets, three reserved tables
- Industry exclusive
- Private tableconcierge
- Opportunity to address event guests
- Full-page ad and welcome letter in event program*
- Two company banners displayed at the event
- Verbal recognition by the master of ceremonies
- Company logo and bio on event website and company name in event Facebook page title (viewed in all Facebook posts) *
- Link to company's website on event website
- Company logo on the front of event invitation and event program*
- Company logo prominently featured at event (welcome banner and sponsorsideshow)

Emerald - \$15,000

- 16 tickets, two reserved tables
- Opportunity to present guest speaker
- One company banner displayed
- Verbal recognition by the master of ceremonies
- Company logo on inside of the event invitation*
- Company logo on event website and six Facebook mentions withlogo*
- Full-page recognition space in the event program*
- Company logo featured at the event (slideshow and sponsorrecognitionboard) *

Title - \$10,000

- 10 tickets, one reserved table
- Opportunity to present guest speaker
- One company banner displayed
- Verbal recognition by the master of ceremonies
- Company logo on inside of the event invitation*
- Company logo on event website and six Facebook mentions withlogo*
- Full-page recognition space in the event program*
- Company logo featured at the event (slideshow and sponsorrecognition board)*

Sponsorship Opportunities

Diamond - \$5,000

- 10 tickets, one reserved table
- Verbal recognition by the master of ceremonies
- Company logo on event website and three Facebook mentions with logo*
- Company logo on inside of the event invitation*
- Company logo on inside of the event program*
- Company logo featured at the event (slideshow and sponsor recognition board) *

Platinum - \$3,000

- 8 tickets, one reserved table
- Verbal recognition by the master of ceremonies
- Company name on event website and one Facebook mention with logo*
- Company name on inside of event invitation*
- Company name on inside of event program*
- Company name featured at the event (slideshow and sponsor recognition board) *

Gold - \$1,500

- 4 tickets with reserved seating
- Verbal recognition by the master of ceremonies
- Company name on event website*
- Company name on inside of event invitation*
- Company name on inside of event program*
- Company name featured at the event (slideshow and sponsor recognition board) *

Silver - \$750

- 2 tickets with reserved seating
- Verbal recognition by the master of ceremonies
- Company name on event website*
- Company name on inside of the event program*
- Company name featured at the event (slideshow and sponsor recognition board) *

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Sponsorship Benefits

SPONSORSHIP	Presenting	Emerald	Title	Diamond	Platinum	Gold	Silver
Investment	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500	\$750
Tickets with Reserved Seating	24	16	10	10	8	4	2
Industry Exclusive	✓	–	–	–	–	–	–
Opportunity to Address Event Guests	✓	✓	✓	–	–	–	–
Opportunity to Introduce Guest Speaker	✓	✓	✓	–	–	–	–
Full-Page Welcome Ad in Event Program*	✓	–	–	–	–	–	–
Company Banners	2	1	1	–	–	–	–
Recognition in Media Publication*	✓	✓	✓	✓	✓	–	–
Recognition on Event Invitation*	Logo Featured on Front	Logo Featured Inside	Logo Featured Inside	Logo Featured Inside	Name Featured Inside	Name Featured Inside	–
Recognition in Event Program*	Logo on Front & Full-Page Recognition Space on Inside	Logo & Full-Page Recognition Space on Inside	Logo & Full-Page Recognition Space on Inside	Logo Recognition Space on Inside	Company Name Featured Inside	Company Name Featured Inside	Company Name Featured Inside
Verbal Recognition at Event	✓	✓	✓	✓	✓	✓	✓
Recognition on Event Website*	Logo, Bio, & Link to Company's Website	Logo	Logo	Logo	Company Name	Company Name	Company Name
Event Facebook Mentions*	Company Name on Facebook Page Title	6 Mentions	6 Mentions	3 Mentions	1 Mention	–	–
Recognition at Event as Sponsor	✓	✓	✓	✓	✓	✓	✓



Underwriting Opportunities

Event Program - \$5,000

- 10 general seating tickets
- Company logo on cover and inside of the event program*
- Company name featured at the event in slideshow*
- Company logo on event website and three Facebook mentions with company logo*

Valet/Parking - \$4,000

- 8 general seating tickets
- Company logo on inside of the event program*
- Company logo featured at event in valet/parking area and company name featured in slideshow*
- Company logo on event website and two Facebook mentions with company logo*

Table Decorations - \$3,500

- 8 general seating tickets
- Company logo on inside of the event program*
- Company logo will appear on each table decoration
- Company name featured at the event in slideshow*
- Company logo on event website and two Facebook mentions with company logo*

Bar/Beverage Station - \$3,000

- 8 general seating tickets
- Company name on inside of the event program*
- Company logo printed on napkins and featured in the beverage station area
- Company name featured at the event in slideshow*
- Company name on event website and one Facebook mention*

Live Auction - \$2,500

- 4 general seating tickets
- Company name on inside of the event program*
- Company logo will appear in the live auction and checkout area
- Company name featured at the event slideshow*
- Company name on event website and one Facebook mention*

Event Activities - \$1,500

- 2 general seating tickets
- Company name on inside of the event program*
- Company logo displayed at specified activity location
- Company name featured at the event in slideshow*
- Company name on event website and one Facebook mention*



Underwriting Benefits

UNDERWRITING	Event Program	Valet/Parking	Table Decorations	Bar/Beverage Station	Live Auction	Event Activity
Investment	\$5,000	\$4,000	\$3,500	\$3,000	\$2,000	\$1,500
General Seating Tickets	10	8	8	8	4	2
Recognition in Event Program*	Logo Featured on Cover & Inside	Logo Featured Inside	Logo Featured Inside	Company Name Featured Inside	Company Name Featured Inside	Company Name Featured Inside
Recognition at Event as Sponsor*	✓	✓	✓	✓	✓	✓
Recognition on Event Website*	Logo	Logo	Logo	Company Name	Company Name	Company Name
Facebook Page Mention*	3 Mentions with Company Logo	2 Mentions with Company Logo	2 Mentions with Company Logo	1 Mention with Company Name	1 Mention with Company Name	1 Mention with Company Name
Underwriting Promotion	Logo in Color on Inside of Front	Logo in Color in Valet/Parking Area	Logo on Table Decorations	Logo on Napkins & Signage at Beverage Stations	Logo Displayed in Live Auction and Checkout Area	Logo on Individual Event Activity



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Yes! We will support the American Cancer Society by sponsoring at the following level(s):

SPONSORSHIP LEVELS

- Presenting Sponsor – \$20,000 Emerald Sponsor – \$15,000 Title Sponsor – \$10,000 Diamond Sponsor – \$5,000
 Platinum Sponsor – \$3,000 Gold Sponsor – \$1,500 Silver Sponsor – \$750

UNDERWRITING LEVELS

- Event Program – \$5,000 Valet/Parking – \$4,000 Table Decorations – \$3,500
 Bar/Beverage Station – \$3,000 Live Auction – \$2,500 Event Activities – \$1,500

SPONSOR INFORMATION

Contact name: _____ Title: _____

Company name: _____ Phone: _____ Email: _____

Address: _____ City/State/Zip: _____

- I would like my name/company name to appear in event materials.
 I would not like my name/company name to appear in event materials.

Please indicate how your name/company name should be listed in event materials: _____

ARTWORK: Please provide company logo electronically in .JPG and .EPS (Adobe Illustrator CS or higher, PC-compatible, with outlined fonts) file formats as both gray scale and color version. Please note .EPS is the only file format that can be accepted for inclusion on print materials.

Signature: _____ Date: _____

PAYMENT INFORMATION Total amount: \$ _____ Visa MasterCard American Express Check

Card #: _____ Expiration date: _____ Name on card: _____

Send completed form to:

ACS Moonlight Gala, Attn: Janelle Wilkinson
207 E. Alpine Avenue, Stockton, CA 95204
janelle.wilkinson@cancer.org | 209.405.4798

MOONLIGHTGALA.ORG

Thank you for helping us save lives!

TAX ID #13-1788491

ESTIMATED FAIR MARKET VALUE OF EACH TICKET IS \$95. PER IRS REGULATIONS, THE TAX DEDUCTION IS LIMITED TO THE EXCESS OF THE PAYMENT OVER THE FAIR MARKET VALUE. The American Cancer Society cares about your privacy and 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 and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

