AMERICAN CANCER SOCIETY HOPE GALA PORTLAND HOPE GALA Of Lawel Of



Attacking from every angle."



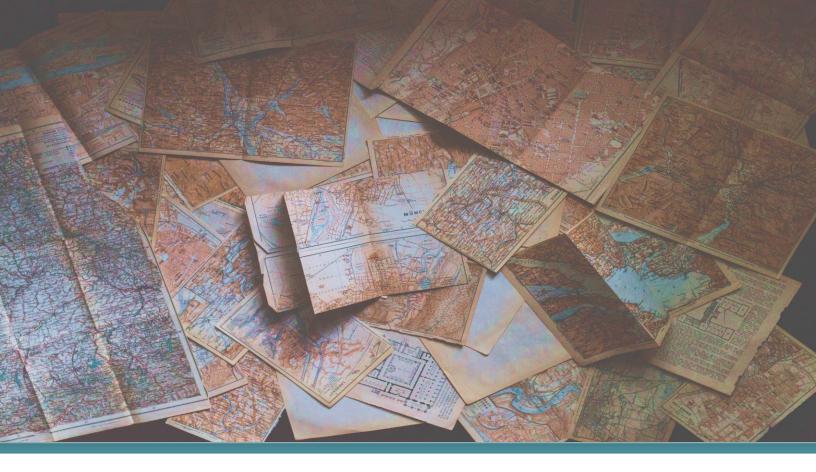
WE ATTACK CANCER FROM EVERY ANGLE.

Cancer is a worthy opponent. It has a formidable nature, a resourceful manner, and a destructive appetite. But cancer will never have what we have...humanity. Humanity made up of courage, determination, innovation, and generosity.

When you become a part of our events, you commit to helping patients and caregivers with treatment programs, lifesaving research, medical studies, and vital one-on-one support and information.

Together, our corporate partners and the American Cancer Society share a strong presence in our communities and are vital to those we serve. This proposal aims to align your community philanthropic interests with the mission of the Society in order to help free our families, friends, and neighbors from the pain and suffering of cancer.

IT'S SIMPLE. WHEN YOU TAKE PART, YOU SAVE LIVES.



WELCOME ABOARD

our journey to a cancer free world.

You are invited to partner with the American Cancer Society for the 11th Annual Hope Gala. Enjoy an elegant evening of wine, cocktails, fine dining, and helping save lives. You can join approximately 300 Society supporters and business professionals in leading the fight.

The evening is not only a celebration of the advances made in cancer treatment and prevention programs, but also an opportunity to raise funds for the mission of the American Cancer Society. The evening will feature dining, entertainment, auctions including travel and leisure packages, as well as a research funding opportunity. To date, the Portland Hope Gala has raised nearly \$3 million to help save lives, celebrate lives, and lead the fight for a world without cancer.

PORTLAND HOPE GALA

November 9, 2019 Oregon Zoo | Portland

Be a part of something big.
Celebrate 11 years of the Portland Hope
Gala making a difference in the lives of those touched by cancer.

PORTLAND HOPE GALA SPONSORSHIP OVERVIEW

BENEFITS	Spirit of Hope \$50,000	Community Champion \$25,000	Gold Level \$15,000	Elite Level \$10,000	Premium Level \$7,500	Deluxe Level \$5,000	Reserved Seating \$3,000
GUEST BENEFITS							
Reserved Premier Seating	20	10	10	10	10	10	6
VIP Dinner Wines	•	•	•	•	•		
VIP Reception Tickets	20	10	10	10	10		
ACS/ACS CAN Event Tickets	10	5	2				
MARKETING RECOGNITION	N						
Logo on Event Website	Large	Medium	Medium	Medium	n Small	Small	Small
Logo on Slideshow and Sponsor List	Large	Medium	Medium	Medium	n Small	Small	Small
Event Program Recognition	2 Page Ad	1 Page	1 Page	1/2 Page	1/4 Page	ž=5=	ž=5=
Verbal Recognition at Event	•	•	•	•	•	•	•
Social Media Highlight	•	•	•	•	•	•	•
Logo on Save the Date & Invitation	Large	Medium	Small				
Storytelling Highlight	4	2	1				
Video Vignette Opportunity*	•	•					
Speaking Opportunity available	•	•					
Logo on Step and Repeat	•	Signage					
DIRECT MISSION IMPACT							
Opportunity for ACS to host a Lunch and Learn at your workplace	•	•	•	•	•	•	
Opportunity to volunteer on the Portland Hope Gala Event Committee	•	•	•	•	•	•	•



Destination: a cancer free world

November 9, 2019 | Oregon Zoo portlandhopegala.org



SPIRIT OF HOPE

\$50,000

BENEFITS

GUEST BENEFITS

- Two premium tables for ten at the Portland Hope Gala
- Twenty tickets to the VIP Reception, featuring exclusive guests, food and wine
- Tickets to a 2020 ACS/ACS CAN event
- Concierge service for event registration and communication

MARKETING RECOGNITION

- Four pre-event storytelling opportunities
- Speaking opportunity during gala program
- Opportunity to play 60-second vignette during gala, provided by company*
- Two-page color ad in the event program, provided by company
- Verbal recognition during the event
- Large logo placement on event collateral, including:
 - Auction bid cards (co-branded with ACS)
 - Step and Repeat (co-branded with ACS and other sponsors)
 - Podium
 - Program inside cover
 - Slide show and projection screens
 - Sponsor appreciation signage
- Rights to promote sponsorship in company materials (Society to provide images)
- Included as presenting sponsor in all PR opportunities
- Large logo on all promotional materials, including:
 - Save the Date (if sponsorship confirmed prior to April 1st)
 - Invitation (if sponsorship confirmed prior to July 15th)
 - 2019 Post Event Recognition and 2020 Sponsorship Packet
- Large logo on the official website homepage and social media highlights

RESEARCH CHAMPION: \$10,000 of the Spirit of Hope presenting sponsorship be recognized during the evening's Paddle Raise and will help support quality of life programs and services.

DIRECT MISSION IMPACT

- Opportunity for ACS to host a lunch and learn at your workplace to engage employees further with ACS
- Opportunity to volunteer on the Portland Hope Gala Event Committee





COMMUNITY CHAMPION \$25,000

BENEFITS

GUEST BENEFITS

- One preferred table for ten at the Portland Hope Gala with branded signage
- Ten tickets to the VIP Reception, featuring exclusive guests, food and wine
- Tickets to a 2020 ACS/ACS CAN event
- Concierge service for event registration and communication

MARKETING RECOGNITION

- Two pre-event storytelling opportunities
- Speaking opportunity during main event cocktail hour
- Opportunity to play 30-second vignette during gala, provided by company*
- Full-page color ad in the Event Program, provided by company
- Verbal recognition during the event
- Medium logo placement on select event collateral, including:
 - Signage in Step and Repeat area (co-branded with ACS and other sponsors)
 - Slide show and projection screens
 - Sponsor appreciation displays
- Rights to promote sponsorship in company materials (Society to provide images)
- Medium logo on all promotional materials, including:
 - Save the Date (if sponsorship confirmed prior to April 1st)
 - Invitation (if sponsorship confirmed prior to July 15th)
 - 2019 Post Event Recognition and 2020 Sponsorship Packet
- Medium logo on the official website homepage and social media highlights

RESEARCH CHAMPION: \$5,000 of every Community Champion sponsorship be recognized during the evening's Paddle Raise and will help support quality of life programs and services.

DIRECT MISSION IMPACT

- Opportunity for ACS to host a lunch and learn at your workplace to engage employees further with ACS
- Opportunity to volunteer on the Portland Hope Gala Event Committee





GOLD SPONSOR

\$15,000

BENEFITS

GUEST BENEFITS

- One preferred table for ten at the Portland Hope Gala with branded signage
- Ten tickets to the VIP Reception, featuring exclusive guests, food and wine
- Tickets to a 2020 ACS/ACS CAN event

MARKETING RECOGNITION

- One pre-event storytelling opportunity
- One-page color ad in the Event Program, provided by company
- Verbal recognition during the event
- Medium logo placement on select event collateral, including:
 - Slide show and projection screens
 - Sponsor appreciation displays
- Rights to promote sponsorship in company materials (Society to provide images)
- Small logo on select promotional materials, including:
 - Save the Date (if sponsorship confirmed prior to April 1st)
 - Invitation (if sponsorship confirmed prior to July 15th)
 - 2019 Post Event Recognition and 2020 Sponsorship Packet
- Medium logo on the official website homepage and social media highlight

DIRECT MISSION IMPACT

- Opportunity for ACS to host a lunch and learn at your workplace to engage employees further with ACS
- Opportunity to volunteer on the Portland Hope Gala Event Committee

EXCLUSIVE SPONSORSHIP RECOGNITION OPPORTUNITY (choose one)

- ☐ Silent and Super Silent Auction
- ☐ Check-In and Check-Out





ELITE SPONSOR

\$10,000

BENEFITS

GUEST BENEFITS

- One preferred table for ten at the Portland Hope Gala with branded signage
- Ten tickets to the VIP Reception, featuring exclusive guests, food and wine

MARKETING RECOGNITION

- Half-page color ad in the Event Program, provided by company
- Verbal recognition during the event
- Medium logo placement on select event collateral, including:
 - Slide show and projection screens
 - Sponsor appreciation displays
- Rights to promote sponsorship in company materials (Society to provide images)
- Medium logo placement on select promotional materials, including:
 - 2019 Post Event Recognition
- Medium logo on the official website homepage and social media highlight

DIRECT MISSION IMPACT

- Opportunity for ACS to host a lunch and learn at your workplace to engage employees further with ACS
- Opportunity to volunteer on the Portland Hope Gala Event Committee

EXCLUSIVE SPONSORSHIP RECOGNITION OPPORTUNITY (choose one)

- ☐ Golden Ticket
- ☐ VIP Party
- ☐ Departure Gift





PREMIUM SPONSOR

\$7,500

BENEFITS

GUEST BENEFITS

- One preferred table for ten at the Portland Hope Gala with branded signage
- Ten tickets to the VIP Reception, featuring exclusive guests, food and wine

MARKETING RECOGNITION

- Quarter-page color ad in the Event Program, provided by company
- Verbal recognition during the event
- Small logo placement on select event collateral, including:
 - Slide show and projection screens
 - Sponsor appreciation displays
- Rights to promote sponsorship in company materials (Society to provide images)
- Small logo on select promotional materials, including:
 - 2019 Post Event Recognition
- Small logo on the official website homepage and social media highlight

DIRECT MISSION IMPACT

- Opportunity for ACS to host a lunch and learn at your workplace to engage employees further with ACS
- Opportunity to volunteer on the Portland Hope Gala Event Committee

EXCLUSIVE SPONSORSHIP RECOGNITION OPPORTUNITY (choose one)

- ☐ Coat Check
- ☐ Mission Support table



BENEFITS

GUEST BENEFITS

One preferred table for ten at the Portland Hope Gala with branded signage

MARKETING RECOGNITION

- "ž=5= in the Event Program
- Verbal recognition during the event
- ž=5= placement on event collateral
 - Slide show and projection screens
 - Sponsor appreciation displays
- Rights to promote sponsorship in company materials (Society to provide images)
- ž=5= on select promotional materials, including:
 - 2019 Post Event Recognition
- ž=5= on the official website homepage and social media highlight

DIRECT MISSION IMPACT

- Opportunity for ACS to host a lunch and learn at your workplace to engage employees further with ACS
- · Opportunity to volunteer on the Portland Hope Gala Event Committee



RESERVED SEATING

\$3,000

BENEFITS

GUEST BENEFITS

6 reserved seats at the Portland Hope Gala

MARKETING RECOGNITION

- "ž=5= in the Event Program
- Verbal recognition during the event
- ž=5= placement on event collateral (same as Deluxe Level)
- Rights to promote sponsorship in company materials (Society to provide images)

DIRECT MISSION IMPACT

• Opportunity to volunteer on the Portland Hope Gala Event Committee

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A TRUSTED PARTNER



Highly trusted source of cancer information*



Most highly valued nonprofit brand**



Most relevant to consumer**



Best brand image**

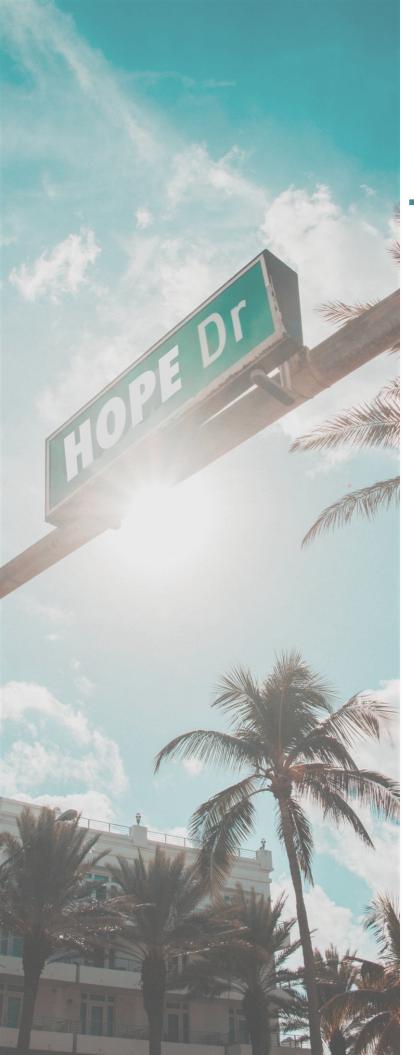


More than **9 in 10 people** recognize **our brand***



1 in 2 consider the Society to be the leader in the fight against cancer**

• Every year, the Society answers more than 800,000 requests via phone, email, or online chat. More than 61 million visit cancer.org annually for up-to-date information about cancer in general, or about a diagnosis they or a loved one has received.



FUNDING NEED AND IMPACT

Funds raised at the Portland Hope Gala help support critical research, as well as programs and services that positively impact the lives of those faced with cancer.

CANCER RESEARCH - LIVE AUCTION

Funds raised through the Live Auction will provide needed funding for most promising cancer research locally and beyond. We are the largest private, not-for-profit funder of cancer research in the United States and these researchers have had a hand in nearly every major cancer breakthrough.

We currently have over \$8 million invested in local area research institutions:

CURRENT RESEARCH GRANTS

Oregon	Health	and	Science	Unive	rsity	Portla	an
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\$1,854,250 Lyle Fagnan, MD \$792,000 Anupriya Agarwal, PhD \$792,000 Amanda W. Lund, PhD \$792,000 Mara H. Sherman, PhD \$792,000 Dexing Zeng, PhD \$791,000 Monika Davare, PhD \$729,000 Rajan, Kulkarni, MD, PhD \$729,000 Shannon Nugent, PhD \$437,000 Elie Traer, MD, PhD

University of Oregon, Eugene

\$163,500 Mary K. Hamilton, PhD

Portland Veterans Administration Medical Center

\$784,000 Christopher G. Slatore, MD

\$8,655,750 Oregon: 11 grants \$419,083,260 Nationwide: 743 grants

THANK YOU TO OUR 2018 SPONSORS.





Fred Meyer Jewelers

Fred Meyer Samantha Richardson PROGRAPHICS

EILEEN AND WALLY BOERGER







Alaska Airlines • Bristol-Myers Squibb • Columbia Distributing • Dawn Carter & Directors Mortgage
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OHSU Knight Cancer Institute Community Hematology/Oncology • Dr. and Mrs. Bud Pierce
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