

WELCOME TO THE FUTURE



A WORLD WITHOUT CANCER

AMERICAN CANCER SOCIETY
DIAMOND GALA OF THE KEYS
MARCH 9, 2019

SPONSOR PACKAGE





2019 DIAMOND GALA OF THE KEYS

Dear Friends and Supporters,

On March 9, 2019, the American Cancer Society will be hosting the 16th annual Diamond Gala of the Keys. This year themed “Welcome to the Future: A World Without Cancer,” it will be the most spectacular event of the season, with fabulous entertainment, impeccable cuisine, and the much talked about silent auction.

Last year’s event raised about \$55,000 towards the fight against cancer (even in a post-Irma environment, and in a smaller venue!) In previous years, we have raised over \$100,000, with your help! To date, the American Cancer Society has funded 47 researchers who have gone on to win the Nobel Prize! In addition to funding research needed to find a cure, the money raised at this event also helps to provide patient services here in the Keys. With your help we are able to offer free transportation and lodging to cancer patients for their treatments, trained cancer information specialists available 24/7 to answer cancer-related questions, and much, much more.

With your help and support, we can continue to make a difference in the fight against cancer, a fight that is vitally important to all of us. The 2019 Gala will reach out to an expected attendance of over 300 guests from throughout the Keys, giving you great exposure to many philanthropic and influential individuals.

We hope you and your organization will consider being a key sponsor of this beneficial evening. We appreciate your consideration and look forward to partnering with you on this wonderful Florida Keys signature event!

Sincerely,

Suzi Youngberg
ACS Community Development Manager/FL Keys
Suzi.Youngberg@cancer.org
305-393-6830



2019 DIAMOND GALA OF THE KEYS

Thank you for your interest in sponsoring the 2019 Diamond Gala of the Keys!

Each year we bring together guests from throughout the Florida Keys and from across the country, uniting in one common cause. One in two men and one in three women will develop cancer at some point in their life and today, 2 out of 3 lives are being saved. We firmly believe that a united effort is the way to beat this disease. We invite you to celebrate the progress through the decades of advancement, progress, caring and support.

This is a perfect opportunity for you or your organization to make a difference in the fight against cancer, as well as be a part of a well-established event in our community. We have many volunteers who are involved in producing this special evening so that no detail is overlooked. The funds raised will go to finding treatments, developing preventative measures and ultimately finding more cures for cancer through research, as well as providing valuable programs and services to people right here in the Florida Keys. Please review the various levels of participation and amenities that are included with this sponsorship package. We can also customize packages to meet the needs of you or your business.

By supporting the American Cancer Society Diamond Gala of the Keys, you will be a part of the largest community-based volunteer health organization that is dedicated to eliminating cancer as a major health problem! We are confident that with your support we will help even more men, women and children fight this disease and beat it! We look forward to partnering with you on this premier event in our community!

Where does the money go?

With every dollar raised, you are helping the American Cancer Society be there for those affected by every cancer in every community, including those currently dealing with a cancer diagnosis, those who may face a diagnosis in the future, and those who may avoid a diagnosis altogether because of education and risk reduction.

The American Cancer Society provides patient services such as *Road to Recovery*, *Reach to Recovery*, and gift closets at the local offices. We have 31 Hope Lodges across the country to provide a place for cancer patients and their caregivers to stay when they have to seek treatment away from home. We also offer free and reduced hotel rooms through our lodging program. Emotional support, resources and guidance are available 24 hours a day, 365 days a year, even on the holidays through our National Cancer Information Center at 1.800.227.2345 and through cancer.org.

In the Keys, we recently helped over 28 patients with lodging while having treatments, providing more than 163 nights at no cost or reduced cost. Our Road to Recovery Program provided 254 trips to treatment for over 31 patients, and at least 12 breast cancer patients were provided support through our Reach to Recovery Program. All these programs and services are free! Your donations help to support these much needed services available to our community.



2019 DIAMOND GALA OF THE KEYS

Diamond Presenting Sponsor \$25,000

Exclusive ownership level—only one Presenting Sponsor opportunity is available!

The Presenting Sponsor's name will be included as part of the event name: The American Cancer Society's 2019 Diamond Gala of the Keys presented by 'Your Company Name'.

Gala

The most prestigious seating at the event for 20 guests, including *personal table service*.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for up to six guests and the opportunity to speak at these special events.

Recognition and Visibility

You will be recognized as the Presenting Sponsor in all collateral and promotional materials:

- Your company name or logo featured in color on the front of the invitations and Save the Date cards sent to prominent Florida Keys business and philanthropic leaders
- Our event website and Facebook page will prominently feature your company logo with a link to your website
- Your company name or logo featured in color on the front of the Diamond Gala of the Keys Program Book and on the sponsor recognition page
- You will receive a full page color advertisement on the back cover of the Program Book
- Formal recognition at the event by our Emcee as a leader of this life saving mission against cancer and opportunity to speak at the event
- Your company name and/or logo prominently placed on event signage, including a color video loop program presented during the event
- Recognized as Presenting Sponsor on table signage
- Your name or company logo will be the most strategically placed on the distinguished step-and-release backdrop for photographs
- All press releases for the event will include your company name as presenting sponsor

Privileged Membership in the Laureate Society

Individual Sponsors of \$10,000 or more receive membership in this nationwide program that honors those individuals who continue to significantly invest in a future without cancer.

Amenities may be customized to meet your needs. Please let us know how you would like to be recognized!



2019 DIAMOND GALA OF THE KEYS

Platinum Sponsor \$15,000

Gala

Prestigious seating at the event for 10 guests, including *personal table service*.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for up to six guests and special recognition at those events.

Recognition and Visibility

You will be recognized as a sponsor in all collateral and promotional materials:

- Your company name or logo featured in color in the invitations and your name listed as sponsor on the Save the Date cards sent to prominent Florida Keys business and philanthropic leaders
- Our event website and Facebook page will prominently feature your company logo with a link to your website
- Your company name or logo featured in color on the sponsor recognition page of the Diamond Gala of the Keys Program Book
- You will receive a full page color advertisement on the inside front cover of the Program Book
- Formal recognition at the event by our Emcee as a leader of this life saving mission against cancer
- Your company name or logo prominently placed on event signage, including a color video loop program presented during the event and on table signage
- Your name or company logo will be strategically placed on the distinguished step-and-release backdrop for photographs
- All press releases for the event will include your company name as a sponsor

Privileged Membership in the Laureate Society

Individual Sponsors of \$10,000 or more receive membership in this nationwide program that honors those individuals who continue to significantly invest in a future without cancer.

Amenities may be customized to meet your needs. Please let us know how you would like to be recognized!



2019 DIAMOND GALA OF THE KEYS

Gold Sponsor \$10,000

Gala

Prestigious seating at the event for 10 guests, including *personal table service*.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for up to four guests and special recognition given at those events.

Recognition and Visibility

You will be recognized as a sponsor in all collateral and promotional materials:

- Your company name or logo featured in color in the invitations and your name listed as sponsor on Save the Date cards sent to prominent Florida Keys business and philanthropic leaders
- Our event website and Facebook page will prominently feature your company logo with a link to your website
- Your company name or logo featured in color on the sponsor recognition page of the Diamond Gala of the Keys Program Book
- You will receive a full page color advertisement on the inside back cover of the Program Book
- Formal recognition at the event by our Emcee as a leader of this life saving mission against cancer
- Your company name or logo placed on event signage, including a color video loop program presented during the event and on table signage
- Your name or company logo will be strategically placed on the distinguished step-and-release backdrop for photographs
- All press releases for the event will include your company name as a sponsor

Privileged Membership in the Laureate Society

Individual Sponsors of \$10,000 or more receive membership in this nationwide program that honors those individuals who continue to significantly invest in a future without cancer.

Amenities may be customized to meet your needs. Please let us know how you would like to be recognized!



2019 DIAMOND GALA OF THE KEYS

Silver Sponsor \$7,500

Gala

Prestigious seating at the event for 10 guests, including *personal table service*.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for four guests.

Recognition and Visibility

You will be recognized as a sponsor in all collateral and promotional materials:

- Your company name or logo featured in color in the invitations and your name listed as sponsor on Save the Date cards sent to prominent Florida Keys business and philanthropic leaders
- Our event website and Facebook page will prominently feature your company logo with a link to your website
- Your company name or logo featured in color on the sponsor recognition page of the Diamond Gala of the Keys Program Book
- You will receive a full page color advertisement in the Program Book
- Formal recognition at the event by our Emcee as a leader of this life saving mission against cancer
- Your company name or logo placed on event signage, including a color video loop program presented during the event and on table signage
- Your name or company logo will be included on the distinguished step-and-release backdrop for photographs
- All press releases for the event will include your company name as a sponsor

Amenities may be customized to meet your needs. Please let us know how you would like to be recognized!



2019 DIAMOND GALA OF THE KEYS

Bronze Sponsor \$5,000

Gala

Prestigious seating at the event for 10 guests, including *personal table service*.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for four guests.

Recognition and Visibility

You will be recognized as a sponsor in all collateral and promotional materials:

- Your company name or logo featured in color in the invitations and your name listed as a sponsor on Save the Date cards sent to prominent Florida Keys business and philanthropic leaders
- Our event website and Facebook page will prominently feature your company logo with a link to your website
- Your company name or logo featured in color on the sponsor recognition page of the Diamond Gala of the Keys Program Book
- You will receive a full page color advertisement in the Program Book
- Formal recognition at the event by our Emcee as a leader of this life saving mission against cancer
- Your company name or logo placed on event signage, including a color video loop program presented during the event and on table signage
- Your name or company logo will be included on the distinguished step-and-release backdrop for photographs
- All press releases for the event will include your company name as a sponsor

Amenities may be customized to meet your needs. Please let us know how you would like to be recognized!



2019 DIAMOND GALA OF THE KEYS

Table Sponsor \$3,000

Gala

Seating at the event for 10 guests.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for two guests.

Recognition and Visibility

You will be recognized as a sponsor as follows:

- Our event website and Facebook page will feature your company name
- Your company name featured on the sponsor recognition page of the Diamond Gala of the Keys Program Book
- Your company name will be included in the color video loop program presented during the event and on table signage
- All press releases for the event will include your company name as a sponsor



2019 DIAMOND GALA OF THE KEYS

Mobile Bidding Branding Opportunity - \$2,500

Mobile Bidding is a smartphone app used for Silent Auctions. With this app, all of the bidding is done from the phone, so guests can keep on bidding all through the night without having to go back to the auction tables. This app also allows guests to preview and bid on items before the event, thus increasing your exposure.

As the Mobile Bidding Sponsor, you would receive the following amenities:

- Exclusive sponsorship with Naming Rights: “Mobile Bidding Sponsored by Company Name” would appear in all event mentions. This includes print materials, emails to guests and sponsors, website, social media, press releases and signage at the event.
- Your logo will appear on every screen of the app, viewed by every bidder and potential bidder--before, during, and after the event! Every time a guest places a bid, looks at an item, marks an item to keep watch on, and looks up at the Bid Board, your logo will be there.
- Your logo on our event website with a link back to your website
- Sponsor Thank You posts on social media
- 2 tickets to the Diamond Gala of the Keys
- Your logo will appear on signage throughout the Silent Auction tables
- Full page color ad in the Program Book
- Two invitations to our VIP Kick Off and Reveal Party in October and our Sponsor Reception and Media Shoot about a week before the Gala



2019 DIAMOND GALA OF THE KEYS

Underwriting Sponsor

Gala

Underwriting Sponsors at a minimum level of \$2,000 will receive seating for two.

Special Events

Invitations to our VIP Kick Off and Reveal Party in October and the Sponsor Reception and Media Shoot, held about a week before the Gala, for two guests.

Recognition

- Your company name featured on the sponsor recognition page of the Diamond Gala of the Keys Program Book
- Your company name will be included in the color video loop program presented during the event and on event signage
- Recognition on event Website and Facebook
- Recognition appropriate to the sponsorship will also be provided. For example, the guest gift sponsor could include the sponsor logo on the gift.

_____ Program Book Sponsor ~ \$2,500 exclusive or 5 at \$500

_____ Décor Sponsor ~ \$2,500 exclusive or 5 at \$500

_____ Entertainment Sponsor ~ \$1,800 exclusive or 3 at \$600

_____ Reception Sponsor ~ \$1,500 exclusive or 3 at \$500

_____ Champion of Hope Sponsor ~ \$1,000 exclusive

_____ Floral Sponsor ~ \$1,000 exclusive or 2 at \$500

_____ Guest Gift Sponsor ~ \$1,000 exclusive or 2 at \$500

_____ Party Rentals Sponsor ~ \$1,000 exclusive or 2 at \$500

_____ Invitation Sponsor ~ \$750 exclusive

_____ Photography Sponsor ~ \$500 exclusive

_____ Step-and-Repeat Sponsor ~ \$500 exclusive

_____ Postage Sponsor ~ \$500 exclusive

_____ Corkage Sponsor ~ \$500 (multiple opportunities)

_____ Champagne Sponsor ~ \$500 (multiple opportunities)

_____ Liquor Sponsor ~ \$500 (multiple opportunities)

_____ Wine Sponsor ~ \$500 (multiple opportunities)

Unless listed as exclusive, sponsorships may be shared. For example, the Entertainment Sponsor may be made up of three sponsors at \$600. All would share the recognition of that sponsorship.

In-kind donations in lieu of cash sponsorship may also be made. These will be listed as in-kind donations in our program book.



2019 DIAMOND GALA OF THE KEYS

Sponsor Commitment Form

YES! We will support the American Cancer Society by sponsoring the 2019 Diamond Gala of the Keys

- Diamond Presenting Sponsor - \$25,000
- Platinum Sponsor - \$15,000
- Gold Sponsor - \$10,000
- Silver Sponsor - \$7,500
- Bronze Sponsor - \$5,000
- Table Sponsor - \$3,000
- Mobile Bidding Sponsor - \$2,500
- Underwriting Sponsor at \$_____ for _____
- I'm unable to attend, but would like to make a 100% tax-deductible contribution of \$_____ to help the American Cancer Society put an end to cancer!

Please print company name legibly and exactly as it should appear in all publications.

Name _____ Title _____
 Company _____
 Address _____ City _____ St _____ Zip _____
 Phone _____ Email _____

Signature _____

- Check Enclosed (payable to the American Cancer Society)
- Please Invoice – All payments must be received prior to the event.
- Credit Card Visa _____ MC _____ AMEX _____
- Credit Card # _____ Exp _____
- Name on Card _____
- Address for Card _____ Phone _____

Pay online at DIAMONDGALAOFTHEKEYS.ORG
 Mail to: Diamond Gala of the Keys
 c/o Suzi Youngberg, Community Development Manager/FL Keys
 American Cancer Society
 8095 NW 12th St., Suite 200
 8095 NW 12th St., Suite 200
 Doral, FL 33126

Your support is making lifesaving and life enhancing differences in the fight against cancer every single day and for that we thank you!

ACS Tax ID # 13-1788491

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.