AN AMERICAN CANCER SOCIETY EVENT

STRIDERS' BALL

2020 SPONSORSHIP OPPORTUNITIES

9.19.20

HILTON NETHERLAND PLAZA
CINCINNATI, OHIO
AT THE AMERICAN CANCER SOCIETY

Our mission is simple.

SAVE LIVES AND CELEBRATE LIFE. EVERY SINGLE DAY.

The American Cancer Society was created more than 100 years ago for one purpose—to liberate the world from the threat of cancer. Thanks in part to our efforts, there has been a 23 percent decline in the cancer death rate over the past 21 years. That’s 1.7 million deaths prevented.

Today we ask you to join us as a united force against all cancers through your participation in the American Cancer Society Striders’ Ball event this September. This black-tie gala promises to be a night you’ll never forget with live and silent auctions, an extraordinary dinner, lively entertainment and late-night dancing.

We’re attacking cancer from every angle.

WE’RE ATTACKING CANCER
by backing visionaries,
investing in longshots,
and building on hard-won knowledge
to find powerful new weapons.

WE’RE ATTACKING CANCER
by making it less scary and confusing,
less stressful,
less lonely.

WE’RE ATTACKING CANCER
by showing up every day,
driving people, boosting people,
picking them up when they’re down.

WE’RE ATTACKING CANCER
by providing a place to stay,
by building a community.
A home for healing.

WE’RE ATTACKING CANCER
with stubborn hope, relentless energy,
and a promise
that everywhere cancer rears its despicable head,
we will be there to blunt its effects
and lessen its power.

From the cellular level to the street level, with brilliant new thinking and in the darkest hours, The American Cancer Society is attacking cancer from every angle.
The Striders’ Ball is part of the American Cancer Society gala program that hosted 166 galas last year with a combined net revenue of over $49 million. Led by influential volunteer leaders, these premier events offer guests an opportunity to connect with industry and philanthropic leaders while enjoying exclusive dining and entertainment experiences.

In the fall of 2020, over 350 corporate leaders and philanthropists from Greater Cincinnati and Northern Kentucky will join together to celebrate the Striders’ Ball, providing the corporate community a unique avenue for making a difference in the lives of cancer patients in our community.

WHY BECOME A CORPORATE PARTNER?

• Positioning yourself as a partner of the American Cancer Society—the largest and most respected voluntary health organization in the United States—will bolster your company’s reputation and demonstrate your commitment to serving the community.

• 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.

• Our brand helps clearly identify our organization, set it apart from other organizations and ultimately create relationships with our communities.

• The American Cancer Society has a 98 percent recognition rate among Americans. No other health organization has a higher rating.

• Americans believe cancer is the single most important health problem they face.

• Approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 595,000 Americans will lose their battle. That’s more than 1,600 people a day. You can help us move one step closer to a world free from the pain and suffering of cancer by celebrating with us at the American Cancer Society’s Striders’ Ball.
PRESENTING SPONSOR  $20,000

The Presenting Sponsor is dedicated to maintaining a sustainable event, helping the American Cancer Society realize its mission to save lives, celebrate lives, and lead the fight for a world without cancer. The Presenting Sponsorship is a unique opportunity for a corporation to make an impact in our community and be a leader in the cancer fight.

Recognition Benefits:

• Exclusive naming rights to the 2020 Striders’ Ball
(Example: “American Cancer Society Striders’ Ball, presented by ABC Company”)

• Recognition as the Presenting Sponsor on all event collateral and press releases

• Full page acknowledgment in the event program booklet

• Presenting Sponsor signage displayed at the event

• Verbal recognition during the event program, including Company/Donor name or logo on the night-of-event video reel

• Recognition as the Presenting Sponsor on the event website and social media

Participant Benefits:

• Two VIP tables with premier seating, dining and drinks  (Admission for 20)

• Opportunity to provide a donated auction item or experience

• The honor of giving the “Welcome” toast to kickoff presentation of the Honoree(s)
PLATINUM SPONSOR $10,000

Recognition Benefits:

• Recognition as a sponsor on the event invitation
• Half page acknowledgement in the event program booklet
• Platinum Sponsor signage displayed at the event
• Verbal recognition during the event program, including Company/Donor name or logo on the night-of-event video reel
• Recognition as a Platinum Sponsor on the event website and social media

Participant Benefits:

• Two VIP tables with premier seating, dining and drinks (Admission for 20)
• Opportunity to provide a donated auction item or experience
GOLD SPONSOR $5,000

Recognition Benefits:

• Recognition as a sponsor on the event invitation
• Company/Donor name or logo in the event program booklet
• Gold Sponsor signage displayed at the event
• Company/Donor name or logo on the night-of-event video reel
• Recognition as a Gold Sponsor on the event website and social media

Participant Benefits:

• One VIP table with premier seating, dining and drinks (Admission for 10)
• Opportunity to provide a donated auction item or experience
BRONZE SPONSOR $2,500

Recognition Benefits:
• Recognition as a sponsor on the event invitation
• Company/Donor name or logo in the event program booklet
• Bronze Sponsor signage displayed at the event
• Recognition as a Bronze Sponsor on the event website and social media

Participant Benefits:
• One VIP table with premier seating, dining and drinks (Admission for 8)
• Opportunity to provide a donated auction item or experience
SPONSORSHIP COMMITMENT

Company Name __________________________________________
Contact Name ___________________________________________
Phone __________________________________________________
Email __________________________________________________

SPONSORSHIP LEVELS

☐ $20,000 Presenting Sponsor
☐ $10,000 Platinum Sponsor
☐ $5,000 Gold Sponsor
☐ $2,500 Bronze Sponsor

PAYMENT METHOD

☐ Check Enclosed ☐ Invoice Me ☐ Credit Card

Please make payments to: American Cancer Society, with Striders’ Ball on the memo line. ACS will contact you for credit card information if selected.

MAIL CHECK PAYMENT TO:

American Cancer Society
Attn: Striders’ Ball
4540 Cooper Road
Blue Ash, Ohio 45242

FOR MORE INFORMATION, CONTACT:

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