



2017 SPONSORSHIP AND UNDERWRITING COMMITMENT FORM

PRESENTING SPONSOR: \$50,000 (CATEGORY EXCLUSIVITY)

- Premier logo recognition as Presenting Sponsor on all event materials, website and social media outlets
- Premier branding opportunities at event including logo placement on all check-in station laptops and featured on mobile bidding platform site
- Company logo featured prominently on Step & Repeat
- Inclusion in press release for pre & post event publicity
- Two tables of 10 with premier seating*
- Inside front cover or back cover 4/C ad in event program**
- Opportunity to sit on Birthday Bash committee

SILVER SPONSOR: \$10,000

- Listing as Silver Sponsor on all event materials, website and social media outlets
- Inclusion in press release for pre & post event publicity
- Table of 10 at event*

TABLE SPONSOR: \$5,000

- Acknowledgment in printed program
- Table of 10 at event*

INDIVIDUAL TICKET: \$500

Limited Availability

UNDERWRITING OPPORTUNITIES:

Cocktail Reception	\$10,000
Print & Design	\$5,000
Photography	\$2,500

***Acknowledgement on event website and in printed program*

PLATINUM SPONSOR: \$25,000

- Prominent logo recognition as Platinum Sponsor on all event materials, website and social media outlets
- Inclusion in press release for pre & post event publicity
- Two tables of 10 with premier seating*
- Two page 4/C spread in event program **

GOLD SPONSOR: \$15,000

- Logo recognition as Gold Sponsor on all event materials, website and social media outlets
- Inclusion in press release for pre & post event publicity
- Table of 10 with preferred seating*
- Full page 4/C ad in event program**

ADVERTISING OPPORTUNITIES (JOURNAL)

Full Page 4/C	\$300
½ Page 4/C	\$150

**Each table of 10 will be accompanied by two designers, making it a table of 12 guests*

I/we am unable to attend, but would like to make a donation in the amount of \$ _____

Please list your name or company name exactly as you wish it to appear in all printed materials:

Contact Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-Mail: _____

Please charge \$ _____ Credit Card () Amex () Discover () MasterCard () Visa

Credit Card Number: _____ Exp. Date: _____ SC: _____

Please make all payments to the American Cancer Society and send by **November 7, 2017** to:

Lainie Jones

Attn: Hope Lodge Birthday Bash

American Cancer Society

132 West 32nd Street, New York, NY 10001

For more information, please contact Lainie Jones at Lainie.Jones@cancer.org or 212.237.3873

***Deadline for inclusion in event journal: Friday, September 29, 2017**

\$180.00 of each ticket is not tax deductible – Tax ID # 13-1788491

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 call the Society at

1-800-227-2345 or visit us online at www.cancer.org and click on the "privacy" link at the bottom of the page.