



# Mothers of the Year

2017 AWARDS LUNCHEON • Monday October 16, 2017 • The St. Regis Roof, New York  
Honoring: Hoda Kotb and Dr. Susan Boolbol, MD

## TABLE 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
  - 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 MOTY committee
- Platinum Sponsor - \$25,000**
  - Prominent logo recognition as Platinum Sponsor on all event materials, website and social media outlets
  - Inclusion on 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\*\*
- 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\*
- Bronze Sponsor - \$5,000**
  - Acknowledgment in printed program
  - Table of 10 at event

### UNDERWRITING OPPORTUNITIES

Please help us underwrite the costs for this event so that all dollars donated can go directly to the mission.

- Venue - \$45,000**
- Printing - \$15,000**
- Photography - \$10,000**
- Décor - \$5,000**
- PR - \$2,500**

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

### INDIVIDUAL LUNCHEON TICKETS

- Individual Ticket - \$500**  
Includes one (1) ticket.

### JOURNAL ADVERTISEMENTS

- Two Full Page Spread- 4/C - \$1000**
- Two Full Page Spread- B/W- \$750**
- Full Page- 4/C- \$500**
- Full Page- B/W- \$350**
- Half Page- 4/C- \$200**
- Half Page- B/W- \$100**

Please respond prior to August 1st, 2017 if you wish to be listed on the invitation.

To be listed in the souvenir journal, all advertisements must be received by September 28th, 2017.

### DONOR INFORMATION

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### PAYMENT INFORMATION

Enclosed please find a check for \$ \_\_\_\_\_  
 Please charge my credit card for \$ \_\_\_\_\_  
 AmEx  Visa  MC  Discover  
Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_/\_\_\_\_  
Signature: \_\_\_\_\_



Please make all payments to the American Cancer Society and send by September 1st, 2017 to: Lainie Jones, Attn: Mother of the Year 2017, American Cancer Society, 132 West 32nd Street, New York, NY 10001  
For more information, please contact Lainie Jones at [Lainie.Jones@cancer.org](mailto:Lainie.Jones@cancer.org) or 212.237.3873

\$150.00 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](http://www.cancer.org) and click on the "privacy" link at the bottom of the page