Coaches vs. Cancer

WISCONSIN

2020 Sponsorship Opportunities

Monona Terrace - Madison, WI

4.18.20

coachesvscancerwisconsin.org
608.662.7553
The American Cancer Society invites you to join us for the 13th anniversary of the Coaches vs. Cancer Wisconsin Gala. Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches and communities nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, Coaches vs. Cancer programs have raised over $115 million for the American Cancer Society. Over the past twelve years, Coaches vs. Cancer Wisconsin has raised more than $7.7 million and remains the largest Coaches vs. Cancer program in the country!

The 13th annual Coaches vs. Cancer Wisconsin Gala will be held on Saturday, April 18, 2020 at Monona Terrace in Madison, Wisconsin. This elegant evening will draw in more than 700 prominent individuals from Wisconsin’s business and philanthropic community and will feature live and silent auctions, honorary tributes, an extraordinary strolling dinner and a special keynote speaker (to be announced!).

Please find enclosed detailed information on the various sponsorship and support opportunities. On behalf of our 2020 Board of Ambassadors Chair, Matt Uselman, and the entire Coaches vs. Cancer Wisconsin Board, we thank you for your consideration in supporting this important and life-saving event. We look forward to seeing you on April 18, 2020.

2020 BOARD OF AMBASSADORS

Matt Uselman, Chair / Wind River Financial  Greg Levesque / American Transmission Company
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Cory Recknor / Research Products  Jennifer McQueeny / FAC Services, LLC
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Jason Jones / J.H. Findorff & Sons, Inc.  Dave Shaw / First Business Bank
Tom Keeler / Morgan Murphy Media  Korey Feiner / Network Engineering Technologies
Our mission is simple. **Save lives, celebrate lives and lead the fight for a world without cancer.**

Every action we take moves us one step closer to a world free from the pain and suffering of cancer. We do this by drawing on the values of humanity to encourage prevention, raise awareness, foster innovation, inspire generosity, deepen understanding and provide care.

**ENCOURAGE PREVENTION**
We encourage prevention by advocating for lifesaving changes, promoting early screening, and empowering others to make healthy lifestyle choices.

**RAISE AWARENESS**
We are relentless in our efforts to raise awareness by honoring the people we’ve lost, supporting those in treatment, and celebrating the lives we’ve saved.

**FOSTER INNOVATION**
We foster innovation by conducting groundbreaking research and funding pioneering scientists.

**INSPIRE GENEROSITY**
We inspire generosity by motivating communities to donate and mobilizing them to act.

**DEEPEN UNDERSTANDING**
We deepen understanding by listening to those in need of support, and guiding them to essential resources.

**PROVIDE CARE**
We provide care for everyone affected by cancer by delivering crucial health information and vital patient service.

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**RED, WHITE & BLUE PARTY**

The American Cancer Society will be celebrating the 3rd Annual Red, White & Blue Party on August 27, 2020 at Bishops Bay Country Club. In 2019, the Red, White & Blue Party raised $122,000, with over $40,000 designated to the Coaches vs. Cancer Bo Ryan - Jay Holliday Families Fund for ACS-funded research being conducted at the University of Wisconsin Carbone Cancer Center.

The Red, White & Blue Party is hosted by our Associate Board of Ambassadors (ABOA) with the guidance and mentorship of our Coaches vs. Cancer Wisconsin Board of Ambassadors. For more event details and information about the ABOA, please visit www.aboamadison.org.

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**2019 ASSOCIATE BOARD OF AMBASSADORS**

- Kassie Taylor, Chair / BDO USA, LLP
- Nate Troyer, Vice Chair / M3 Insurance
- Nick Allen / Dave Jones, Inc.
- Kate Bemis / BDO USA, LLP
- Jeff Ellestad / State Bank of Cross Plains
- Kent Faurote / JPMorgan Chase & Co.
- Brent Hemb / Hemb Insurance Group
- Joe Luther / Universal Home Protection
- Taylor Madigan / Baker Tilly
- Derrick Meier / U.S. Bancorp Investments
- Derec Mieden / Wipfli Financial
- Aaron Osten / First Business Trust & Investments
- Kirk Rice / Sand Valley Golf Resort
- Shalina Rice / Sand Valley Golf Resort
- Gregg Riek / Cottingham & Butler
- David Setzer / Baker Tilly
- Ryan Tillema / Exact Sciences
**SPONSORSHIP OPPORTUNITIES**

The success of this event is not possible without the generous contributions of corporate supporters each year, and that is why we ask you to consider joining us in becoming a sponsor. Your presence at the Coaches vs. Cancer Wisconsin Gala will make a positive statement to the entire state of Wisconsin and significantly highlight your commitment to the lifesaving work conducted by the American Cancer Society.

Here is a list of premier sponsorship opportunities for you to help make a difference!

<table>
<thead>
<tr>
<th>Premier Sponsorship Amenities</th>
<th>Hall of Fame Sponsor</th>
<th>Champion Sponsor</th>
<th>March Madness Sponsor</th>
<th>Final Four Sponsor</th>
<th>Elite Eight Sponsor</th>
<th>Sweet Sixteen Sponsor</th>
<th>Tournament Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting -OR- Major sponsor at BOTH Coaches vs. Cancer Wisconsin Gala (4/18/20) and the Red, White and Blue Party (8/27/20)</td>
<td>Presenting Sponsor</td>
<td>Major Sponsor</td>
<td>Major Sponsor</td>
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<tr>
<td>Invitations to the Red, White &amp; Blue Party on 8/27/20 - See page 2 for more details</td>
<td>12</td>
<td>10</td>
<td>8</td>
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<td>Video recognition during Gala</td>
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<td>Recognition as a Laureate Society member* &quot;benefit for individual donors and/or family foundations only&quot;</td>
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<td>Name/Logo recognition in all press releases</td>
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<tr>
<td>Invitations to VIP private party the evening prior to the Gala (4/17/20)</td>
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<td>8</td>
<td>6</td>
<td>6</td>
<td>4</td>
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<td>Recognition on electronic save-the-dates to over 3,500 supporters* &quot;if commitment before 12/17/19&quot;</td>
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<td>Recognition on electronic event invitations to over 3,500 supporters* &quot;if commitment before 2/8/20&quot;</td>
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<td>Recognition in night-of-event program* &quot;if commitment before 3/15/20&quot;</td>
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<tr>
<td>Advertisement in night-of-event program* &quot;if commitment before 3/15/20&quot;</td>
<td>Two Full Pages</td>
<td>Two Full Pages</td>
<td>One Full Page</td>
<td>One Full Page</td>
<td>One Full Page</td>
<td>One Half Page</td>
<td>One Quarter Page</td>
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<td>Recognition on event website</td>
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<td>Name/Logo listed on night-of-event sponsor wall</td>
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<td>Nomination on Wall of Champions See page 5 for more details</td>
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<tr>
<td>Preferred seats at Gala</td>
<td>30 seats</td>
<td>24 seats</td>
<td>20 seats</td>
<td>20 seats</td>
<td>16 seats</td>
<td>10 seats</td>
<td>8 seats</td>
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UNIQUE & EXCLUSIVE SPONSORSHIP OPPORTUNITIES

$15,000 LEVEL SPONSORS
Includes:
• 16 seats
• 6 invitations to the VIP private party

Choose one high-visibility option (first come basis):
1. VIP Area Sponsor I $15,000
   • Logo / name included in private VIP area
2. Musician Entertainment Sponsor
   • Logo / name on signage in all musical entertainment areas

Recognition:
• Logo / name inclusion:
  
  Event Invitation* - Evening Program Slideshow
  Event Signage - Program Book - Event Website

$10,000 LEVEL SPONSORS
Includes:
• 10 seats
• 4 invitations to the VIP private party

Choose one high-visibility option (first come basis):
1. Décor Sponsor
   - Logo / name inclusion at registration and silent auction tables and on floral arrangements
2. Mobile Bidding Sponsor
   - Logo / name on auction website and seen on every mobile device used for auction throughout the duration of the event

Recognition:
• Logo / name inclusion:
  
  Event Invitation* - Evening Program Slideshow
  Event Signage - Program Book - Event Website

$7,500 LEVEL SPONSORS
Includes:
• 8 seats
• 2 invitations to the VIP private party

Choose one high-visibility option (first come basis):
1. Departure Gift Sponsor
   - Logo / name on departure gift handed to each guest at end of evening
2. Wall of Champions Sponsor
   - Logo / name on Wall of Champions (see page 6 for more details)

Recognition:
• Logo / name inclusion:
  
  Event Invitation* - Evening Program Slideshow
  Event Signage - Program Book - Event Website

ADDITIONAL SPONSORSHIP OPPORTUNITIES
Does NOT include seating benefits.

Choose one high-visibility option (first come basis):
1. Revenue Enhancer Sponsor I $2,500
   - Logo / name displayed at each entertaining revenue enhancer station
2. Photography Sponsor I $2,000
3. Videography Sponsor I $2,000
4. Photo-Booth Sponsor I $1,500

Recognition:
• Logo / name inclusion:
  
  Event Invitation* - Evening Program Slideshow
  Event Signage - Program Book - Event Website

*if commitment before 2/8/20

For More Information:
Amy Rohrer | amy.rohrer@cancer.org | 608.662.7553
www.coachesvscancerwisconsin.org
WALL OF CHAMPIONS

Paying tribute to those who are presently conquering cancer and honoring the memory of those who are no longer with us.

As a sponsor, you have the opportunity to nominate an extraordinary individual who may currently be battling or honor the memory of someone who is no longer with us as a Champion on our wall at the 13th Annual Coaches vs. Cancer Wisconsin Gala.

Who is a ‘Champion’ in your life? Maybe it’s a mother, a father, a teacher or coach. Perhaps someone who has taught you wisdom and knowledge, or shown you strength and courage. While each of our Champions have different characteristics, they have one thing in common, their competitor - cancer. Each nomination will be:

- displayed on our Wall of Champions at the Gala
- listed in our event program book

WALL OF CHAMPIONS NOMINATION FORM

Please check one:

☐ Nomination is part of my committed sponsorship (Cost to you: $0)
  • Every sponsor receives one complimentary nomination as part of their benefits package

☐ Additional Wall of Champions Nomination (Cost to you: $250)

☐ Non-Sponsor Nomination (Cost to you: $250)
  • Please include check or alternate payment option for nomination with this form

Nominee Name: ___________________________________________

Check if you are nominating In Honor of (someone currently battling/survivor) or In Memory of (someone who you have lost to cancer):

☐ In Honor of

☐ In Memory of

Nominated By (first and last name - OR - Company/Sponsor name): __________________________________________________

Email address for point of contact to gather pictures for Wall of Champions: ____________________________________________

Please mail this form to: American Cancer Society
Attn: Coaches vs. Cancer WI
725 Heartland Trl. Ste. 301
Madison, WI 53717

An American Cancer Society staff member will contact you once your submission is received to acquire all necessary information for your nomination.
Corporate sponsorship of the American Cancer Society Coaches vs. Cancer Wisconsin Gala presents a unique opportunity to reach a wide cross-section of people who are active in the community while contributing to the fight against cancer. Through sponsorship of Coaches vs. Cancer Wisconsin, you will lead the way in helping to diminish suffering from cancer, raise awareness of cancer prevention, foster innovation and research, and inspire generosity until a cure is found.

**PREMIER SPONSORSHIP OPPORTUNITIES**

- □ Hall of Fame $50,000
- □ Champion $25,000
- □ March Madness $20,000
- □ Final Four $15,000
- □ Elite Eight $10,000
- □ Sweet Sixteen $5,000
- □ Tournament $3,000

**UNIQUE & EXCLUSIVE SPONSORSHIP OPPORTUNITIES**

- □ VIP Area $15,000
- □ Musican Entertainment $15,000
- □ Décor $10,000
- □ Mobile Bidding $10,000
- □ Departure Gift $7,500
- □ Wall of Champions $7,500
- □ Revenue Enhancer $2,500
- □ Photography $2,000
- □ Videography $2,000
- □ Photo-Booth $1,500

**WALL OF CHAMPIONS NOMINATION**

Additional Wall of Champions Nomination* □ $250

*each sponsor receives one nomination with sponsorship
*please send the completed Wall of Champions Nomination Form on page 5

We will fulfill this commitment by:

- □ Check, payable to American Cancer Society
- □ Credit Card
- □ Invoice

Individual / Company Name ____________________________________________________________

*This listing will appear in printed materials

Contact Name ___________________________ Address _______________________________________

Phone ___________________________ Email _______________________________________________

Logo / Artwork Contact ___________________________ Email _____________________________

Phone ___________________________ Email _______________________________________________

□ We give permission to the ACS to use our name as a sponsor in the event program, media relations and promotions.

Coaches vs. Cancer Wisconsin Supporter Signature: __________________________________________

Please scan, email or mail this form to:
Amy Rohrer l Amy.Rohrer@cancer.org l 608.662.7553 l coachesvscancerwisconsin.org
725 Heartland Trl. Ste. 301 l Madison WI, 53717

An American Cancer Society staff member will contact you once this form is received to acquire guest names.