

Coaches vs. Cancer
WISCONSIN

2020 Sponsorship Opportunities

Monona Terrace - Madison, WI

4.18.20

coachesvscancerwisconsin.org
608.662.7553



COACHES VS. CANCER WISCONSIN GALA

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*
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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.

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.

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*

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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!

Premier Sponsorship Amenities	Hall of Fame Sponsor \$50,000	Champion Sponsor \$25,000	March Madness Sponsor \$20,000	Final Four Sponsor \$15,000	Elite Eight Sponsor \$10,000	Sweet Sixteen Sponsor \$5,000	Tournament Sponsor \$3,000
Presenting -OR- Major sponsor at BOTH Coaches vs. Cancer Wisconsin Gala (4/18/20) and the Red, White and Blue Party (8/27/20)	Presenting Sponsor	Major Sponsor	Major Sponsor				
Invitations to the Red, White & Blue Party on 8/27/20 - See page 2 for more details	12	10	8				
Video recognition during Gala							
Recognition as a Laureate Society member* *benefit for individual donors and/or family foundations only							
Name/Logo recognition in all press releases							
Invitations to VIP private party the evening prior to the Gala (4/17/20)	10	8	6	6	4		
Recognition on electronic save-the-dates to over 3,500 supporters* *if commitment before 12/17/19							
Recognition on electronic event invitations to over 3,500 supporters* *if commitment before 2/8/20							
Recognition in night-of-event program* *if commitment before 3/15/20							
Advertisement in night-of-event program* *if commitment before 3/15/20	Two Full Pages	Two Full Pages	One Full Page	One Full Page	One Full Page	One Half Page	One Quarter Page
Recognition on event website							
Name/Logo listed on night-of-event sponsor wall							
Nomination on Wall of Champions See page 5 for more details							
Preferred seats at Gala	30 seats	24 seats	20 seats	20 seats	16 seats	10 seats	8 seats

UNIQUE & EXCLUSIVE SPONSORSHIP OPPORTUNITIES

\$15,000 LEVEL SPONSORS

Includes:

- 16 seats
- 6 invitations to the VIP private party

Recognition:

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

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

\$10,000 LEVEL SPONSORS

Includes:

- 10 seats
- 4 invitations to the VIP private party

Recognition:

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

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

\$7,500 LEVEL SPONSORS

Includes:

- 8 seats
- 2 invitations to the VIP private party

Recognition:

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

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)

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

COACHES VS. CANCER WISCONSIN GALA AGREEMENT FORM

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

<input type="checkbox"/> Hall of Fame	\$50,000	<input type="checkbox"/> Elite Eight	\$10,000
<input type="checkbox"/> Champion	\$25,000	<input type="checkbox"/> Sweet Sixteen	\$5,000
<input type="checkbox"/> March Madness	\$20,000	<input type="checkbox"/> Tournament	\$3,000
<input type="checkbox"/> Final Four	\$15,000		

UNIQUE & EXCLUSIVE SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> VIP Area	\$15,000	<input type="checkbox"/> Wall of Champions	\$7,500
<input type="checkbox"/> Musician Entertainment	\$15,000	<input type="checkbox"/> Revenue Enhancer	\$2,500
<input type="checkbox"/> Décor	\$10,000	<input type="checkbox"/> Photography	\$2,000
<input type="checkbox"/> Mobile Bidding	\$10,000	<input type="checkbox"/> Videography	\$2,000
<input type="checkbox"/> Departure Gift	\$7,500	<input type="checkbox"/> 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 _____

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 | Amy.Rohrer@cancer.org | 608.662.7553 | coachesvscancerwisconsin.org
725 Heartland Trl. Ste. 301 | Madison WI, 53717

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



