

2018 DISCOVERY BALL

**IMPACT
FROM
EVERY
ANGLE**

AMERICAN CANCER SOCIETY

**AMERICAN CANCER SOCIETY
DISCOVERY BALL**

SPONSORSHIP & UNDERWRITING OPPORTUNITIES



ABOUT 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 12th annual Discovery Ball on April 21, 2018, at the Swissôtel Chicago. This elegant, black-tie gala promises to be a night you'll never forget with live and silent auctions, 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.

BECOMING A CORPORATE SPONSOR

Find the sponsorship level that works for you and then join us for 2018 Discovery Ball.

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 to 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 Discovery Ball.

ABOUT 2018 DISCOVERY BALL

The American Cancer Society's 12th annual Discovery Ball will be held on Saturday, April 21, 2018, at the Swissôtel Chicago. Festivities begin at 5:30 p.m. with a reception that includes a silent auction followed by an elegant dinner, a live auction and incredible entertainment.

WHO IS ATTENDING

More than 900 guests are expected to attend, including corporate sponsors, business owners and philanthropic leaders.

EVENT LEADERSHIP & PRESENTING SPONSOR

The 2018 Discovery Ball event chair is Maurice Smith, President of Blue Cross and Blue Shield of Illinois. Blue Cross and Blue Shield of Illinois is serving as the presenting sponsor this year.

SPONSORSHIP OPPORTUNITIES

Discovery Sponsor(s): \$100,000

Diamond Sponsor(s): \$75,000

Platinum Sponsor(s): \$50,000

Gold Sponsor(s): \$25,000

EVENT HISTORY

Since 2007, the annual Discovery Ball has raised nearly \$31 million to support the American Cancer Society's mission to save lives and create a world with less cancer by helping people stay well and get well. Discovery Ball is one of Chicago's premier cancer fundraising events with national notoriety. Over the years, guests have been entertained by Natalie Cole, Kevin Nealon, Billy Gardell, Keith Urban, Paul Reiser and Hunter Hayes. Celebrity emcees have included Katie Couric, Maria Bartiromo and James Corden.

AWARDS

In 2017, *BizBash* selected the Discovery Ball as the #1 charity event in Chicago, an honor also received four years in a row from 2012 to 2015. In 2016, Discovery Ball was recognized in the top 100 events in United States by *BizBash*, the nation's leading event trade publication.

IMAGES FROM 2017 DISCOVERY BALL



DISCOVERY SPONSORS \$100,000

RECOGNITION BENEFITS

- Company CEO/donor qualifies as a member of the Board of Ambassadors
- Ambassador and company logo printed on the electronic "Save-the-Date" (if commitment is made before 11/1/17)
- Ambassador and company logo printed on the event invitation (if commitment is made before 01/19/18)
- Ambassador and company name printed in the program book (if commitment is made before 03/16/18)
- Two facing-page acknowledgement in program book with preferred page positioning
- Company logo appears on the sponsor page of event website
- Ambassador and company name appear on the Board of Ambassadors page of event website
- Company logo featured on sponsor video reel at event
- Verbal recognition from podium during the event
- Mention in press releases
- Inclusion in *Crain's Chicago Business* in the December 2017 Big Dates/Book of Lists issue (if commitment is made before 10/27/17), as well as in a post-event donor acknowledgement (publication to be determined)
- Acknowledgement as a \$7,500 sponsor for the Associate Board of Ambassador's Skyline Soiree, to be held in fall 2018
 - Corporate logo in the Skyline Soiree 2018 program book
 - Eight (8) tickets to Skyline Soiree 2018

PARTICIPANT BENEFITS

- Three (3) Discovery Ball tables of ten seats (30 total seats) with premier seating
- Premium wine service during dinner and program for your tables
- Selection of complimentary photographs from the celebration
- Knowledge that you have made a difference in the lives of millions with cancer

DIAMOND SPONSORS \$75,000

RECOGNITION BENEFITS

- Company CEO/donor qualifies as a member of the Board of Ambassadors
- Ambassador and company logo printed on the electronic "Save-the-Date" (if commitment is made before 11/1/17)
- Ambassador and company logo printed on the event invitation (if commitment is made before 01/19/18)
- Ambassador and company name printed in the program book (if commitment is made before 03/16/18)
- Two facing-page acknowledgement in program book with preferred page positioning
- Company logo appears on the sponsor page of event website
- Ambassador and company name appear on the Board of Ambassadors page of event website
- Company logo featured on sponsor video reel at event
- Verbal recognition from podium during the event
- Mention in press releases
- Inclusion in *Crain's Chicago Business* in the December 2017 Big Dates/Book of Lists issue (if commitment is made before 10/27/17), as well as in a post-event donor acknowledgement (publication to be determined)
- Acknowledgement as a \$5,000 sponsor for the Associate Board of Ambassador's Skyline Soiree, to be held in fall 2018
 - Corporate logo in the Skyline Soiree 2018 program book
 - Six (6) tickets to Skyline Soiree 2018

PARTICIPANT BENEFITS

- Two (2) Discovery Ball tables of ten seats (20 total seats) with premier seating
- Premium wine service during dinner and program for your tables
- Selection of complimentary photographs from the celebration
- Knowledge that you have made a difference in the lives of millions with cancer

PLATINUM SPONSORS \$50,000

RECOGNITION BENEFITS

- Company CEO/donor qualifies as a member of the Board of Ambassadors
- Ambassador and company logo printed on the electronic "Save-the-Date" (if commitment is made before 11/1/17)
- Ambassador and company logo printed on the event invitation (if commitment is made before 01/19/18)
- Ambassador and company name printed in the program book (if commitment is made before 03/16/18)
- One full-page acknowledgement in program book
- Company logo appears on the sponsor page of event website
- Ambassador and company name appear on the Board of Ambassadors page of event website
- Company logo featured on sponsor video reel at event
- Mention in press releases
- Inclusion in *Crain's Chicago Business* in the December 2017 Big Dates/Book of Lists issue (if commitment is made before 10/27/17), as well as in a post-event donor acknowledgement (publication to be determined)
- Acknowledgement as a \$2,500 sponsor for the Associate Board of Ambassador's Skyline Soiree, to be held in fall 2018
 - Corporate logo in the Skyline Soiree 2018 program book
 - Four (4) tickets to Skyline Soiree 2018

PARTICIPANT BENEFITS

- One (1) Discovery Ball table (12 total seats) with preferred seating
- Premium wine service during dinner and program for your table
- Selection of complimentary photographs from the celebration
- Knowledge that you have made a difference in the lives of millions with cancer

GOLD SPONSORS \$25,000

RECOGNITION BENEFITS

- Company CEO/donor qualifies as a member of the Board of Ambassadors
- Ambassador and company name printed on the event invitation (if commitment is made before 01/19/18)
- Ambassador and company name printed in the program book (if commitment is made before 03/16/18)
- Half-page acknowledgement in program book
- Ambassador and company name appear on the Board of Ambassadors page of event website
- Company name featured on sponsor video reel at event
- Inclusion in a post-event donor acknowledgement (publication to be determined)

PARTICIPANT BENEFITS

- One (1) Discovery Ball table (10 seats)
- Selection of complimentary photographs from the celebration
- Knowledge that you have made a difference in the lives of millions with cancer

SPONSORSHIP & UNDERWRITING COMMITMENT

All sponsorships receive table amenities. Benefit descriptions are available upon request. Fair market value is \$500 per guest. Underwriting commitments include no seating or other taxable benefits for Discovery Ball 2018. Underwriting commitments can be made payable to the American Cancer Society. All underwriters will be recognized in the event program book.

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 cancer.org and click on the "privacy" link at the bottom of the page.

SPONSORSHIP LEVELS

- \$100,000 Discovery Sponsor
- \$75,000 Diamond Sponsor
- \$50,000 Platinum Sponsor
- \$25,000 Gold Sponsor

UNDERWRITING OPPORTUNITIES

- \$25,000 VIP Reception
- \$8,500 Mobile Auction System
- \$3,000 Office Supplies
- \$25,000 Late Night Party
- \$8,000 Auctioneer
- \$3,000 Wi-Fi
- \$20,000 Wine
- \$7,500 Photography
- \$2,500 Signage
- \$15,000 Advertising
- \$7,000 Postage
- \$2,500 Videography
- \$15,000 Band
- \$6,000 Soft Drinks and Mixers
- \$2,000 Coat Check
- \$15,000 Graphic Design
- \$5,000 Volunteer Parking
- \$2,000 Registration
- \$15,000 Departure Gift
- \$5,000 Volunteer Reception
- \$1,500 Champagne
- \$12,000 Guest Valet
- \$4,000 Security
- \$1,000 Auction Winner Gifts
- \$10,000 Linens
- \$4,000 Moving and Transportation
- \$10,000 Program Book
- \$4,000 Website Design

SPONSORSHIP & UNDERWRITING COMMITMENT FORM

AS IT WILL APPEAR IN PRINT

Corporation name

Board of Ambassador name

Title

E-mail

Phone

Mailing address

City

State

Zip

CORPORATION'S EXECUTIVE REPRESENTATIVE

(Will attend meetings on behalf of corporation/member. If same as Ambassador, please write 'same as above'.)

Name

Title

E-mail

Phone

Mailing address

City

State

Zip

LOGISTICAL CONTACT

(Will provide guest list, program book ad, corporate logo, etc. If same as representative, please specify.)

Name

Title

E-mail

Phone

Mailing address

City

State

Zip

2018 DISCOVERY BALL EXECUTIVE LEADERSHIP

EVENT CHAIR

Maurice Smith

President, Blue Cross and Blue Shield of Illinois

VICE CHAIRS

Bruce Brda

EVP, Products & Services

Motorola Solutions, Inc.

Oscar David

Partner

Winston & Strawn LLP

Andrea Marks

Chief Analytics Officer

OptumRx

Randy L. Nornes

Executive Vice President

Aon

Tyler Prince

EVP, WW Alliances & GTM Innovation

Salesforce

Chad Schafer

Partner

Sidley Austin LLP

BLUE CROSS AND BLUE SHIELD OF ILLINOIS - CORE TEAM

Michael Attaway, Public Affairs Coordinator

Kendall Bilbro, Public Affairs Analyst

Bridget Burke, Director of Public Affairs

Maura Farrell, Kivvit, Managing Director

Dana Holmes, Executive Director, Communication & Positioning

Shelley Long, Community Affairs Representative

Colleen Miller, Sr. Manager, Illinois Communications

Clarita Santos, Executive Director, Community Health Initiative

2018 DISCOVERY BALL
**IMPACT
FROM
EVERY
ANGLE**
AMERICAN CANCER SOCIETY

THANKS TO YOUR SUPPORT,
WE'RE LEADING THE FIGHT FOR
A WORLD WITHOUT CANCER

FOR MORE INFORMATION CONTACT:

Brittany Johnson

brittany.johnson@cancer.org

312.279.7214

Amy Theesfeld

amy.theesfeld@cancer.org

312.960.2328

