



OCTOBER 2, 2021 | HILTON CHICAGO

SPONSORSHIP & UNDERWRITING OPPORTUNITIES

CO-PRESENTED BY:



OUR MISSION IS SIMPLE.

SAVE LIVES AND CELEBRATE LIFE. **EVERY SINGLE DAY.**

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Progress in the war against cancer has triggered a 29% decline in U.S. deaths over the past two decades, which equates to 2.9 million fewer cancer deaths. But we can't stop there. In the United States in 2021 more than 600,000 Americans will lose their battle - that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

Today we ask you to join us as a united force against all cancers through your participation in the **15th annual Discovery Ball on October 2, 2021** in 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.

Cancer is a disease that can affect anyone, but it doesn't affect everyone equally. The American Cancer Society is actively working to end cancer disparities and advance health equity, which means everyone should have a *fair* and *just* opportunity to prevent, find, treat and survive cancer. **This year, Discovery Ball is restricting all funds raised to advance health equity.**

GENEROSITY

KEEPS US GOING

Over the past 100 years, the American Cancer Society has been working relentlessly to end cancer.

We're not there yet, but with the help of our donors, we've made some incredible progress.

Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline. Rides to treatment. This is far from a complete list, but it makes one thing clear. When it comes to cancer, we are the only organization attacking from every angle.

\$5B INVESTED

IN RESEARCH SINCE 1946,
FUNDING STUDIES TO FIND 
the causes of cancer, better treatments,
and improve the lives of cancer patients



RESPONDED TO

1.42M CALLS AND CHATS

from individuals with cancer questions and concerns



118M+ PAGE VISITS

TO CANCER.ORG

by those looking for information,
news, and local programs and services



NEARLY

**543K
NIGHTS**

of free lodging
AND NEARLY

**480K
FREE RIDES**

to cancer treatment



Attacking from every angle.™

American Cancer Society | 2

ABOUT DISCOVERY BALL 2021

The American Cancer Society's 15th annual Discovery Ball will be held on October 2, 2021 at the Hilton Chicago. Festivities begin at 5:30 p.m. with a cocktail reception that includes a silent auction followed by an elegant dinner, a live auction and concluding with a spectacular after-party and concert presented by Salesforce.

NEW TO 2021: Proceeds from Discovery Ball will support the H.E.R.O. (Health Equity in Research and Operations) campaign as we work to ensure everyone has a fair and just opportunity to prevent, find, treat and survive cancer.

WHO IS ATTENDING

More than 800 guests are expected to attend, including corporate sponsors, business owners and philanthropic leaders.

Please note: The safety of participants, volunteers, cancer survivors, and staff is always our top priority. We regularly assess potential for in-person events and strictly adhere to all federal and local health department guidance including event size. Thank you for your partnership in this endeavor.

EVENT CO-CHAIRS

Joseph P. Lacher, Jr.
President, CEO & Chairman
Kemper

Tyler Prince
Executive Vice President
Salesforce

EVENT LEADERSHIP

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VP, Supply Chain
Motorola Solutions, Inc.

Brenda Lombardo
CEO
NiKnack Marketing, Inc.

Sara Rossio
Chief Product Officer
G2

C. Thomas Evans, Jr.
Executive Vice President & General Counsel
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Deloitte

Randy L. Nornes
Executive Vice President
Aon

Erica Waller
Director, Global Managed Services Providers
Splunk, Inc.

SPONSORSHIP OPPORTUNITIES

Discovery Sponsor(s): \$100,000
Diamond Sponsor(s): \$75,000

Platinum Sponsor(s): \$50,000
Gold Sponsor(s): \$25,000

Rose Gold Sponsor (s): \$15,000
Silver Sponsor(s): \$10,000

EVENT HISTORY

Since 2007, the annual Discovery Ball has raised over \$38 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, Hunter Hayes, Colbie Caillat and Barenaked Ladies. Celebrity emcees have included Katie Couric, Maria Bartiromo and James Corden.

Cancer affects 1 in 3 Americans... But it does not affect them equally.

WHAT IS HEALTH EQUITY?

How will your sponsorship make a difference?

Why Our Program?

Health equity means that everyone has a fair and just opportunity to prevent, find, treat, and survive cancer.

The American Cancer Society supports health equity through:

Research - \$52 million currently invested in health equity grants

Access to Care - Rides to Treatment, 24/7 support, evidence-based prevention and early intervention for vulnerable populations

Advocacy - driving public policy like Public policy, Affordable Care Act, Medicaid Expansion

Together We Can

Bring community organizations, hospitals, Federally Qualified Health Centers, Health Departments together to develop a multi-intervention action plan to reduce cancer disparities in the region.

The interventions would be culturally tested and specific to show positive outcomes for the specific community of need.

Increase capacity for communities to work together to advance health equity and address social determinates of health related to cancer using the data provided

*Process outcomes would be the interventions put in place and long-term goal would be to decrease mortality rates.

Why It Matters?



African Americans have the highest death rate for most cancers and shortest survival of any racial/ethnic group in the United States.

Latino populations are more likely to be uninsured when compared to all other racial & ethnic groups.



The **LGBTQ** community has a disproportionate burden of cancer, higher prevalence of some risk factors, and faces greater barriers to accessing health care.

Up-to-date HPV vaccination coverage among adolescents in **rural areas** is 15 percent lower than urban communities.



SPONSORSHIP OPPORTUNITIES

DISCOVERY BALL 2021 PARTICIPATION BENEFITS

SPONSORSHIP LEVEL	DISCOVERY SPONSOR \$100,000	DIAMOND SPONSOR \$75,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000	ROSE GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000
TABLES/ SEATS	Tier I Premier Seating: Three (3) tables of ten (10) seats 30 total tickets	Tier II Premier Seating: Two (2) tables of twelve (12) seats 24 total tickets	Tier III Premier Seating: Two (2) tables of ten (10) seats 20 total tickets	One (1) table of ten (10) seats	Six (6) seats at a shared table	Four (4) seats at a shared table
VIP EARLY ACCESS	Eight (8)	Six (6)	Four (4)	Two (2)		
RESERVED VIP LOUNGE SEATING AT LATE-NIGHT PARTY	✓					
COMPLIMENTARY PHOTOGRAPHS	✓	✓	✓	✓		

READY TO COMPLETE YOUR
COMMITMENT FORM?
[CLICK HERE](#)

SPONSORSHIP OPPORTUNITIES

DISCOVERY BALL 2021 RECOGNITION BENEFITS

SPONSORSHIP LEVEL	DISCOVERY SPONSOR \$100,000	DIAMOND SPONSOR \$75,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000	ROSE GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000
MEMBER OF THE BOARD OF AMBASSADORS	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION FROM PODIUM	✓	✓				
EVENT PRESS RELEASE(S)	✓	✓	✓	✓		
PRE-EVENT AD IN CRAIN'S CHICAGO BUSINESS	✓	✓	✓			
POST-EVENT AD IN CRAIN'S CHICAGO BUSINESS	✓	✓	✓	✓		
DIGITAL SAVE THE DATE INCLUSION DEADLINE 5/31/21	Ambassador Name & Company Logo	Ambassador Name & Company Logo	Ambassador Name & Company Logo			
DIGITAL INVITATION INCLUSION DEADLINE 7/6/21	Ambassador Name & Company Logo	Ambassador Name & Company Logo	Ambassador Name & Company Logo	Ambassador Name		
PROGRAM BOOK AD DEADLINE 8/9/21	Two-Page Spread	Two-Page Spread	Full-Page	Half-Page	Quarter-Page	Quarter-Page
TICKETS & SPONSORSHIP AT SKYLINE SOIREE (09/10/21)	\$7,500 Gold Sponsor; 8 tickets	\$5,000 Silver Sponsor; 6 tickets	\$2,500 Bronze Sponsor; 4 tickets			

All Sponsors will be featured on event website, social media and night of event sponsor reel.

UNDERWRITING OPPORTUNITIES

DISCOVERY BALL 2021 PARTICIPATION & RECOGNITION BENEFITS

UNDERWRITING OPPORTUNITY	CELEBRITY EMCEE	WINE & CHAMPAGNE	LIQUOR& BEER	DEPARTURE GIFTS	LIVE AUCTION EXPERIENCE*	BAND
DONATION	\$50,000	\$35,000	\$35,000	\$20,000	\$15,000	\$15,000
EXCLUSIVE BILLING	✓	✓	✓	✓		✓
TABLES/ SEATS	One (1) table of twelve (12) seats	One (1) table of ten (10) seats	One (1) table of ten (10) seats	Eight (8) seats at a shared table	Six (6) seats at a shared table	Six (6) tickets to Late-Night Party Concert
LOGO RECOGNITION	✓	✓	✓	✓	✓	✓
COMPANY NAME LISTED AS AN UNDERWRITER IN THE PROGRAM BOOK	✓	✓	✓	✓	✓	✓
PROGRAM BOOK AD DEADLINE 8/9/21	Full-Page	Full-Page	Full-Page	Full-Page		
EVENT WEBSITE	Company Logo	Company Logo	Company Logo	Company Logo	Company Logo	
SPONSOR VIDEO REEL	Company Logo	Company Logo	Company Logo	Company Logo		
ADDITIONAL BENEFITS	Meet and greet with emcee					

*Multiple opportunities available.

Additional opportunities available on the underwriting commitment form.

UNDERWRITING OPPORTUNITIES

DISCOVERY BALL 2021 RECOGNITION BENEFITS CONTINUED

UNDERWRITING OPPORTUNITY	PHOTOBOOTH	WIFI	VOLUNTEER RECEPTION	GUEST VALET	PROGRAM BOOK PRINTER	MOBILE BIDDING	ATMOSPHERE ENTERTAINMENT
DONATION	\$12,000	\$11,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
EXCLUSIVE BILLING	✓	✓	✓	✓	✓	✓	✓
TABLES/ SEATS							
LOGO RECOGNITION	✓	✓	✓	✓	✓	✓	✓
COMPANY NAME LISTED AS AN UNDERWRITER IN THE PROGRAM BOOK	✓	✓	✓	✓	✓	✓	✓
PROGRAM BOOK AD DEADLINE 8/2/21	Company Name	Company Name	Company Name	Company Name	Company Name	Company Name	Company Name
EVENT WEBSITE							
SPONSOR VIDEO REEL							
ADDITIONAL BENEFITS							

Additional opportunities available on the underwriting commitment form.

UNDERWRITING OPPORTUNITIES

Underwriting opportunities **with taxable benefits (above \$12,000)** receive tickets to Discovery Ball 2021. The fair market value is \$500 per guest and afterparty tickets are \$150 per guest. All underwriters will be recognized in the event program book. Underwriting commitments can be made payable to the American Cancer Society.

Underwriting opportunities **without taxable benefits (below \$11,000)** do not include seating for Discovery Ball 2021. The following underwriting opportunities are 100% tax-deductible and will be recognized in the event program book. Underwriting commitments can be made payable to the American Cancer Society.

- | | | |
|---|--|--|
| <input type="checkbox"/> \$50,000 Celebrity Emcee + | <input type="checkbox"/> \$10,000 Atmosphere Entertainment × | <input type="checkbox"/> \$5,000 Volunteer Parking + |
| <input type="checkbox"/> \$35,000 Wine & Champagne + | <input type="checkbox"/> \$10,000 Mobile Bidding + × | <input type="checkbox"/> \$5,000 Event Signage + |
| <input type="checkbox"/> \$35,000 Liquor & Beer + | <input type="checkbox"/> \$10,000 Program Book Printing + × | <input type="checkbox"/> \$5,000 Event Security |
| <input type="checkbox"/> \$20,000 Departure Gift + | <input type="checkbox"/> \$10,000 Guest Valet + × | <input type="checkbox"/> \$4,500 Photographer + |
| <input type="checkbox"/> \$15,000 Live Auction Experience + ◇ | <input type="checkbox"/> \$10,000 Volunteer Reception + × | <input type="checkbox"/> \$4,500 Website Design + |
| <input type="checkbox"/> \$15,000 Band × | <input type="checkbox"/> \$9,000 Crain’s Chicago Business Ad + ◇ | <input type="checkbox"/> \$3,000 Event Supplies |
| <input type="checkbox"/> \$15,000 Graphic Design + × | <input type="checkbox"/> \$8,000 Auctioneer | <input type="checkbox"/> \$2,500 Coat Check + |
| <input type="checkbox"/> \$12,500 Mission Experience + × | <input type="checkbox"/> \$7,500 Registration + | <input type="checkbox"/> \$2,000 Relocation Services + |
| <input type="checkbox"/> \$12,000 Photo Booth + × | <input type="checkbox"/> \$6,000 Soft Drinks and Mixers + | <input type="checkbox"/> \$1,500 Volunteer Gifts + |
| <input type="checkbox"/> \$11,000 WIFI + × | <input type="checkbox"/> \$5,000 Raffle Prize + ◇ | <input type="checkbox"/> \$1,000 Live Auction Winner Gifts |

◇ Multiple opportunities available
+ Logo Recognition
× Option to include four (4) tickets to the after-party concert

SPONSORSHIP & UNDERWRITING COMMITMENT FORMS

Ready to complete your Sponsorship Commitment Form? [CLICK HERE](#)

Ready to complete your Underwriting Commitment Form? [CLICK HERE](#)

DISCOVERY BALL 2021 AMBASSADORS [AS OF 8.16.21]

CO-PRESENTING SPONSORS

Kemper Corporation

Joseph P. Lacher, Jr., *President, CEO & Chairman*
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Salesforce

Tyler Prince, *Executive Vice President, Alliances and Channels*

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Amanda Malko, *Chief Marketing Officer*
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DISCOVERY BALL 2021 AMBASSADORS [AS OF 8.16.21]

GOLD SPONSORS

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Dia Nichols, *FACHE, President & CEO, AMITA Health Alexian Brothers Medical Center Elk Grove Village*

Ann & Robert H. Lurie Children's Hospital of Chicago

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Maximilian Schroeck, *Global Chief Commercial Officer - Salesforce, Deloitte Digital*

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Brenda Lombardo, *Co-Founder*

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Chad Schafer, *Partner*

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The Dal Degan Family

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PwC

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*Founding Ambassador Members

**Founding Companies/Foundations



THANKS TO GENEROUS DONATIONS

from individuals and corporate supporters like you, we continue fighting to free the world from the pain and suffering of cancer.

cancer.org | 1.800.227.2345

For more information contact:

Britt Johnson

brittany.johnson@cancer.org
310.739.9243 mobile

Caitlin Magas

caitlin.magas@cancer.org
925.878.9576 mobile