

A
J O U R N E Y
O F
H O P E

SATURDAY, NOVEMBER 9th, 2024

LOUISVILLE MARRIOTT DOWNTOWN

HOPEGALALOUISVILLE.ORG



HOPE GALA
L O U I S V I L L E

SPONSORSHIPS OPPORTUNITES



HOPE GALA

L O U I S V I L L E

I am honored to be the Executive Chair of the 2024 Hope Gala. Although my cancer story is not the normal, the mission of the American Cancer Society is dear to my heart, to end cancer as we know it, for everyone. This mission is for the future of MY family and YOUR family.

Breast cancer has touched 3 generations in my family . Due to the team of Norton Healthcare doctors and state of the art techniques and treatments, funded by ACS, I was able to be proactive and not become a 4th Generation breast cancer survivor. However, my journey from beginning to this moment has not been easy. Because breast cancer was always a “when”, not an “if” for me that helped prepare me for my battle that began 6 years ago. It has been a fight that I could never have fully imagined. As I come to the end of that chapter there is something I remind myself of all the time. I WAS LUCKY! But there are those that weren't so lucky.

To say I am passionate about ending cancer and the need for simple things such as the ACS Road to Recovery, Reach to Recovery, the Hope Lodge, the millions of dollars given to Kentucky for cutting edge research and so much more, does not truly encompass how I feel. I am on FIRE.

In 2023, I was a guest at the Hope Gala just as you will be and I was completely unaware of the miracle of giving that was happening in the room. Hearing the journeys of the survivors and how dollars raised were part of the reason they could be on stage to share, made my heart jump and I knew what my purpose was at the moment. Because of generous donors like you, we raised almost \$300,000 that night to end cancer.

Unfortunately, it is a little late for me to get a doctorate and help research a cure for cancer. But I am stubborn and have a loudmouth. This is the time that both of those are beneficial. I could not shout it any louder, so my ask to you is simple.

Save the date and join me for the 2024 Hope Gala Louisville to be held on November 9, 2024 at the Louisville Marriott – Downtown (more information to follow). And there are NO U of L or U of K football games so there is no excuse of why you can't be there.

- Volunteer and serve on the Hope Gala board of ambassadors and help in the fight to end cancer
- Spread the word to your friends and colleagues to join the board of ambassadors, sponsor the gala or buy a table.
- Commit to raising your paddle and making 2024 the best ever by raising \$400,000 to change lives that have been touched by this terrible thing we call cancer.

It's easy – just say YES to end cancer – it is transformational! Contact me at laurenmharden@gmail.com or Sherry at sherry.mulkins@cancer.org.

Yours in the fight,

A handwritten signature in cursive script that reads "Lauren Harden".

Lauren Harden
Hope Gala Louisville
Executive Chair

HOPE GALA
LOUISVILLE
BOARD OF AMBASSADORS

"CANCER MAY HAVE STARTED THE FIGHT
BUT I WILL FINISH IT."

- LOUISVILLE LOCAL



Executive Co-Chair
Lauren Harden
Louisville Marriott - Downtown



Executive Co-Chair
Terra Jackson
Sr. Business Consultant



Brittany Cook
Norton Healthcare



Heather Skinner
Pfizer Oncology



Chris Miller
Prolific Digital



Kaytie White
Prolific Digital



Lauren White
Norton Healthcare



Leila Burch
Committee Member



WHAT DOES THE MONEY DO?

OUR PROGRAM OF WORK

Your donations save more lives than ever before by empowering activists, conducting breakthrough research, providing patient services and access to care, and so much more.

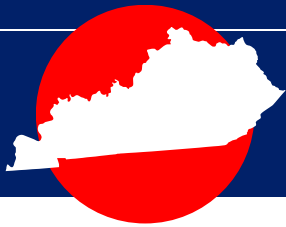


**33% DROP
IN CANCER DEATH RATE
SINCE 1991**



**MORE THAN 4 MILLION
LIVES SAVED***

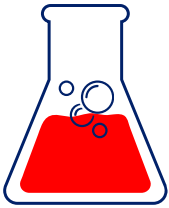
*American Cancer Society, Cancer Facts & Figures 2024, Atlanta; American Cancer Society; 2024



In Kentucky, an estimated 30,630 new cancer cases will be diagnosed in 2024, and 10,250 people are expected to die from the disease. But there is hope. With the support of volunteers, donors, and partners, we are working to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

RESEARCH

Funding the best science to find answers that save lives.



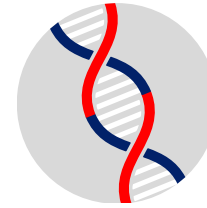
**10 GRANTS
\$5.26 MILLION**

U of K - \$3.7m
U of L - \$1.6m



\$5 BILLION

Total invested in research since 1946



**50
INVESTIGATORS**

ACS funded the research of 50 investigators who went on to be awarded the Nobel Prize.

SUPPORT

Uniting compassionate volunteers and connecting patients to the care they need.



INFORMATION

Our Cancer Information Specialists and website provide information via phone, chat and internet. The ACS supports patients and caregivers any time - day or night - 7 days a week.



HOPE LODGE

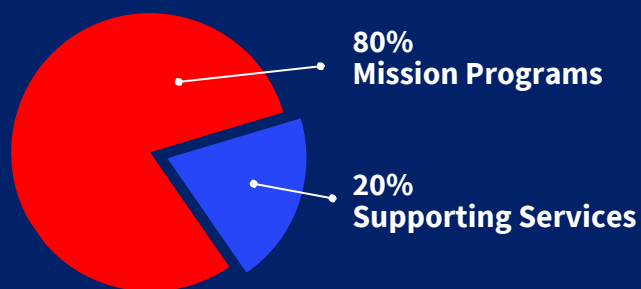
The ACS has over 30 Hope Lodge locations in the U.S., including Lexington, Ky. The Hope Lodge program reduces financial strain, makes treatment more accessible, and improves the quality of life for families.



ROAD TO RECOVERY

ACS assists with rides to treatment through the volunteer driver program and invests in transportation grants to health systems throughout the country.

How your financial support impacts our mission



1.5 MILLION volunteers - plus staff
- driving mission across the globe



EDUCATION & PREVENTION

Cancer information and answers.



GET SCREENED

is a campaign to encourage everyone to resume appropriate cancer screening and follow up care. 1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lifetime.



EARLY DETECTION

of cancer through screening reduces mortality from cancers of the colon and rectum, breast, prostate, uterine, cervix and lung.



HEALTH EQUITY

means everyone has a fair and just opportunity to prevent, find, treat, and survive cancer. It is a moral imperative if we are to meet our 2035 goal of reducing cancer mortality by 40%.

ADVOCACY

Leading communities and partners for increased awareness and impact.



30+

More than 30 states have increased access to healthcare through Medicaid providing millions of Americans with access to lifesaving cancer care.



60%

Nearly 60 percent of Americans live in communities with smoke-free bars, restaurants and workplaces.



REDUCING CANCER MORTALITY

Protecting critical Breast and Cervical Cancer Early Detection Program funding which provides screenings to people who cannot afford them.

SPONSORSHIP BENEFITS

PARTNERSHIPS MAKE A DIFFERENCE

Sponsorship is the 3rd most trusted form of advertising globally: trusted by 81% of consumers – behind only personal recommendations and a company’s own website.

Source: Nielson 2022



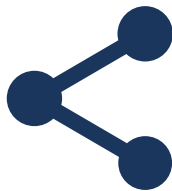
IMPRESSIONS

Be seen. Increase exposure through partnering with THE trusted leader in the fight against cancer.



COMMUNITY

Establish your company as partner in improving cancer outcomes in your own backyard.



CONNECT

You'll have the opportunity to network with an impact-driven audience, all with a common goal -- to end cancer as we know it, for everyone.



SUPPORT

Show your support for your friends, family, and employees who are fighting or will fight cancer in the future.

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 on step closer to a world free from the pain and suffering of cancer by partnering with the American Cancer Society.



HOPE GALA

L O U I S V I L L E

PARTNERSHIPS MAKE A DIFFERENCE

We invite you to join us November 9, 2024 at the Louisville Marriott Downtown to support our efforts to end cancer as we know it, for everyone. This spectacular evening will bring together like-minded business and community leaders from both sides of the river that support essential funding for life-saving research, as well as free programs and services for cancer patients.

We attack cancer from every angle and with your partnership, we can end cancer as we know it, for everyone.

Thank you for your support!

- 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 relationship within 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 to 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 on step closer to a world free from the pain and suffering of cancer by partnering with the American Cancer Society.

Our sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. As a sponsor at any level is a unique opportunity to align with the American Cancer Society's mission to end cancer as we know it, for everyone.

HOPE GALA

L O U I S V I L L E

PRESENTING SPONSOR | \$30,000 EXCLUSIVE

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Opportunity to serve on the Hope Gala Board of Ambassadors
- Opportunity for company representative to speak live during the event (3 minutes)
- Exclusive naming rights to the event: “Hope Gala - Louisville presented by [company name]”
- Welcome (two minute) video from a company representative to be displayed on event website and during event program (To be created by your company)
- Logo and name recognition as Presenting Sponsor on event invitation, signage, video reel, event program book, event website, social media posts, attendee emails, and press releases
- Verbal recognition from the podium at the event
- Two-page color tribute ad featured in event program
- Opportunity to co-present awards
- Three VIP tables of ten (10) with premier seating and wine service at table
- Invitation to early access VIP Reception for you and your guests and VIP area during dinner/after party
- Three valet parking passes
- Photographer to take commemorative group photo to be mailed post event
- Opportunity to provide a donated item or experience for the Hope Gala Auction
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.



HOPE GALA

L O U I S V I L L E

MISSION SPONSOR | \$20,000 EXCLUSIVE

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Opportunity to serve on the Hope Gala Board of Ambassadors
- Opportunity to introduce mission honorees and help facilitate the "Raise the Paddle" segment
- Two-Minute video from a company representative to be displayed on event website (to be created by your company) play during the Mission portion of the evening
- Logo recognition on event invitation, signage, video, reel, event program book, event website, social media posts, attendee emails, and press releases
- Verbal recognition from the podium at the event
- One-page color tribute ad featured in event program
- Two VIP tables of ten (20) with premier seating and wine service at table
- Two valet parking passes
- Invitation to early access VIP Reception for you and your guests and VIP area during dinner/after party
- Photographer to take commemorative group photo to be mailed post event
- Opportunity to provide a donated item or experience for the Hope Gala Auction
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.



HOPE GALA

L O U I S V I L L E

DINNER SPONSOR | \$15,000 EXCLUSIVE

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Opportunity to serve on the Hope Gala Board of Ambassadors
- Logo recognition on event invitation, signage, video reel, event program book, event website, social media posts, attendee emails, and press releases
- Verbal recognition from podium at the event
- Opportunity to co-present awards with presenting sponsor
- Two-Minute video from a company representative to be displayed on event website (to be created by your company) played during the dinner portion of the evening
- One-page color tribute ad featured in event program
- Two VIP tables of ten (20) with premier seating and wine service at table
- Two valet parking passes
- Invitation to early access VIP Reception for you and your guests and VIP area during dinner/after party
- Photographer to take commemorative group photo to be mailed post event
- Opportunity to provide a donated item or experience for the Hope Gala Auction



AWARDS SPONSOR | \$15,000 EXCLUSIVE

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Opportunity to serve on the Hope Gala Board of Ambassadors
- Logo recognition on event invitation, signage, video, reel, event program book, event website, social media posts, attendee emails, and press releases
- Verbal recognition from podium at the event
- Opportunity to co-present awards with presenting sponsor
- Two-Minute video from a company representative to be displayed on event website (to be created by your company) played prior to the Award portion of the evening
- One-page color tribute ad featured in event program
- Two VIP tables of ten (20) with premier seating and wine service at table
- Invitation to early access VIP Reception for you and your guests and VIP area during dinner/after party
- Two valet parking passes
- Photographer to take commemorative group photo to be mailed post event
- Opportunity to provide a donated item or experience for the Hope Gala Auction

HOPE GALA

L O U I S V I L L E

GOLD SPONSOR | \$10,000

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Opportunity to serve on the Hope Gala Board of Ambassadors
- Logo recognition on event invitation, signage, video reel, event program book, event website, social media posts, attendee emails, and press releases
- Verbal recognition from podium at the event
- One-page color tribute ad featured in event program
- Two VIP tables of ten (20) with premier seating and wine service at table
- Valet parking
- Invitation to early access VIP Reception for you and your guests and VIP area during dinner/after party
- Two valet parking passes
- Photographer to take commemorative group photo to be mailed post event
- Opportunity to provide a donated item or experience for the Hope Gala Auction

EXCLUSIVE OPPORTUNITY TO CHOOSE ONE OF THE FOLLOWING:

IN ADDITION TO THE ABOVE RECOGNITION AND BENEFITS

VIP RECEPTION/BALLROOM AREA SPONSOR

- Opportunity to address the attendees during the VIP reception

AFTER PARTY/BAR SPONSOR

- Opportunity to address the attendees during the the after party



HOPE GALA

L O U I S V I L L E

SILVER SPONSOR | \$5000

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Logo recognition on event invitation, unique signage in the VIP areas, event program book, event website, social media posts, attendee emails, and press releases
- Half-page color tribute ad featured in event program
- One VIP tables of ten (10) with premier seating and wine service at table
- Early access VIP Reception for you and your guests and VIP area during dinner/after party
- Opportunity to provide a donated item or experience for the Hope Gala Auction

EXCLUSIVE OPPORTUNITY TO CHOOSE ONE OF THE FOLLOWING:

IN ADDITION TO THE ABOVE RECOGNITION AND BENEFITS

REGISTRATION SPONSOR

- Logo will be featured at the registration tables when guests arrive

CENTERPIECE SPONSOR

- Logo will be featured on every table centerpiece at the event

PHOTOGRAPHY SPONSOR

- Logo will be included on post-event email including all event photos

VALET SPONSOR

- Logo printed of valet voucher and unique signage at Valet parking

OTHER OPPORTUNITIES:

SILENT AUCTION SPONSOR (4 AVAILABLE)

- Logo prominently displayed throughout the silent auction area

BOURBON PULL SPONSOR (4 AVAILABLE)

- Logo prominently displayed at the Bourbon pull area and on the pull cards



HOPE GALA

L O U I S V I L L E

BRONZE SPONSOR | \$3,500

RECOGNITION AND BENEFITS

Prominent recognition throughout the event materials include, but are not limited to:

- Recognition on the sponsor page of the Hope Gala website and event program
- Quarter page ad in event program
- One (1) Hope Gala table of ten (10)
- Opportunity to provide a donated item or experience for the auction

ALL SPONSORSHIP OPPORTUNITIES ARE CUSTOMIZABLE

EXCLUSIVE UNDERWRITING OPPORTUNITIES

LIVE AUCTION ITEM

Your company will underwrite the cost of procuring a premier item for the evening's live auction. Our emcee will recognize your company's donation and describe the item on stage during the live auction.

HEADS OR TAILS

Your company will underwrite the cost of the gift/prizes that attendees will win when playing this fundraising game! Your company logo will be featured on the revenue enhancer.

THE HOPE HEIST

Your company will underwrite the cost of the gift cards/prizes that attendees will win when playing this fundraising game! Your company logo will be featured on the revenue enhancer.





HOPE GALA

L O U I S V I L L E

COMMITMENT FORM

ALL SPONSORSHIPS ARE CUSTOMIZABLE

OPPORTUNITY

- | | | |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor \$30,000 | <input type="checkbox"/> VIP Reception/Ballroom Area \$10,000 | <input type="checkbox"/> Photography Sponsor \$5,000 |
| <input type="checkbox"/> Mission Sponsor \$20,000 | <input type="checkbox"/> After Party /Bar Sponsor \$10,000 | <input type="checkbox"/> Silent Auction Sponsor (4) \$5,000 |
| <input type="checkbox"/> Awards Sponsor \$15,000 | <input type="checkbox"/> Silver Sponsor \$5,000 | <input type="checkbox"/> Bourbon Pull Sponsor (4) \$5,000 |
| <input type="checkbox"/> Dinner Sponsor \$15,000 | <input type="checkbox"/> Valet Sponsor \$5,000 | <input type="checkbox"/> Bronze Sponsor \$3,500 |
| <input type="checkbox"/> Gold Sponsor \$10,000 | <input type="checkbox"/> Centerpiece Sponsor \$5,000 | <input type="checkbox"/> Table of 10 \$2,500 |
- Contact me: Underwrite the cost of the Live Auction, Heads or Tails or the Raffle
- We are unable to be a designated sponsor this year, but enclosed is our donation of \$_____

CONTACT INFORMATION

Company Name:

Contact:

Address line 1:

Address line 2:

Phone:

Email:

PAYMENT INFORMATION

- Enclosed is my sponsorship check in the amount of \$_____
- Please send invoice to: _____
- Sponsor signature: _____
- Date: _____

- Pay by electronic funds transfer. Contact McKenna.Stacy@cancer.org to set up payment.

If paying by check, please make checks payable to the American Cancer Society and send to the below address.

The American Cancer Society
 Attn: Hope Gala
 PO Box 2167
 Lexington, KY 40588

Sponsorship commitments must be received by October 10, 2023 in order to receive full benefits.

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 visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.



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HOPE GALA

L O U I S V I L L E



THANK YOU

**For additional information about sponsorship and
underwriting opportunities,**

please contact:

Sherry Mulkins

Sr. Development Manager

American Cancer Society - Kentucky

sherry.mulkins@cancer.org | 502-797-8658

hopegalalouisville.org

Your Generous Support Will Help in Continuing the Mission of the American Cancer Society. Together We Will Save Lives, Celebrate Lives, and Lead the World in the Fight Against Cancer.