

AMERICAN CANCER SOCIETY

IMAGINE BALL 2020

PARTNERSHIP OPPORTUNITIES

The Great Hall & Conference Center in Germantown, TN

May 9, 2020

6:00 PM to 10:00 PM

Black Tie Optional

Event Chairs, Dr. Meredith and Jeremy C. Park

Dinner | Live Entertainment | Silent & Live Auctions | Dancing |
Cocktails | Celebrating 10 Years of the Harrah's Hope Lodge

Where Hope Grows.



Attacking from every angle.™

IMAGINE BALL 2020

A Letter from our Chairs

2020 Board of Ambassadors

Caleb Park

Christine Essary

Daniel Allen

Daniel McPhail

Erin Stone

Jay Martin Jr.

Jeremy Turner

Jodie Bowden

Joel Smith

Linda Portrum

Mark Thompson

Reese Sisco

Tyler Pattat

As Chairs of the 2020 Imagine Ball, my wife, Meredith, and I ask that you please join us, along with our Board of Ambassadors and other corporate partners, in the fight against cancer. Cancer is a terrible disease that affects so many of our loved ones, our family, friends and co-workers. It affects individuals of all ages, skin colors, religions and economic levels. Some of our family members and closest friends have personally battled cancer; and some have won their battle and others have sadly lost. With events like the Imagine Ball, we can join together to make a difference, to bring us closer to defeating the disease and to help those who are literally fighting for their lives right now, who need our help.

The American Cancer Society provides lifesaving research and patient programs to individuals battling cancer, but they cannot do it alone. They need our support! Every corporate partner is an opportunity to raise more awareness and add more fighters to the cause; and the dollars raised will help us reach our ultimate goal, which is a world free from cancer! Thank you for your consideration. We look forward to seeing you at our wonderful event and to celebrating our combined efforts to attack cancer from every angle.

Meredith Park, Ph.D. &
Jeremy C. Park
CEO, cityCURRENT
LLC Member, Lipscomb & Pitts Insurance



OUR MISSION IS SIMPLE.

SAVE LIVES AND CELEBRATE. 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 in the US has triggered a 29% decline in cancer mortality over the past two decades, but we can't stop there. Over 1.8 million new cancer cases are expected to be diagnosed in the United States in 2020, and more than 606,000 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 our annual Imagine Ball on May 9, 2020 in Memphis. 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.

A WORLD WITHOUT CANCER



BREAKTHROUGH RESEARCH

Fund cancer research that will help protect future generations.

THERE ARE CURRENTLY \$10.7 MILLION IN RESEARCH GRANTS BEING FUNDED IN TENNESSEE. \$5.3 MILLION ARE RIGHT HERE IN MEMPHIS SUPPORTING 8 GRANTS AT ST. JUDE CHILDREN'S RESEARCH HOSPITAL.



ROAD TO RECOVERY

One of the biggest roadblocks to cancer treatment can be lack of transportation.

ROAD TO RECOVERY IS A VOLUNTEER LED PROGRAM THAT PROVIDES RIDES TO AND FROM TREATMENT FOR PEOPLE WITH CANCER WHO DO NOT HAVE A RIDE OR ARE UNABLE TO DRIVE THEMSELVES.



HPV CANCER FREE

HPV is linked to six different cancers, including nearly all cases of cervical cancer and 70% of throat cancer in men.

WE CAN PREVENT 90% OF HPV-RELATED CANCERS, YET ONLY 56% OF BOYS AND GIRLS HAVE STARTED THE VACCINATION SERIES.



HEALTH DISPARITIES

Too often, where you live or who you are determines if you get cancer, if you survive, and the quality of your life.

ACS IS WORKING TO BRIDGE THE GAP TO ENSURE GREATER ACCESS TO CARE, SUPPORT AND TREATMENTS.



LODGING

Getting the best care sometimes means cancer patients must travel away from home.

IN 2018 THE MEMPHIS HOPE LODGE PROVIDED OVER 13,453 FREE NIGHTS OF LODGING - SAVING FAMILIES OVER \$1.2 MILLION IN HOTEL EXPENSES.

IMAGINE BALL 2020

SOLD

PRESENTING SPONSOR

\$30,000

- Company CEO/Donor qualifies as a member of the Board Of Ambassadors
- Company tagged in all promotions (“American Cancer Society Imagine Ball presented by...”)
- Presenting Sponsor/Logo featured on **ALL** Imagine Ball Event promotional materials. (Invitations, Website, Social Media)
- Logo displayed on all Event Signage
- Company Executive to give Event Welcome Toast
- Presented with the prestigious American Cancer Society “Visionary Award” at the event
- A 60 second video highlighting your company and it’s partnership with the American Cancer Society to air at the event & to be used as media pitches
- Company story in Harrah’s Hope Lodge Newsletter that is distributed to past donors and guests
- Opportunity for employee engagement at Harrah’s Hope Lodge
- American Cancer Society Lunch and Learn hosted at company for employees on cancer prevention and screening, awareness, and/or education on healthy living
- Banner of Hope at event honoring employees within company who have a personal connection to cancer
- Two Full page ads in program
- Three Tables – 30 guests total at the Imagine Ball with premier seating
- VIP Social Hour Tickets – 30 total

IMAGINE BALL 2020

VIP RECEPTION/AUCTION SPONSOR \$20,000

- Company CEO/Donor qualifies as a member of our Board of Ambassadors
- Exclusive naming rights to the VIP Reception or Silent/Live Auction
- Company CEO/Donor to welcome VIP guests during VIP Reception or before the live auction to share company partnership with ACS
- VIP Lanyards with Company Logo for all VIP Guests
- VIP signature lounge with Company Logo or company logo on auction signage
- Logo displayed on the web site, invitations, along with social media recognition leading up to the event
- Banner of Hope at event honoring employees within company who have a personal connection to cancer
- Opportunity for employee engagement at Harrah's Hope Lodge
- Acknowledgement with the prestigious American Cancer Society "Spirit of Hope Award"
- Full page ad in program
- Two Tables (20 Guests) at the Imagine Ball with premier seating
- VIP Social Hour Tickets – 20 total

IMAGINE BALL 2020

HOPE SPONSOR

\$10,000

- Company CEO/Donor qualifies as a member of our Board Of Ambassadors
- Naming rights to an event element (entertainment, bar, valet)
- Logo displayed on the web site, invitations, along with social media recognition leading up to the event
- Opportunity for employee engagement at Harrah's Hope Lodge
- Banner of Hope at event honoring employees within company who have a personal connection to cancer
- ½ page ad in program
- One Table (10 Guests) at the Imagine Ball
- VIP Social Hour Tickets – 10 total

MISSION SPONSOR

\$5,000

- Company listed on the Imagine Ball Event Website
- Listed on the Sponsor Event Signage at the Imagine Ball
- Company Name included in the event program and will receive recognition from the stage
- Social Media Recognition
- Opportunity for employee engagement at Harrah's Hope Lodge
- ¼ page ad in program
- One Table (10 Guests) to the Imagine Ball

For more information on purchasing a table or individual tickets please contact
Jenael Ignat at Jenael.Ignat@cancer.org or 901.725.8632

HARRAH'S HOPE LODGE

Raise Your Paddle 2020 FUND THE MISSION



100% of your fund the mission gift will support our Harrah's Hope Lodge right here in Memphis, Tennessee. Harrah's Hope Lodge provides a home away from home for cancer patients and their caregivers coming to the Memphis area.



In 2018, the Memphis Hope Lodge program **served 940** individual cancer **patients** and **caregivers**.



The Memphis Hope Lodge provided **1,484 one way rides** to and from treatment in 2018.



Guests from **13 States** and **1 US territory** traveled to Memphis for cancer treatment in 2018.



The Memphis Hope Lodge enabled outpatient cancer patients from **9 referring hospitals** to receive treatment in 2018.



The Memphis Hope Lodge provided **13,453 free nights of lodging** to patients and their caregivers in 2018.



In 2018, the Memphis Hope Lodge families **saved** an estimated **\$1.2 million** in hotel **expenses**.



Priceless – The value of peer support, health and wellness programs, social interaction, and comfort for cancer patients and their caregivers.



Not having to worry about where to stay and how to pay for it allows cancer patients to focus on one thing: **getting well**.



THANKS TO GENEROUS DONATIONS

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

cancer.org | 1.800.227.2345

For more information contact:

Jenael Ignat
Jenael.ignat@cancer.org
901.725.8632

The American Cancer Society is a 501c3
Tax Id #: 13-1788491

AMERICAN CANCER SOCIETY

IMAGINE BALL 2020

Donor Name *(to be listed in program)* _____

Street Address _____

City _____ State _____ Zip _____

Contact Name _____

Phone # _____ Email _____

Website _____

VIP Reception \$20,000

Mission Sponsor \$5,000

Entertainment \$20,000

Table Sponsor \$2,500

Auction Sponsor \$20,000

Tickets \$250 (each) X _____

Hope Sponsor \$10,000

Donation _____

Sponsorship Selections

Method of Payment

Credit Card Check Enclosed Send Invoice to Donor

Name on card _____

Card number _____ Ex Date _____

Billing Address _____

American Cancer Society
Imagine Ball
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