

The American Cancer Society and
the Long Beach Cancer League present

A Centennial Celebration of the American Cancer Society

A Diamond Jubilee

Saturday, June 1, 2013
The Centre at Sycamore Plaza
Lakewood, California

Sponsorship Opportunities



www.longbeachgala.org



Our League President



Dear Friends:

First, please allow me to extend my undying appreciation to those who have sponsored our annual fundraising event for the past 37 years. Your support has been, and continues to be, critical to our American Cancer Society's fight against cancer.

Now, allow me to extend my sincere invitation to our League's 38th gala, which will take place on **Saturday, June 1, 2013** at last year's exciting venue, the *Centre at Sycamore Plaza* in Lakewood, California. This year will be our most special event yet, as we will be celebrating an amazing milestone: **the 100th Anniversary of the American Cancer Society**. We will celebrate the life-saving work that this organization has done in our local community and the world.

I am also very proud and excited to announce this year's **gala honorees: Joan and John Knight—Eunice Knight Saunders Foundation; Sandy and Daryl Phillips—Phillips Steel Company, and Frani and Dan Ridder**, one of the founding couples of the Long Beach Cancer League. I cannot think of a more deserving group to honor this very special year!

We have selected *Thank Goodness it's Sofia (TGIS)* as our preferred catering company which, I'm confident, will impress us once again with their succulent cuisine. Last year's event co-chairs have accepted to serve as our 2013 gala co-chairs... I can't wait to see the wonderful surprises and entertainment that awaits all who will attend.

Through our annual gala, recognized as one of our area's premier events, we have proudly raised over \$11.1 million dollars in support of our fight against cancer. I am also very proud to report that our 2012 gala surpassed its goal and raised an impressive \$223,484 net, to support the American Cancer Society's life-saving research, community services and programs.

I encourage you to renew your sponsorship and invite you to pledge your support of our 2013 gala event, today, by completing the contribution form included in this brochure. Thank you for helping us to continue pursuing the dream of a world without cancer...a world with more birthdays!

A handwritten signature in cursive script that reads "Myrna Wigod".

Myrna Wigod
President, Long Beach Cancer League



Sponsorship Opportunities



Your most valuable reward as a sponsor: The certainty that your generous contributions will help further the fight against cancer through breakthrough research, life-saving programs and services for cancer patients of all ages. Your support WILL SAVE LIVES!

PRESENTING SPONSOR - \$25,000

Limited to one Presenting Sponsorship per industry

- VIP seating for 20
- Verbal recognition from Master of Ceremonies
- 3-minute speaking opportunity to address attendees
- Recognition on Save the Date cards*
- Recognition on the cover of invitations mailed to more than 3,000 Greater Long Beach Area business leaders and residents * Recognition on auction paddles
- One full-page color ad in event program— priority placement*
- Premier recognition on the event website as well as in all print materials. Prominent mention as Presenting Sponsor on front cover of Event Program *
- Promotion on all ads, brochures, and other media *
- Premier recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests. VIP table gift for guests

VISIONARY SPONSOR - \$15,000

- Premier seating – one table of 12
- Verbal recognition from Master of Ceremonies
- Recognition on invitations mailed to more than 3,000 Greater Long Beach Area business leaders and residents * Recognition on auction paddles
- One full-page color ad in event program—prominent placement*
- Prominent recognition on the event website as well as in all print materials *
- Promotion on all ads, brochures, and other media *
- Prominent recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests. VIP table gift for guests

PLATINUM SPONSOR - \$10,000

- Premier seating for 10
- Verbal recognition from Master of Ceremonies
- Recognition on invitations mailed to more than 3,000 Greater Long Beach Area business leaders and residents *
- Platinum full-page ad in event program *
- Prominent recognition on the event website as well as in all print materials *
- Promotion on all ads, brochures, and other media *
- Prominent recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests.

GOLD SPONSOR - \$6,000

- Priority seating for 8
- Verbal recognition from Master of Ceremonies
- Gold full-page ad in event program *
- Recognition on the event website as well as in all print materials *
- Recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests

Sponsorship Opportunities

MISSION MOMENT LIGHTS SPONSORSHIP - \$3,500

Limited to three Sponsorships

- A powerful moment in our evening, we spend a portion of our evening remembering the reason for attendance and support—our collective fight against cancer. Your name will be acknowledged, verbally and on stage screens, before and after our guest cancer survivor addresses guests.
- Priority seating for 4
- Recognition in event program *
- Recognition on the event website as well as in all print materials *
- Recognition on stage screens and signage throughout the event

SILVER SPONSOR - \$2,500

- Priority seating for 4
- Verbal recognition from Master of Ceremonies
- Silver half-page ad in event program *
- Recognition on the event website as well as in all print materials *
- Recognition on stage screens throughout the event
- Complimentary Valet Parking for guests

BRONZE SPONSOR - \$1,500

- Priority seating for 2
- Bronze half-page ad in the event program *
- Recognition on the event website as well as in all print materials *
- Recognition on stage screens and signage throughout the event
- Complimentary Valet Parking for guests

TABLE HOST - \$2,000

- Reserved seating for 10. Company or family name displayed on the table.
- Recognition in event program *
- Recognition on the event website as well as in all print materials *

IN-KIND SPONSORSHIP

We cheerfully welcome and appreciate your in-kind sponsorship, which is critical to keep our event costs down.

Please speak with your Sponsorship Committee or staff contact for the various in-kind sponsorship opportunities available and the amenities to which you would be entitled.

- * Deadline for inclusion in Save the Date cards is February 1, 2013
- * Deadline for inclusion in invitation is March 1, 2013
- * Deadline for all other printed collateral material is April 26, 2013



THE OFFICIAL SPONSOR OF BIRTHDAYS

A Diamond Jubilee

A CENTENNIAL CELEBRATION OF THE AMERICAN CANCER SOCIETY



SPONSORSHIP AMENITIES

SPONSORSHIP LEVELS	Presenting Sponsor \$25,000	Visionary Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$6,000	Mission Moment Lights Sponsor \$3,500	Silver Sponsor \$2,500	Bronze Sponsor \$1,500	Table Host \$2,000
Tickets with premier seating	20 VIP	12	10					
Tickets with priority seating				8	4	4	2	
Reserved seating								10
Recognition in 3000 save-the-dates	Logo or name printed on front							
Speaking Opportunity	◆							
Recognition in 3000 invitations	Logo or name printed on front	Prominent	Prominent					
Stage screens and signage	◆	◆	◆	◆	◆	◆	◆	Name on table
Recognition in all promotional materials and website	Prominent	Prominent	Prominent	◆	◆	◆	◆	
Industry exclusivity within sponsor level	◆	◆	◆					
Logo recognition in all media	◆	◆	Name	Name				
ACS Visionary Award	◆	◆	◆					
VIP table gift for guests & recognition on auction paddles	◆	◆						
Event Program Ad	Full Page color ad Premier placement	Full Page color ad	Full Page Platinum ad	Gold Full Page ad	Full Page B&W ad	Silver Half-Page ad	Bronze Half-Page ad	
Recognition on Sponsor Page In Event program	◆	◆	◆	◆	◆	◆	◆	◆
Gourmet Cuisine & Entrance to Live and Silent Auctions	◆	◆	◆	◆	◆	◆	◆	◆



Sponsorship Pledge Form

Please print all names legibly and exactly as they should appear in all event publications.

SPONSOR CONTACT: _____

Today's Date: ___ / ___ / ___ Business Name: _____

Donor's Name (*how you wish it to appear in printed materials*): _____

Contact Person: _____ Phone: _____ Fax: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

E-Mail Address(es): _____

Administrative Contact: _____ Phone: (____) _____

Mail invitations and tickets to (*if different from above*): _____

Company logo – for donors \$10,000+ (*use of company logo and colors for logo cannot be guaranteed on all materials*):

Camera-ready art enclosed Logo on disk enclosed Other: _____

TYPE OF SUPPORT

Sponsorship Level _____ Amount \$ _____

In-Kind Sponsorship Retail Value of donated items or service \$ _____

General Admission Tickets Number of Tickets _____ @ \$200/person Total \$ _____

Event Program Book Ad (see back) \$ _____ Tribute or Memorial (see back) \$ _____

Donation Only (no tickets or sponsorship desired) \$ _____

TOTAL AMOUNT TO BE BILLED \$ _____

Special Instructions/comments: _____

Please contact the following individuals/companies for possible sponsorship or in-kind support: _____

BILLING INFORMATION (*payments must be received to be listed in printed materials*)

Credit Card VISA MasterCard American Express

Name and billing address as it appears on card: _____

Account # _____ CVV Code _____ Exp Date ___/___/___

Check Enclosed is my check for \$ _____ made payable to the **American Cancer Society**.

Installments Amount of each installment (*maximum of three*) \$ _____

On following dates (*last installment due by 06/01/12*) ___/___/2013 ___/___/2013 ___/___/2013

Donor's Signature _____

Date _____

PLEASE NOTE: . Deadline for inclusion in Save the Date cards is February 1, 2013; March 1, 2013 for invitation, and April 26, 2013 for program book.

Sign and mail, email or fax original form to:

American Cancer Society / Long Beach Harbor Southeast Unit

Attn: A Diamond Jubilee Gala - Claudia Soto-Neira

936 Pine Avenue. Long Beach, CA, 90813

Phone: (562) 437.0792

Fax: (562) 495.1782

E-Mail: Claudia.soto-neira@cancer.org

Tax I.D. 13-1788491 | *Donations are tax deductible minus \$70 FRV per ticket. Please check with your tax advisor.*

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 any time at 1-800-227-2345.

A Diamond Jubilee

A CENTENNIAL CELEBRATION OF THE AMERICAN CANCER SOCIETY

Your generous support allows us to fight cancer and save lives. We also deeply appreciate your referrals. We are excited to build new partnerships with companies or individuals with an interest to help their community, join our fight against cancer and increase visibility as a good corporate citizen.

◇ Yes! I'd love to connect you with: _____

PROGRAM AD ORDER FORM

Tribute ads may be in support of the American Cancer Society, the Long Beach Cancer League and/or in honor or in memory of an individual. Please attach the tribute text as you wish it to appear or submit camera-ready artwork. No bleeds. All ads print in full color (CMYK).

AD SPECIFICATIONS

◇ Inside Cover * (Front or Back) Full color	◇ Inside Center * (per page) Full color	◇ Full Page Black & White	◇ Half Page Black & White	◇ Quarter Page Black & White
\$2000	\$1500	\$1000	\$650	\$350
Live 7"W x 10"H	Live 7"W x 10"H	Live 7"W x 10"H		
Trim 8" x 11"	Trim 8" x 11"	Trim 8" x 11"	7" W x 5" H	3.5"W x 5"H

* Inside Front/Back Cover and inside center page spread are limited to availability and will be sold on a first come first served basis.

Electronic submission formats:

- ◆ **Preferred format:** High-resolution PDF file with fonts embedded or EPS/TIF file at 300 dpi or higher. For best results include print out, fonts and native files as well as back up. We will accept 300 dpi JPG/TIF images as well.
- ◆ **Logos and Images:** Adobe Illustrator EPS, Photoshop TIFF or JPEG (CMYK/300dpi)

Submission method: Please submit artwork by **deadline of April 26, 2013** via email to celia.veyna@cancer.org

TRIBUTE WALL DONATION FORM

Honor or pay tribute to a loved one or a special person in your life through a donation of \$50 or more (per name) to the American Cancer Society. We will mail an acknowledgement card to the Honoree or his/her family, if so desired. Each name will be included on a beautiful Tribute Wall at the Gala.

Complete following information for acknowledging purposes (*Please print. Separate names by comma*):

In Memory of: _____

In Honor of: _____

◇ Yes, I would like an acknowledgement card mailed to the following name and address(es): _____

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 any time at 1-800-227-2345.

Gala Co-Chairs



Dear friends:

Mark your calendars and commit to support the 38th Long Beach Cancer League's Gala "*A Diamond Jubilee*", a Centennial Celebration of the American Cancer Society. Our gala is one of the most important and visible events of the year in the Greater Long Beach Area.



Together, the Long Beach Cancer League, the American Cancer Society and our generous sponsors have made a significant difference in the fight against cancer. In a time of historic change to health care and as we face an uncertain future, the American Cancer Society remains steady in funding life-saving cancer research, finding cures, and serving those whose lives have been completely turned upside down by the most dreaded disease of our century.

Please join us in the fight against cancer by supporting our distinguished gala. Please take a few moments to complete the enclosed Sponsorship Pledge. **Our outstanding sponsorship chair, Janet Foley, a two-time cancer survivor and League member of 20 years, will be happy to ensure your most deserved recognition on the gala website, print collateral materials, news releases and throughout the evening of the gala.**

We promise you an evening of elegance and excitement, and look forward to rejoicing in the birthdays cancer survivors worldwide have been able to celebrate thanks to the Society's life-saving work.

We look forward to welcoming you as a Sponsor of the Cancer League's *38th* gala, "*A Diamond Jubilee*", while we celebrate the centennial of the ACS and make history in our fight against cancer. Cheers to many more Birthdays!

Sofia Riley and Roselia Bravo de la Torre
2013 Gala Event Co-Chairs



2012 Gala Honorees: Keesa, Young & Logan - in the picture: Marlere and Steve Young ; Elaine and Howard Davis; and Robert A. Nagourney, MD, with wife Maxine Johnson.

A world with
less cancer
is a world with more
birthdays.



We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

www.longbeachgala.org